Non-Theatrical Producers to Attend Conference
HAYS TO INSIST ON ABRAMSON SUIT TRIAL

24 Columbia Features Now Set for '30 Production

Bad Sound—Is synchronized murder

By JACK ALICIA

Of late we have received so many letters from exhibitors in various stages of irritation, heated resentment, ire and constant unrest that we have come at least to the temporary conclusion that they are entitled to speedy relief and consideration, now that the talkers are with us permanently, from the exchange man that sends them prints and records unfit for use. Talking pictures are a little bit of hotsy totsy for the exhibitor when they are clicking mechanically and everything is running O.K. but, when in place of ordinary even projection you have a constant rain storm on the screen and instead of pleasant voices and tuneful melody you get from the loud speaker a symphony of squeaks, scratches and air pockets, the effect upon the customer regarding his future and continued patronage is apt to be most discouraging for the exhibitor.

The indictment before us that confronts the exchange man aforementioned is rather long and consists of several counts. Here are a few: Oily prints—Scratched prints—Prints out of sink—Poor patches—Broken sprocket holes—Old and worn out records, and divers and sundry other abuses too numerous to mention. The above is inserted as hearsay evidence merely as a matter of record. Seriously, here is a situation that no doubt is a grave problem to nine out of ten small town houses. It is a big enough thought to desire the immediate attention and consideration of every sales manager and supervising exchange executive in the business. In former days an old print was bad enough but under the new order of things bad sound from either print or records is nothing short of synchronized murder.

4 Pictures Now in Work at Columbia Studio—Preparing Others

Two roadshow pictures, one from a David Belasco stage play and the other a Jack Holt starring vehicle, "Hell's Island," head the list of 24 features already scheduled for production by Columbia in 1930. Four of the pictures now are in work, while an equal number awaits easting.

"Weekly Film Review" Sold to Associate Pub.

Atlanta—"Weekly Film Review" has been consolidated with "Exhibitors' Tribune" as the Southeastern unit of Associated Publications, Inc. Anna Aiken Patterson, founder of "Weekly Film Review," continues with that publication in an editorial capacity.

DEPT. OF COMMERCE TO HOLD CONFAB ON FEB. 1

Washington Bureau of THE FILM DAILY
Washington—Final arrangements have been completed for a conference of leading producers and distributors of industrial and educational films to take place here Feb. 1, under the auspices of the Bureau of Foreign and Domestic Commerce.

Civil Service Examinations for Universal Chiefs

Branch managers and head bookers of Universal will be given written and oral examinations, of the civil service type, to determine their fitness for promotion, it is announced.

C. C. Pettijohn Replies to Actions Seeking $1,300,000

The Hays office will insist on trial of the suit filed Tuesday by Ivan Abramson and the Graphic Film Corp. against 47 corporations and individuals in the motion picture industry, said C. C. Pettijohn, general counsel of the Hays organization.

In the Abramson action, brought against 13 major companies, five important executives, Film Boards of

By Special Arrangement

"SEE AND HEAR"

BY WILL H. HAYS

Just Published—A Brief History of Motion Pictures and the Development of Sound.

Will Appear In Serial Form

EVERY DAY IN THE FILM DAILY

STARTING NEXT MONDAY

A Daily Feature of Universal Interest to Everyone In or Out of Pictures—Don't Miss It!

72 DEAD, 150 INJURED

IN SCOTLAND FIRE PANIC

Paisley, Scotland (By Cable)—Seventy-two are known to be dead and about 150 injured in a fire panic at the Glen Cinema Tuesday. Most of the victims were children. The fire started in the projection room but did very little damage, the heavy casualties being mostly due to a wild rush from the balcony to the main floor.

PARAMOUNT '29 EARNINGS MAY REACH $15,000,000

Earnings of Paramount for the fourth quarter of the fiscal year 1929 are estimated at about $5,500,000, which is approximately 100 per cent greater than the net for the corresponding period of 1928 when the

Proposed K. C. Padlock Ordinance is Killed

Kansas City—Proposed padlock ordinance to prohibit indecent shows has been defeated. It was believed that the measure was too drastic because it would repeal the present license ordinance and subsequently close local theaters. Officials felt that the present ordinance and state laws are sufficient to regulate matters.
SAYS MEXICO TO BE 12
P. C. WIRED IN 6 MONTHS

More than 12 per cent of theaters in Mexico will be showing sound pictures within the next six months, says George Pezet, Mexican sales representative for Pathé, international division, in New York. "There are about 500 theaters in Mexico, and of this number only 35 are wired. Four months ago only one house was wired in Mexico City whereas today 21 have sound equipment. Eight houses in Mexico City are equipped with Patent, five with RCA Photophone, three with W. E., one with DeForest and others have various systems. In the Interior five have RCA and the rest are either DeForest or Pacent," declared Pezet.

Visigraphic Volume of Business Increases 80%

An increase of 80 per cent over 1928 in total volume of business was recorded by Visigraphic Pictures, Inc., New York, for the fiscal year ending Dec. 31, 1929, according to the annual report to be presented to its directorate today by Edward F. Stevenson, president.

The statement shows that the surplus earnings in 1929 were invested in the building and equipping of a modern sound and recording studio, the development of projection apparatus and for the expansion of the company's branches in Boston and Philadelphia.

Irving Rosenheim Joins
Philby Brokerage Firm

Irving Rosenheim, former president of First National and the Stanley Co., has joined the Philadelphia brokerage firm of Newburger, Henderson & Loeb as a general partner. Rosenheim remains an active director of the board of Warner Bros.

"Sally" For Boston Jan. 24

Boston—Plans already are under way for the opening of First National's "Sally" at the Pablic, Washington St., Olympia and Uptown theaters Jan. 24.

Sargent at Strand

Waterville, Me.—George W. Sargent now is manager of the Strand here. He was last at the Haines.

COAST ENGINEERS PLAN TO STUDY DEVELOPMENTS

West Coast Bureau, THE FILM DAILY

Los Angeles—Ten meetings, running through 1930, have been planned by the Pacific Coast Section of the Society of M. P. Engineers for the purpose of studying the latest developments in the industry. The first discussion, already held at the California Institute of Technology in Pasadena, was devoted to light and color, and there will be further talks on color, wide film, laboratory procedure, stereoscopic depth and television.

Canada Government Row

Stops Sunday Premiere

Ottawa—A clash occurred between the Dominion Government and the Ontario Government here recently when the Ontario officials refused to issue a permit for the showing of "The Arctic Patrol," five reel color feature made by the Dominion Government on a Sunday at the Avalon. Cancellation of the theater and operators' license was threatened, according to a notice posted on the Avalon's doors. About 1,000 persons were awaiting the opening of house. Back of the incident is trouble involving Blue Laws enforcement.

Karl Freund Perfecting Color Process in N. Y.

Karl Freund, who photographed "Variety," "Metropolis" and "The Last Laugh," is perfecting a new color system, using the Paramount Long Island studio for his experimental work. The process is known as the Keller-Dorian color system and is said to be the first to use the primary colors. Freund intends to market a color film entitled "New York."

First German Talker Arrives

The first German talker feature, "Because I Love You" produced by Aafa Film Co. at the Tobis studios in Tempelhof, Germany, has arrived in New York and will be released by American General Film Co. after the first of the year. The cast includes Mady Christians, Hans Stuwe and Karl Platen. Music is by Ed May.

Let Us Solve Your Problems!

Over 20 Years of Experience Qualifies Us as Specialists in

MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES

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The Industry's Date Book

Jan. 3 Opening of "No, No Nanette" at Mark Strand, New York City.
Jan. 9 AMPA Luncheon at the Paramount Hotel, New York City.
Jan. 15 Warner Coast studio to resume active.
Jan. 25 Fourth annual Frolic of Fox Athletic Club, Hotel Commodore, New York City.
Feb. 7 Paramount Pup Club annual ball at the Astor, New York.
Feb. 19 Annual Benefit Show of Catholic M. P. Guild at Los Angeles.
June 2-7 International Cinema Congress at Brussels.

Gourdeau in N. Y.

E. R. Gourdeau, managing director of Australasian Films, (East), now in New York, has received a cable announcing the first installation of RCA Photophone in Java in Sourabarga. Talking pictures are getting across successfully, he says.

NEW YORK STOCK MARKET

Financial

West 42nd Street 2200

New York Telephone 3040

AD-AD-AD

"I can say that your trailer service has been very satisfactory."

—Glenwood Theater

Glenwood, Ark.

AMALGAMATED VAUDEVILLE AGENCY

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THE "WE NEVER DISAPPOINT" CROMWELL FILM LABORATORIES INCORPORATED

220 WEST 42ND STREET NEW YORK

Phone: Weincon 6876

ALLAN A. LOWES, Gen. Mgr.
1930 comes in like a LION!

RAMON NOVARRO in DEVIL MAY CARE
Thrilling Musical Romance S.R.O. at $2 Astor, N.Y. "The Pagan" was a winner, but wait till they see this!

CHARLES KING BESSIE LOVE in CHASING RAINBOWS
The "Broadway Melody" pair click again in another road-show-size audience hit! With Technicolor.

DUNCAN SISTERS in IT'S A GREAT LIFE
A grand show of loves, laughs, tears and swell songs. With Technicolor.

NORMA SHEARER in THEIR OWN DESIRE
It's got the class of "Mrs. Cheyney" plus a box office quality that Norma gave you in "His Secretary." Sure-fire!

WILLIAM HAINES in NAVY BLUES
All the fun of Bill Haines combined with the strongest dramatic love story he's ever had!

VAN & SCHENCK in THEY LEARNED ABOUT WOMEN
These Big Time headliners in a thrilling romance of the baseball world. How these boys sing! A natural!

And More Big Ones on the Way!

Happy METRO-GOLDWYN-MAYER New Year
**Timely Topics**

**A Digest of Current Opinion**

**To Keep Unwired Houses Open**

**WHAT** strikes the big men of the industry as a matter of secondary importance, the supply of silent pictures for the houses which are not yet wired, is actually, to the halls concerned, a question of life or death. The big circuit houses and the leading cinemas throughout the country are running talkies; those of the next rank of importance are installing equipment as quickly as ever they can. What remains? A tremendous number of small houses which have not the slightest prospect of being able to afford the expense of a high-class equipment. What we have to recognize is that these halls are really entitled to continue. Their proprietors form the majority of the C.E.A. membership, and they are essentially the people who need its protection most. Until they can be provided with sound installations of good quality and low price they must run on silent films.

*Kinematograph Weekly.*

London

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**Screen Has Gained, Not Lost, By the Addition of Sound**

The vast majority of intelligent observers, who go to the movies regularly and appreciate them, will now cheerfully concede that not only has the screen lost nothing by the addition of sound but it has gained a great deal and stands to gain a great deal more. Hollywood has had to work terrifically hard to achieve this recognition, and be it said that Hollywood has worked with thoroughly unexpected and uncharacteristic intelligence.

Robert E. Sherwood in

*New York Evening Post*

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**ALONG THE RIALTO**

**with**

Phil M. Daly, Jr.

**YOU** know, a good number of years ago if some fellow made a name for himself in a big way or other, the community or other generally named a cigar, a street or avenue after the dear fellow—but providing modern times with its infinite Fannie Brice, in the U. A. “Be Yourself,” pitches Otto Kahn the berry in the form of labelling a song after him, titled “Is Something the Matter With Otto Kahn?” .......Monte Blue and Joe E. Brown, two of Hollywood's favorite sons, are still lingering around Jimmy Walker’s city.

Again she is going to blossom forth, but not on the screen this time, Marilyn Miller, that gorgeous morsel, will attend the premiere of F. N.'s “No, No, Nanette” at the Strand, tomorrow .......Vina Delmar has been corralled by Warners to write originals for Vitaphone specials and will shortly shoe off for the Coast.

Two Mack Sennett comedies are playing on Broadway with indefinite run pictures, “Scotch” with Devan and Clyde is at the Geo. M. Cohan with “Blaze O' Glory” and “Uppercut O'Brien” with Andy Clyde and Harry Gribbon is doing its stuff with “Party Girl” at the Gaiety. Harold J. Mirisch, formerly with the Warner home office, has been transferred to the Metropolitan division under Harry L. Charnas, general manager. Mirisch will work on booking for Warner houses.

Eddie Dowling, whose second picture, “Blaze O' Glory” is the attraction at the Geo. M. Cohan, is one of Rhode Island’s favorite sons. Little Rhody, the smallest state in this great big land of ours, hasn’t fallen down on the job of producing acting material, providing Geo. M. Cohan, Ruth Clifford, Jane Winton, Kate Price, Rae Samuels, etc., etc., etc.

One of the snappiest house organizations which Uncle Sam’s mailmen bring into our office with regularity is “Now,” edited by Eddy Eddles, with K W. Calvin as ye associate ed. Frank Whitbeck, director of advertising for West Coast Theaters, whose publication it is, keeps a watchful eye over the works.

George K. Arthur has left St. Louis and now is on the last lap of a vaudeville tour upon completion of which he is scheduled to trek to Europe. The dashy George last appeared in M-G-M’s “Chasing Rainbows.”

Word penetrates Times Square from Paramount’s Long Island studio that in “Was Her Man” is the new title’s name, Gilda Gray’s two-reel talker produced as “Frankie and Johnny.” Dudley Murphy did the megaphoning .......Harry Green, who plays the title role in “The Kibitzer,” will send his voice over the ether via the Columbia system Saturday night during the Paramount-Publix hour.

BET YOU COUN'T GUESS WHAT COMPANY GARNERED THE BIGGEST YEARLY NET?

THE FINANCIAL SECTION OF THE FORTHCOMING FILM DAILY YEAR BOOK HAS THE DOPE.

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**AND THAT'S THAT**

**By Phil M. Daly**

Frank Wilstach has garnered his ninth annual crop of the best similes of the year and shoots us an advance copy. Frank gets as great a kick out of collecting 'em as everybody does in reading 'em. And that's our simile for enjoyment. Now tear into a few pips culled from his "Dictionary of Similes," and get your share of enjoyments.

About as safe as leaving your wife in the Navy Yard—Fred Allen.

As happy as an old maid being held for ransom—Anon.

Innocent as a bee on a paper flower.—Arthur (Bugs) Baer.

No more use than a Roxay pass at the Paramount theater—Jack Africa.

Final as a period.—Louis Monta Bell.

As superfluous as a shooting gallery in Chicago.—Ibid.

Busting along with all the speed of a spavined snail.—Kenneth Campbell.

Overworked as a floorwalker's index finger.—I. Elson.

 Shut up as tight as a tabloid columnist at five a.m.—F. P. Adams.

Dull as an illustrated lecture on Barnacle Breeding.—Pere Lorentz.

Married people have labels ... just like a trunk on a railway that belongs to somebody.—D. H. Lawrence.

As futile as skywriting in Pittsburgh.—Ibid.

He made a clatter like a shower of feathers.—O. O. McIntyre.

Disconcerting as a cross-eyed mud-witch.—Sidney Mundi.

Cheerful an' uncomplainin' as a California grape farmer.—A. Martin.

Meek as a glass-eyed wooly lamb.—Don Marquis.

She is thin enough to do hand springs in a flute.—Edward Schackert.

About as happy as a toothless guest at a peanut brittle party.—Raymond S. Tompkins.

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**TEN YEARS AGO TO-DAY**

Herbert Hoover's American Relief organization film, "Starvation" to open Jan. 9 in New York.


A. S. Black to build new Portland, Me. house.

Mary Marsh Allen, prominent English actress, arrives in New York.

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**THEIR FIRST JOBS**

**PAUL STEIN**

engagement with Max Reinhardt in Berlin

**JANUARY 2 --- MANY HAPPY RETURNS**

Best wishes and congratulations are extended by the FILM DAILY to the following members of the industry, who today are celebrating their birthdays.

Walter Futter
D. W. Griffith
W. Ray Johnston
Allene Ray

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**THE DAILY**

Thursday, January 2, 1930
Effective January 1, 1930

WEEKLY FILM REVIEW of Atlanta, Georgia is consolidated with EXHIBITORS’ TRIBUNE of Atlanta, Georgia as the Southeastern Unit of Associated Publications, Inc.

Anna Aiken Patterson, founder of the Weekly Film Review, will continue in an editorial capacity with this unit.

ASSOCIATED PUBLICATIONS, INC.

FILM TRADE TOPICS, San Francisco; MOVIE TRADE TIMES, Dallas; MOVIE AGE, Minneapolis; THE REEL JOURNAL, Kansas City; MOTION PICTURE DIGEST, Chicago; MICHIGAN FILM REVIEW, Detroit; EXHIBITORS’ FORUM, Pittsburgh; THE OHIO SHOWMAN, Cleveland; NEW ENGLAND FILM NEWS, Boston; EXHIBITORS’ TRIBUNE, Atlanta.

“EACH IN ITS FIELD—THE EXHIBITOR’S HOME PAPER”
It's Publix Ave. Now

Portland, Ore.—In honor of Publix Theaters, property owners here have petitioned the Portland City Council to change the name of Main St. and Broadway, where the Publix theater stands, to Publix Ave. The move, said to be a change came about when a complaint was registered that the present name typifies the idea of a small town village street.

DEPT. OF COMMERCE TO HOLD CONFAB ON FEB. 1

(Continued from Page 1)

according to the motion picture section of the Dept. of Commerce. Among the problems to come up for discussion are: cooperativeness of exhibitors in industrial advertising and production policies.

At present there are more than 375 companies in this country using or producing and distributing non-theatrical pictures, either for advertising of educational purposes, according to Way.

Civil Service Examinations for Universal Chiefs

(Continued from Page 1)

by Carl Laemmle. The written test will be sent to each exchange manager and booking chief for completion, after which the papers are to be returned to Lou B. Metzger.

Oral examinations will then be conducted at the home office by an examining board composed of Metzger and other high officials of the company. All of the combined tests will constitute the promotion rating of each man.

Bids Taken for Philly House

Philadelphia — Bids have been taken for the new 4,000-seat theater Samuel Shapiro is building at Allegheny and Kensington Aves. The estimated cost of the structure is $650,000. The house will be named Midway.

Rosenthal at Duluth House

Duluth, Minn.—M. Rosenthal has been appointed manager of the Lyceum, a Publix house. Before coming to this city Rosenthal managed theaters for the past 15 years in the East where he has conducted a vaudeville booking agency.

Warner Reviews Plans

Ridgewood, N. J.—Construction on new Warner theater to be built here has temporarily been held up due to a revision of plans which are being made by the company's architects.

Install Phonofilm at Aberdeen

Aberdeen, Mass.—Deforest Phonofilm has been installed at the Temple here, according to Manager Elkin.

Hays Organization to Insist on Ivan Abramson Suit Trial

Trade and the Hays officers damages amounting to $1,300,000 are sought. Allegation is made that the "leading producers in this country engaged in the cutthroat trade among a group of Hays for the purpose of organizing the Motion Picture Producers & Distributors of America, Inc., and the various Film Boards of Trade, for the unlawful purposes of destroying competition of the independent producers and of monopolizing for their own benefit the exhibition of motion pictures." The plaintiff alleges that members of the Hays organization control "not less than 95 per cent of all picture production in the United States and supply 22,000 theaters" with product.

ing or a chance to begin shooting, and several more are in preparation. Only one, "Mexicali Rose," is ready for release, while "Murder on the Streets," is the cutthroat trade among a group of Hays for the purpose of organizing the Motion Picture Producers & Distributors of America, Inc., and the various Film Boards of Trade, for the unlawful purposes of destroying competition of the independent producers and of monopolizing for their own benefit the exhibition of motion pictures." The plaintiff alleges that members of the Hays organization control "not less than 95 per cent of all picture production in the United States and supply 22,000 theaters" with product.

24 Columbia Features Already Set for Production in 1930

(Continued from Page 3)

Bert Naus at Granada;
Other Public Changes

West Coast Bureau, THE FILM DAILY
San Francisco—Bert F. Naus, manager of the Rialto, Portland, Ore., now is managing the Granada here for Publix. Jack Gould, former publicity and advertising director of the Rialto, has been appointed manager of the house with Max Shane, formerly of the Paramount in Los Angeles, assuming Gould's former duties.

Richmond Blou Opens With W.E.

Richmond—Paramount's "The Virginian" inaugurated the talkie policy at the new house here, which is equipped with Western Electric apparatus. George Kitzmiller, formerly of Norfolk, is manager.

Saturday Change for Capitol, Va.

Richmond—Ivan J. Rosenbaum, manager of the Capitol here announced the bill hereafter will open on Saturdays instead of Mondays, as previously.

PARAMOUNT '29 EARNINGS MAY REACH $15,000,000

(Continued from Page 1)

net income of $2,772,318 represented the best fourth quarter's earnings in the history of the company, according to the Wall St. News, in a statement from Los Angeles credited to Advance. The company's earnings for the entire year of 1929 should exceed $15,000,000 which compares with $8,713,063 in 1928 and $8,057,508 for 1927, continued the publication.

FILMS TO BE DISCUSSED AT ROLLINS COLLEGE TALKS

Winter Park, Fla.—The role that motion pictures play in public opinion is considered to be of such importance by officials of Rollins Institute here that a round table discussion on the subject will take place next week. Among those participating in this discussion are: Huston Thompson, formerly with the Federal Trade Commission; Mr. Miliken, of the Hays organization, Abram F. Myers, head of Allied States Ass'n and Dr. William Sheafe Chase, of the International Reform Federation.

In discussing pictures, "The Role of the Movie in Public Opinion" will focus attention on coming changes in the influence of the cinema in public opinion and the question of its control and direction.

Rippard Gets Richmond House

Richmond—W. H. Rippard of Washington has purchased the house to take over the management of the Echo theater at Farmville. The house formerly was owned by Eddie Wright at Harlingen House.

Abe Markowitz Leaves RKO's "Frisco Exchange

West Coast Bureau, THE FILM DAILY
San Francisco—Abe Markowitz, manager of the RKO exchange here has resigned and William G. Wolf, formerly of Denver, has replaced him.

Loew's Festival Tieup

Loew's Inc. has lined up about 26 chains of theaters in celebration of "Loew's January Festival." Tie-ups with Chambers and merchants have been made in Swara, Reading, Dayton, Evansville, Jamaica, Brooklyn, Bronx, Jersey City, Houston, Memphis and other cities.

Talk-A-Phone for Three Houses

Cleveland, Tex.—In addition to the three houses in the area, the Colonial at Clarksville, Texas, has been equipped with Talk-A-Phone apparatus. All three houses opened with sound pictures Christmas Day.

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(Continued from Page 1)

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PUBLIC LIBRARY
there is no mystery about advertising ★ many of our greatest business enterprises have been built upon its foundation ★ successful advertising is simply a question of clean, honest, eye arresting copy placed in those mediums that are read by the greatest number able to buy that which you have to sell ★ in the motion picture industry the film daily reaches ninety percent of the buying power of a great business that spends millions every month ★ that's why this publication is proving itself every day a profitable advertising medium for those who use its columns regularly ★ ask anyone of importance in the industry whether or not he reads the film daily regularly ★ a test will tell ★
“HELL’S HEROES
is the hardest-hitting melodrama...that has come this way since the talking films have been with us...first rate entertainment.”—Quinn Martin, N. Y. World.

“HELL’S HEROES
is the most impressive picture to be played at the Colony since this house turned talkie...It brings a lump to the throat and a tear to the eye...The Colony should house it for at least several weeks.”—Irene Thirer, N. Y. Daily News.

“HELL’S HEROES
is an interesting and realistic bit of characterization.”—N. Y. Times.

“HELL’S HEROES
is a dandy drama...Charles Bickford’s performance stands out brilliantly.”—Bland Johaneson, N. Y. Daily Mirror.

“HELL’S HEROES
takes its place with the best films of the month...done with an extraordinarily impressive and sincere dignity...Director William Wyler’s understanding and thrilling treatment of the story holds one absorbed...There’s nothing conventional about this...don’t miss it!”—Rose Pelswick, N. Y. Evening Journal.

“HELL’S HEROES
is a thrilling talkie...excellent version of Peter B. Kyne’s story, ‘The Three Godfathers.’ The important members of the cast are Charles Bickford, Fred Kohler and Raymond Hatton...each excels in his own particular sequence.”—Regina Crewe, N. Y. American.

“HELL’S HEROES
has something new and original in its method of telling a story in dialogue set entirely out of doors...For the picture connoisseur, this is one to see!”—Marguerite Tazelaar, N. Y. Herald-Tribune.

PICTURES—NOT PROMISES!
Western Electric Will Appeal German Injunction

FILM STOCKS RELATIVELY STEADY IN 1929

Six Roadshows Among Tiffany’s Output for 1930

A Cinema Opera
—and other comment
By JACK ALICOATB

M. ASCAGNI, best known as the composer of “Cavalleri Rusticana” has just announced from Rome that his future efforts will be directed toward the writing of an operatic score exclusively for the cinema. It was only recently that the maestro first heard the talkers in Paris and immediately became impressed with the possibilities of this international medium for quickly reaching masses. This is but another straw indicating rather definitely in which direction the amusement wind is blowing. Nothing can now stop the invention of sound from revolutionizing the art, industry or business of amusing the peoples of the world.

Stepping Out

Once more the industry steps right up into the front row to be counted along with the press and radio as an important influence on the minds, habits and sentiments of a collective nation. Several representative picture folk including Gov. Carl Milliken and Abram Myers have been invited by Rollins Institute of Winter Park, Florida to attend its second annual institute of statesmanship and sit round the table for the pow wow on “The Role of the Movie in Public Opinion.” Next to the Williamstown conference each Spring this is probably the most formidable annual forum for the discussion of world’s problems and public opinion in America. A fine and dignified tribute to

(Continued on Page 2)

Six Features Completed and Similar Number in Work

Six roadshows, “Journey’s End,” “Resurrection,” “Mamba,” “The Lost Zeppelin,” “Party Girl” and a South Sea Technicolor talker, top the production schedule of Tiffany for 1930. It is announced by Executive Vice-President Grant L. Cook. In addition to the Tiffany franchise holders there are 2,000 Tiffany franchise holders in 4 months.

Trend of Amusement Shares Last Year Was Favorable by Comparison

Motion picture stocks gave a relatively good account of themselves in 1929, according to financial statistics of the year as compared to other lines of business. Although film shares, like all others, joined in the collapse during the latter part of the year, they came through the period very creditably considering the additional bearish factors that descended on this group as a result of several unfortunate factors not applying to the industry in general. Despite this fact, the average depreciation in motion picture stocks was less than the decrease in such basic industries as foods, automobiles, motor equipment, rubber.

(Continued on Page 2)

Delays Chain Plan

Montreal—Delay in the establishment of the N. L. Nathan son chain is attributed to its sponsors awaiting the court decision expected Jan. 17 in the dispute with Famous Players Canadian. The case pending involves possession of an important downtown theater site here.

RAPEE JOINS WARNERS

as Musical Director

Erno Rapee, for the past 12 years associated with Roxy as orchestra leader, has been signed by Warner Bros. as general musical director at its Coast studios. Jack Warner announces. He leaves for the Coast in about two weeks. Joseph Littau, identified with the Roxy for some time, succeeds him in his post there.

German Sound Group Scores
in Patent Infringement Suit

McDONALD WITH FUTTER
As General Manager

Charles McDonald, recently resigned as vice-president and general manager
(Continued on Page 2)

German Sound Group Scores in Patent Infringement Suit

Western Electric will appeal the decision of a Berlin court in which a permanent injunction is granted Klangerfilm Tobis restraining the American concern’s apparatus in Germany, it was stated by W. E. in New York yesterday. The decision emanates from a patents infringement
(Continued on Page 2)

“SEE and HEAR” by Will H. Hays—Starts Next Monday and runs every day in serial form in The Film Daily — Don’t Miss It
A Cinema Opera - and other comment

W. E. WILL APPEAL
GERMAN INJUNCTION

(Continued from Page 1)

suit brought by the German group.

The injunction is based on an ac-
ton institution by Telefunken Corp.
ctor of the Gloria Palast, Berlin the-
ater, using W. E. equipment. The ac-
tion apparently clears the field for
holders of Patent papers.

At the W. E. office it was pointed out
that the decision is an oral one and
that no statement would be
forthcoming until a written copy has
been received. It was asserted that
this is the only instant when an in-
junction against the company's
patents has been sustained.

In commenting on the German in-
junction General Talking Pictures
stated that patents of Klangfilm To-
bis have been pooled in Associated
Sound Film Industries, Ltd., of Eng-
land, which also owns the DeForest
patent. It was further pointed out
that M. A. Schlesinger, president of
General Talking Pictures, is a di-
ctor of the English company and I.
Schlesinger is chairman of its
directors.

Budapest Court Suspends
Action Against W. E.

Western Electric has been advised by
cable that the infringement ac-
 tion against the Western Electric
equipped Forum Theater in Bud-
ap, has been suspended by order of
the Upper Court until the multi-
action is decided.

HAWKS AND NINE OTHERS
KILLED IN 'PLAIN CRASH'

(Continued from Page 1)

erman and husband of Mary Astor.
Max Gold, assistant cameraman; Hallcock House;
pilot; Conrad Wells, cameraman. A
third plane, carrying Warner Baxter,
a double and Capt. Horace Turner,
pilot, escaped damage. Three of the
10 bodies had been recovered up
to late last night. The story being
filed was Elinor Glyn's "such Men
Are Dangerous."

The Industry's Date Book

Friday, January 3, 1930

WEISS BROTHERS' DeForest Phonofilm Studios
Two Large Stages fully equipped with every modern
device essential to the proper recording of Talking Pictures
Specially Constructed Sets which permit the handling of
every type of production with facility and ease

Rental--$500. Per Day

WEISS BROTHERS' DeForest Phonofilm Studios
318 East 46th Street, New York City
Phone: Vanderbilt 7341-7341-8157-7354

Friday, January 3, 1930

McDonald with Futter
As General Manager

(Continued from Page 1)

manager of Van Buren Corp., has
come associated with the Futter

enterprises in the same executive
capacity, Walter Futter, president of
Wafilms and Futter Productions, Inc., announced yesterday
before leaving for the Coast. "During the past
year, the companies have signed contracts with
Sono Art-World Wide for na-
tional distribution of the six-reel feature "Fighting for the Fatherland"
and with Columbia for international distribution of a seven-reel super feature
as well as a series of 26 curiosi-
ties. McDonald is further nego-
tiating for distribution of 12-reelers.

McDonald and I will alternate be-
tween New York and Hollywood
where products of the companies
are centered at the Columbia studios,"
Futter said.

The company has leased larger
quarters on the top floor of 729 7th
Ave., where they have occupied as
extensive alterations are com-
pleted.

WANTED

Bookkeeper — expert in handling ac-
counting on Road Show Film Attrac-
tions
Give complete details in letter. Replies
held confidential.
BOX X-190
6-150 Broadway
c-e Film Daily
New York City
"EASILY THE BEST PICTURE OF THE YEAR"—Liberty Magazine

1929's SUPREME BOX OFFICE GIFT TO PARAMOUNT'S NEW SHOW WORLD OF 1930
“Barnum was Wrong—This is the Greatest Show on Earth.”

Says M. P. News

Copy of Telegram Received from Mr. Frank Sardino, Syracuse

Syracuse, N. Y., Dec. 19

S. E. Morris, Vice-Pres.
Warner Bros. Pictures, Inc.
321 W. 44th St., New York

Perfectly clear that Show of Shows is greatest picture in History. Strand Theatre absolutely inadequate to accommodate Public Demand. I have following Theatres—Empire 1800 Seats. Syracuse 2200 Seats. Brighton 1800 Seats. All are DeLuxe Houses on Salina Street. Will play picture simultaneous run as Strand on percentage. Your own terms. Four houses at once will provide record gross and sensational publicity in Picture History.

FRANK SARDINO, Empire Theatre

Just 7 of the 77 Stars

Frank Fay
Beatrice Lillie
Alice White

SONG HITS
“Your Love Is All That I Crave”
“Singin’ In The Bathtub”
“The Only Song I Know” “Just An Hour of Love”

Published by M. Witmark & Sons

“Vitaphone” is the registered trademark of The Vitaphone Corporation designating its products
Copy of Our Reply

New York, N. Y., Dec. 19

Frank Sardino,
Empire Theatre.
Syracuse, N. Y.

Delighted know Show of Shows in your opinion most outstanding picture history industry. Demand prints this attraction such that even with two laboratories working twenty-four hours each day it is utterly impossible for us to supply present commitments or national demand. Appreciate your constructive proposal play this production three houses Syracuse together with Strand Theatre Day and Date. But regret our inability to take advantage of it. Regards.

S. E. Morris
ALONG THE RIALTO

with

Phil M. Daly, Jr.

HARRY BUXBAUM, address Fox, believes his lad Jack, age nine, holds the world's record for seeing "The Cock-Eyed World." The youngster has gazed at this Raoul Walsh production seven times and still is looking for more showings. Herbert Rawlinson got a big hand from the critical newspaper boys and gals when he opened in "City Haul" the other night. Herb plays a mayor, no less.

P. A. Parsons, who left his desk at Pathe the other day, was head man at a party given by the home office crew. As a parting shot P. A. was presented with a small wagon load of fishing tackle. Send us some Cod, will ya, P. A.?

Ben Dirsacli is again back in England. At Bradford, a small provincial town, the picture was given a try-out and clicked, thus proving Ben's stuff still goes there. Well, they dropped the 'Mark,' no not in Germany, but the Warners cut off the front label of its two Strand houses in N. Y. and Bklyn.

RKO's scenario editor in the east, Kay Brown, is dashing through final consideration of a number of scripts before making her cross-country trip to Hollywood today. Kay, they say, is the youngest scenario editor in the biz. You know, some pictures are so good that they have em standing five deep outside. Well, Maurice Chevalier in Paramount's "Love Parade" is taking care of standees. They've built an extra row of seats on the mezzanine at the Criterion for the gang.

Yes, we knew he couldn't hold out, but at that, bet it's going to be some act. Abraham (Burney) Bernstein, of Publix, and Lilian Joan Strauss recently got that way sufficiently to let it go down in ink that they're engaged.

Sylvia Kossach is celebrating her first year spent in writing press books for Columbia—if people do celebrate such anniversaries. Roxy undoubtedly is happy over the fact that "Christina" drew a line which extended 'way pass the Cathedral towards Sixth Ave. before noon yesterday.

HOW MANY WIRED HOUSES ARE THERE IN THE COUNTRY?

Complete information on wired theaters throughout the world is but one of the many features of the forthcoming 1930 FILM DAILY YEAR BOOK.

EDDIE QUILLAN, one of the few picture stars who does not take himself too seriously, airmails us his impressions of a typical start of a typical day for a busy movie pit? chur actor. Eddie quips as follows:

He wakes up at 8 a.m. and dis locates jaw with a prodigious yawn. Crawls out on the wrong side of the bed.

Nearby freezes to death dressing in the cold, damp morning air. (Query: Is it possible that the air is ever cold and damp in Hollywood?)

Gets shirt outside of suspenders. Loses collar button under dresser. Is forced to shave with a dull blade.

Realizes that he has but 20 minutes to make the studio by 9 o'clock. Gulp down hot coffee, burns mouth, and gets most of the fluid down his wind-pipe. Rushes out to automobile and spends ten minutes trying to start it.

En route to studio, runs out of gas. Tramps one-half mile to filling station.

Finally arrives at studio and spends five minutes looking for a place to park.

Enters studio and learns the call has been changed from 9:00 to 10:30.

Is taken to an asylum in a straight-jacket and labeled 12929 with a long term contract.

Remember When—

Jack Fuld, handling the publicity on the murder thriller, "Jim the Pen- nian," put it over as a fashion show. Jack grabbed an advance story from the press book telling all about the costumes worn in the British story, and opened in Boston by selling Filene & Son, the department store, the idea of a fashion show. They featured a big display window, and said the picture was "the greatest fashion show that ever visited Bos ton." And the picture went over big—just that way.

TEN YEARS AGO TO-DAY

Balaban & Katz secure Chicago First National franchise from Jones, Linick and Schaefer.

Morris Kohn succeeds Arthur S. Kane as president of Realart.

Marcus Loew reported seeking to purchase Metro.

Oliver Morosco entering production with six units now formed.

January 3--Many Happy Returns

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

Paul Benjamin
Marion Davies
Eddie Gribbon

George B. Seitz
Howard Truesdell
Anna May Wong

Dorothy Arner
Herbert Brenon
Fred Evans

Timely Topics
A Digest of Current Opinion

Small Theaters Best Suited For Presentation of Talkers

HERBERT COREY, daily newspaper columnist, recently made the following prophecy: "The day of the big movie houses is over. The talkies have killed them." And he continued, "Think it over. A talkie in a cathedral is a mess. Such tremendous volume is required that sensitive persons withe and go away to the speak-easies. Whereas in a small house the tone production can be controlled until it becomes a pure delight." There's a hint of encouragement in those words for the small theater owner, who has a natural advantage to begin with when he gets ready to wire for sound.

Ben Sklyen,
Associated Publications

Canned Music Will Bring About Universal Artistic Education

The traditional concert stage, as we have enjoyed it in the past is doomed. The advent of the sound film is an established fact and film music is going to substitute for individual musical artists in the immediate future. There is no escape from that, regardless of whether the average musician wants it or not. This is an evolutionary move which everyone has to accept, as it is in its essentials a means of universal artistic education. The poorer classes who had no chances to pay high concert admission prices will have by this new turn of things an opportunity to hear an opera or a musical comedy, a symphony concert or a celebrated virtuoso for fifty cents or even less.

Dimitri Tiomkin in "Today"
Amusement Issues Were Relatively Steady in 1929

(Continued from Page 1)

leather, chain stores, mail order and others.

The 1929 market crash undoubtedly killed what might have been a bull movement in film stocks as a result of the sensational success of talkers. Earnings of these companies have shown sizable increases over the preceding year, and the prospects for continued increase have been favorable.

Another pertinent highlight is that the stock of Paramount, which leads the film issues in turnover for the year with a total of 7,875,350 shares, came out with a net loss of only 2 points, while National Theater Supply gained nearly 34 points, an appreciation of more than 300 per cent.

Details of the year, reflecting a stability in film stocks that stacks up very favorably alongside other major industries, are contained in the following tables:

NEW YORK STOCK EXCHANGE

<table>
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<th>1928</th>
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Net earnings per share of common stock.

FILM CENTER BLDG.
44th ST. 9TH AVENUE 45th ST.
over 84% rented

T HIS building was erected with one purpose in view—to supply the safest—most convenient—best equipped building for the Film Industry that brains could create and money could build.

There is no other building like it—so don't delay in making application.

When the remaining space is leased there isn't any more like it—anywhere at any price.

CROSS & BROWN COMPANY
270 MADISON AVE. Tel. Caledonia 7000
Call at the building or send for illustrated booklet

FILM CENTER, Inc.
Owners and Builders
A.N. ADELSON, President

Sam Spring Joins R-K-O

As Counsel Advisor

Sam Spring, formerly with first National and more recently associated with a Wall St. firm, has joined R-K-O as counsel and assistant to B. B. Kahane, general counsel.

Lindlar for Special Exploitation

In accordance with the promise made by General Sales Manager Oscar R. Hanson when Tiffany's franchising plan was worked out, Walter P. Lindlar has been signed by this company to head a special exploitation department just formed to cooperate with exhibitors during 1930, it is announced by A. L. Selig, director of advertising and publicity. Lindlar for seven years was in charge of exploitation for First National and for three years was assistant man-

Sam Spring joins R-K-O as counsel advisor.
TONIGHT for LONG RUN at NEW YORK STRAND

TURNED TOLEDO TOPSY TURVY IN TEST TRYOUT

"We expect at least two and a half weeks run" writes John F. Kumler of Pantheon, Toledo

"Much better than one can possibly imagine" Toledo Blade

"Fast-moving sequences which pack a lot of laughs" Toledo News Bee

"Guaranteed to provoke constant hilarity" Toledo Times

HIT - AFTER - HIT - AFTER - HIT FROM

"Sally" "Paris" "Son of the Gods" "Song of the Flame" "Bride of the Regiment"
“MOST IMPRESSIVE PICTURE”

“Hell’s Heroes” is most impressive picture played at Colony since this house turned talkie, says Irene Thirer, N. Y. Daily News. “Superbly carried out...brings a lump to the throat and a tear to the eye.”

“Hardest-hitting melodrama...first rate entertainment,” says Quinn Martin, N. Y. World. “Something new and original in telling a story in dialogue set entirely out of doors. This is one to see.”—Marguerite Tazelaar, N. Y. Tribune.

“Interesting and realistic.” — Mordaunt Hall in N. Y. Times. “Fine Film...ably acted and directed.”—N. Y. Telegram.

“Thrilling film fare...audiences liking the picture.” — N. Y. American.

PETER B. KYNÉS

HELL’S HEROES


GREATERT UNIVERSAL’S NEW SELLING SEASON STARTS NOW!

A BRIEF HISTORY OF MOTION PICTURES AND THE DEVELOPMENT OF SOUND—JUST PUBLISHED

“SEE AND HEAR”

By WILL H. HAYS

President of the Motion Picture Producers and Distributors of America, Inc.

will appear in serial form

Every Day in the Film Daily

Starting Tomorrow

A DAILY FEATURE OF UNIVERSAL INTEREST TO EVERYBODY IN AND OUT OF THE BUSINESS
REVIEWS in unprecedented numbers have appeared in trade papers, magazines and newspapers, during the Fall and Winter months, on Mack Sennett Talking Comedies. You could read every line of every one of them and find no dissenting voice raised in criticism. Nothing but praise! A rare vote of confidence—probably without equal in motion picture history!

MACK SENNETT TALKING COMEDIES

"THE GOLFERS"
A "pippin"... Entertainment all the way through.
—Canadian Moving Picture Digest
Will make you giggle whether or not you know anything about the game.
—Life
The large golfing fraternity and any number of others who don't know anything about this popular game will simply "eat" this picture up.
—Motion Picture News.
Supreme entertainment, intensely amusing both to golfers and to those who never stepped on a green.
—Arthur James, Exhibitors Daily Review and Motion Pictures Today.
A delightful outdoor event which scored heavily because it never became technical.
—Harold Hefferman, Detroit News

"A HOLLYWOOD STAR"
—W. Ward Marsh, Cleveland Plain Dealer.
Exceedingly funny.
—Boston Globe.
A mighty funny comedy.
They don't come often enough like this one, ... Grab this one.
—Motion Picture News.
Worth a prominent spot on any bill.
—Film Daily.
A pip of a satirical Mark Sennett comedy.
—Los Angeles Examiner.
Here is a really funny picture. It's Mack Sennett back in his splendid form and up to new tricks at one and the same time.
—Screenland.

"CLANCY AT THE BAT"
A corker.
—Motion Picture News.
It can't miss.
—Film Spectator.
A thoroughly enjoyable baseball comedy... Plenty of laughs all along the line, concluding with a comedy finish that is a smash. Worth strong billing.
—Film Daily.
The funniest show to reach town as a talking film this week.
... I think Gibbon and Clyde are comics, in their own field, of the first rank.
—Quinn Martin, New York World.

"THE NEW HALFWAY"
Solidly packed with laughs... A picture you cannot afford to overlook.
—Zit's.
Good enough to get top billing.
—Exhibitors Herald-World.
Spot this as a "special" on your program, and you'll have no kickbacks. It will go 'em for championship laughs.
—Film Daily.
Mack Sennett almost reaches the pinnacle of his career in this.
—Associated Publications.
An even greater laughgetter than "Clancy At the Bat"...
This comedy, played with even the weakest feature, will make the program a complete success.
—Billboard.

"UPPERCUT O'BRIEN"
It has enough for two or three old-fashioned comedies.
—Zit's.
One of the funniest prize-ring themes ever screened.
—Film Daily.
Gibbon and Clyde are at the moment turning out some of the best comedies on the market. Any exhibitor that plays these and the other Educational shorts at this time is doing his patrons a great favor.
—Billboard.
A wow comedy,... Educational has a knock out of a two-reel comedy here,... Go the limit and promise a lot. It will lift any show right out of the average class.
—Motion Picture News.

EDUCATIONAL FILM EXCHANGES, Inc., E. W. HAMMONS, President
Tri-State Exhibitors Set to Fight Mississippi Tax Issues Fireproof Screen Edict in Philly

Universal Production List for 1930 to Exceed 40

1 Features Completed, 5 in Work and 23 Being Prepared

With about 40 pictures definitely set, 11 of them already completed, 5 in work and 23 being prepared, Universal's production schedule for 1930 starts out as the most elaborate in its history. Never before, at the beginning of the year, has the company had so many pictures on its production program. All of these

(Continued on Page 3)

CHICAGO EXHIBS PLAN UNAFFILIATED ASS'N

Chicago — An unaffiliated association is planned by a group of 40 independent exhibitors who meet at the Stevens Hotel recently here to discuss the proposed organization. Simon Herr, who is understood to be slated for the post of legal advisor, said that a temporary committee has been appointed.

(Continued on Page 3)

WARNER-STANLEY CHAIN ALL SOUND BY FEB. 1

Philadelphia — All houses in the Warner-Stanley chain will be equipped for sound policies by Feb. 1, when the Savoy and Family, on Market St., join the talks. The Princess, also silent at present, will be either closed or placed on the real estate market, it is understood.

(Continued on Page 3)

10 Chicago Houses Sold to Bird Theatres, Inc.

Chicago—Trustee's equity in 10 neighborhood theaters, formerly known as the National Playhouses group, has been sold to Bird Theatres, Inc., it is announced by the Chicago Title & Trust Co., receiver of the National chain. Sam Howard, local attorney, is trustee.

Sistrom, Block Leave

Pathe Studio Personnel

Hollywood—Readjustment of the Pathe studio lineup has resulted in the departure of William Sistrom, general manager, and Ralph Block, associate producers, among other changes. Sistrom's contract expired the first of the year. Other shifts in personnel are expected.

Court Reserves Decision in Greenwaldt Color Suit

Wilmington, Del.—After hearing the final argument in the color patent suit of Mrs. Mary Hallock Greenwaldt against the Stanley Co.,

(Continued on Page 10)

Hale Elected Head of Winnipeg Projectionists

Winnipeg—William Hale has been elected president of the American Projectionists Society, which recently organized here for the purpose of

(Continued on Page 16)

Impressing Wall Street

Motion Picture Shares Established Excellent Reputation in 1929 Market—Average Depreciation Less Than Stock of Basic American Industries

By ARTHUR W. EDDY

MOTION picture issues established an excellent reputation for themselves in the Wall St. sector during 1929. A checkup at the close of the year indicates that film stocks comparatively made an enviable showing, weathering the market collapse of several months ago far better than stock of many important companies engaged in vital American industries. Much to the credit of the industry's stability is the fact that average depreciation of film shares was less than the decrease in the stock of various basic industries. The industry's financial foundation is growing firmer and firmer.

The street of profits and losses (mostly the latter, some people say) should find interesting and illuminating reading in the estimate that Para-

(Continued on Page 16)
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Andy Wright says!
THAT 1930 HAS BROUGHT HIM THE EXCLUSIVE SERVICES OF S. JOHN PARK
who will be the ranking young author of the year—that he is doing his new tragedy of the South titled "COLOR BLIND" on Broadway—that his former success "PHILADELPHIA" is doing capacity business in Chicago—also That he will do "Cease Firing" the musical romance of the A. E. F. as a Summer Show on a side street of Broadway.

Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES
INCORPORATED
1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040

Andy Wright, Inc.
1560 Broadway, New York, N.Y.
Bryant 2361 Cable Wrightbook
The Industry's Date Book

n. 9 AMPE Luncheon at the Paramount Hotel, New York City.
14 Premiere of "Hit the Deck" at the 42nd Street Earl Carroll.
15 Warner Coast studio to resume activity.
25 Fourth annual frolic of Fox Athletic Club, Hotel Commodore, New York City.
1 Meeting of non-theatrical producers at Washington, D.C.
7 Paramount Pops Club annual ball at the Astor, New York.
9 Annual Benefit Show of Catholic M. P. Guild at Los Angeles.
2-7 International Cinema Congress at Brussels.

McCormick to Join P-F-L to Handle Bow Pictures?

Curt Cow bureau, THE FILM DAILY Los Angeles — John McCormick, formerly producer for United Artists, is reported to have joined Paramount to handle production on Clara Bow pictures. If the deal is completed, it is also likely Colleen Moore will join the company.

Efforts towards a confirmation of the report regarding John McCormick joining Paramount proved vainable.

Pitkin Appointed Story Editor for Equitable Corp.

Professor Walter B. Pitkin, of the Columbia University School of Journalism, has been engaged by Equitable Pictures Corp. as eastern story editor, according to an announcement by George B. Stout, president, the company which will produce product for release through Motion Picture Congress. Pitkin will make his headquarters in New York.

Higher Theater License Proposed in Racine, Wis.

Racine, Wis.—Increase in the theater license fee, at present $150, to $750 annually for theaters charging more than 35 cents admission is provided in an amendment to the general code introduced at a meeting of the city council.

Chicago Exhibs Plan Unaffiliated Association

(Continued from Page 1) pointed to formulate plans and policies. Ex-Judge Samuel Eiler is mentioned as the possible head of the new body.

Famous Canadian Buys Site Vancouver, B.C.—Famous Players Canadian Corp. has purchased the site at Broadway and Brannville Sts., for the erection of a theater to cost about $400,000.

Gemm, White River, Reopens

White River, S. D.—The Gem has reopened after making repairs to meet the requirements of the Fire Dept. J. C. Langston is manager.

Universal Production List for 1930-1931

(Continued from Page 1) features are sound and all-dialogue, and each has a silent version. Addi- 

tions to the schedule will be made during the year, as stories are purchased.

The list now stands as follows:

Pictures Completed

"Hell's Heroes," from the story, "Three Cheers" by A. B. Kent, starring Charles Bickford, Raymond Hatton and Fred Kohler, directed by William Wyler.


"The Climax," from the stage play by Edward Locke, starring Jean Hersholt; directed by Renald Hoffman.


"Undertow," starring Mary Nolan, based on the story, "Rope," by William Daniel Steele; directed by Hollar Farry.

"Embracing Moments," starring Reginald Denby; directed by William J. Craft.


"The Little Accident," from the stage play, "The Little Accident," by F. B. Kyne, starring Mary Nolan.


"Deadline," by W. W. Keeler, starring Tom Keel, starring Mary Nolan.


"The Case of Broadway," the story by Geng Terry.

"Sincere," the novel by John Erskine.

"The Week End," starring Laura La Plante, story by Harry Stob directed by John J. Blyth.

"The Song of Passion," starring John Robertson.

"Soldier's Play," by Du Bois, starring Tom Keel, starring Mary Nolan.


"Castle Creek," starring Ken Maynard.

"Songs of the Saddle," starring Ken Maynard.

"Hidden Valley," starring Ken Maynard.

"Purchasing Days," starring Hoot Gibson.

"Ace Rider," starring Hoot Gibson.

"Montana Kid," starring Hoot Gibson.

"Jockey Club," starring Hoot Gibson.

The following Universal successes, released as such in previous years, will be entirely remade with sound and dialogue:

"Storm," directed by John Ford; original release in 1923.

"Flirt," directed by John Ford, released in 1924.

"Jackie," from the Frank Desprez poem, released in 1923.


"L'Amour," story by Houston Branch, original music by Charles Wakefield.

Quebec Exhibs Stirred by Police Sunday Ban

Montreal — Police action against patrons of the Elite, Granby, Quebec, is a play Sunday showed has caused a stir among exhibitors of the province, owners had agreed with the Quebec provincial Gov't, to en- force the law barring juveniles from mov- ing picture theaters, and, in return, granting that there would be no disturbance of Sunday performances.

Pathé Service Pins

New Orleans—Half of the employees of the local Pathé exchange are possessors of Pathé service pins, which have been on the go for long service with the company.

New Strand Manager

Lansing, Mich.—M. H. Hayes has succeeded C. W. Bedell as manager of the Strand here.

Shea's Seneca Shorty

Buffalo—The new Shea Seneca, seating 2,500, will be opened by Michael Shea Shorty, according to an announcement from the circuit.

Lyric, Ruge, Sold

Ruge, Tex.—The Lyric has been purchased by S. I. Lopez.

Sound Hits Smokers

Portland, Ore. — Upon recom- 

mendation of the fire marshal, smoking in the balconies of the Portland and El Pollo may be abolished because the glass cages built around the smoking sections are no longer feas- 

ible with the installation of sound.

Tone-O-Graph Secured by Herrell in Southern Zone

Love B. Herrell of Atlanta, Ga., has been appointed distributor by North American Sound and Talking Picture Equipment Corp. for its Tone-O-Graph reproducing devices, in the five Southern States including Georgia, Florida, Alabama, Missis- 

issippi and Tennessee. Herrell, who is Secretary of the South Eastern Theater Owners of America, has been connected with the industry for many years.

Kutinsky Wins Sunday Shows for Westwood

Westwood, N. J.—Sunday movies will begin today, as a result of a special election held here. The Sunday issue originally was defeated when it came up at election two years ago, but the persistence of Morris Kutinsky, now Fox N. J. dis- 

trict manager, in forcing the issue, brought in a victory last Sunday, over a fire panic. The result was 1800 against 600.

Theater Manager Arrested in Scotland Fire Tragedy

Paisley, Scotland—Manager Charles Durward, of the Glen Cinema, where 20 children died in a fire panic, has been arrested and charged with culpable homicide.

Miller Back at Buffalo as Universal Manager

Buffalo—Dave Miller has returned here as manager of the Universal exchange, replacing Al Herman, who is to be transferred to another branch. Miller was last manager of the New York exchange for the company.

Milwaukee House Opens

Milwaukee—The Radio, 25th and Fond du Lac, reopened Jan. 1 under the management of Harry Perlezwitz. He formerly owned and operated the Savoy of this city.

Columbia's New Press Sheet

Press sheets of magazine proportions are being issued by Columbia on the company's short subject releases.

Imperial Changes Policy

Ottawa—Ray Tubman, manager of the Imperial, has instituted a new policy at the house with some extraordinary features taking the place of former split-week change.
Ray Cozine is getting to be known as the "international" director, at the Paramount studio. Having completed "The Rondador," entirely in Spanish, Cozine, with the aid of a translator, made "The Golden Kimono," entirely in Japanese, the following day.

Elizabeth North, who recently joined Paramount's writing staff, is recovering from an attack of appendicitis at the Algonquin Hotel. Ruth Etting appeared at Warner studio last week in a Vitaphone Variety entitled, "Broadway Is Beautiful," of which she is the director. She was accompanied by Arthur Hurley. Humphrey Bogart, Mary Phillips and Joan Blondell appeared in support.

Something of a record has been established by Ernest Fegte, art director of the Radio-Victor studio, who has designed 150 sets during the past nine months of production.

The transition from a soft spoken young woman of culture to a gruff mustached soldier of the trenches is made quite easily by Jane Dillon, who has just completed a Vitaphone Variety under the direction of Edmund Joseph.

Monte Bell, accompanied by Mr. and Mrs. Allan Dwon, was among the celebrities noticed at the recent opening of "Wake Up and Dream," at the Apollo theater.

Walter Brooks, who recently completed "This Is New York," at the Radio-Victor studio, rushed production so that his crew would finish up to allow ample time for their New Year's Eve celebration. Bob Carney and Doris Dawson are featured.

Fred Ryle, make-up artist at the Fox-Case studios here, has just returned from a visit to his family, "way down in Georgia."

The popular Broadway team of Clayton, Jackson and Durante did a turn of cavorting their antics before the cameras at the Paramount, Astoria studios recently when they played with Helen Morgan and Charles Ruggles in "Road House Nights."

The spirit of good fellowship and cheer held forth at the various studios on the afternoon before Christmas. The Eastern Vitaphone studios held two parties, one given by Ed DuPar and Ray Foster, cameramen, and another by Murray Roth, director-in-chief.

Noel Francis in Pathe Comedy
Noel Francis, the latest Ziegfeld beauty to be lured to Hollywood, completed the lead in "Her Hired Husband," for Pathe, before leaving New York. This Harry Delmar comedy, which also includes Harry McNaughton in the cast, will be released next week.

The Western Vitaphone studio held a holiday party for its employees.

Two of the many good notices on my latest release through RKO


Stewart Erwin heads the supporting cast of "Dangerous Nan McGrew," the next feature production to be started at the Paramount Long Island studio, with Helen Kane in the title role.

Tuesday was a busy day for Ben Bernie and his orchestra. After making a Vitaphone Variety at Warner Bros. studio in Flatbush, Ben and his boys had to hurry, Ben away to appear at the opening of the new Warner-owned Beacon theater.

"Roadhouse Nights" Fina
Title of Ben Hecht Story

"Roadhouse Nights" has been selected as the final title for the original Ben Hecht story recently filmed at the Paramount Long Island studio under the working title of "The River Inn."

This talking production directed by Hobart Henley features Helen Morgan, Charles Ruggles, Fred Kohler and the comedy trio, Clayton, Jackson and Durante, who make their screen debut in this picture.

St. Clair Here to Direct
Mal St. Clair has arrived here from Hollywood to direct Helen Kane in "Dangerous Nan McGrew" at the Paramount Long Island studio. Production is scheduled to begin Jan. 15.

American Sound to Resume

The American Sound Recording Studios expect to resume production within the next 10 days. Definitely scheduled is a short subject featuring Rene Caron and another one of the "Schoolboy Frolics" series.
By Special Arrangement

"SEE AND HEAR"
BY
WILL H. HAYS

Just Published—A Brief History of Motion Pictures and the Development of Sound

Will Appear
In Serial Form
Every Day in the Film Daily
Starting To-Morrow

"See and Hear" by Will Hays is really a splendid little book. It is small enough to read in an evening. Interesting enough to put aside an evening for that purpose and important enough for every man and woman in the business, who takes the industry seriously, to spend a couple of hours between its covers.

JACK ALICOATE.

A Daily Feature of Universal Interest
ALONG THE RIALTO

with

Phil M. Daly, Jr.

A GERMAN beer garden, a la Hoboken, has been installed at the Fifth Ave. Playhouse in connection with the run of "The Royal Box," all-German talkie which came into evidence at the Warner Bros. plant at Brooklyn some months ago.

And from Baltimore issues the allegation that a theater in that town sports a sign like this: "Now Playing—"Hollywood Revue"—with the original Broadway cast intact from the Astor Thea-
ter." You can believe that or not.

Eddie Klein, who presides the Ampas as well as exports, is mighty enthusiastic over "The Mask," starring Dun-

can Renaldo, and is not afraid to say so. Herbert Hoey of the Edward Small Co. is resigning his position to take over the motion picture department of the Max Hart agency, effective Jan. 15.

Thirteen of the Duncan dancers, (we didn't count 'em, personally) were claimed to have attended yesterday's matinee at the Capitol as the guest of Yasha Bunchuk, conductor of the Grand Orchestra. After giving the fans a break the girls are said to sail shortly for Europe. Pauline Frederick in "The Sacred Flame," topped considerable glory in the current issue of The National Board of Review Magazine. Charles G. Garfield, manager of the Warner Beacon, has been granted an indefinite leave of absence due to illness.

Stuart Erwin will shortly hit New York and it will be the first time he ever gazed upon the wonders of Manhattan. Can you imagine what the lad would say if Whalen got his crew out for the usual welcome stuff? Stuart is scheduled to get in line with Helen Kane in her next film, Jack Cohn, Colum-bia's treasurer, is back in the States again, returning from the first vacation in 22 years.

Andy Wright, has signed Samuel John Park under an exclusive management contract to cover all his writings. Park is the author of the satire on crime "Philadelphia" which ran at the Mansfield, N. Y., and now is at the Playhouse, Chi-

cago...."General Crack" is still continuing its great stuff at the Warner and it looks as though John will be on Broad-

day for a long time.

Horace Heidt and his Californians have climaxd a long series of engagements with the signing of a 10 weeks' contract at Monte Carlo. Means a big thing to the boys, as only two other orchestras ever played there, they being Ted Lewis and Paul Whitman. George Harvey gave his poisonous view-

on advertising in a recent issue of the Warner Club News.

There's hardly a showman in the business that don't get stuck occasionally on: what stunt sh!t I use? Rep'te in every way and with an abundance of new material is the exploit-o-gram section of the 1930 FIlM DAILY YEAR BOOK

--- AND THAT'S THAT

By PHIL M. DALY

WARREN NOLAN, doing his big blurb act for United Artists, sends his press cutter out on a sheet headed: "Information from Warren Nolan of United Artists." You will note that Warren's name comes first, which shows he is a genuine publicity palpitator. One of his latest manuscripts is titled: "Verily A Handful!"

Glancing casually through this beautifully prepared two-page con-

tribution from this rising young au-
thor, we decided not to return it with the usual rejection slip we editors are so fond of using. Here is a manus-

cript that has real literary merit, not only because of its flowing limpid style, but for its substance and content. Its story is based on fact. And would you believe it. Mr. Nolan takes as his theme an actual picture now in production by United Ar-
tsists. And in a casual style that grips you with the power of a Theodo-
dre Dreiser novel, he tells us all about "Bride 66." That strikes us as a much better title than "Verily A Handful." The latter is okay on a book cover, but think of all the electric bulbs the exhibitor will save on his marquee with "Bride 66."

We don't want to spoil your en-
joyment of the completed work, but will do so harm to mention that it tells of a certain Arthur Ham-
erstein producing his first film, all-talk-sing-color, with Paul Stein di-
recting, Rudolph Friml music, and Lois Moran actually singing. In-

deed, Mr. Hammerstein states that her voice is worthy of grand opera. This kolym should really appear as an advertising page. We suggest to Mr. Nolan that he pass the thought along to Mr. Bemis, his public-
inig manager. But we still maintain the manuscript has liter-
ary merit.

TEN YEARS AGO TO-DAY

Marcus Loew gets control of Met-
o; Richard A. Rowland to remain as presid-

ent.

Loew to build theater and office building in Chicago in association with Jones, Linkin and Schaefer.

United States Photoplay Corp. of-

fering stock for sale to exhibitors.

McKinley, Inc., gets Delaware charter; company capitalized at $300,000.
TECHNICOLOR has been adopted as standard for motion pictures in color by such distinguished producers as:

PARAMOUNT
WARNER BROTHERS
FIRST NATIONAL
METRO-GOLDWYN-MAYER
UNITED ARTISTS
RADIO
UNIVERSAL
Tiffany

MARILYN MILLER in "Sally"
(First National)

It is natural color

A year ago it was SOUND that brought big business to the box-office. Today it is COLOR. And Color means Technicolor.

The whole world is unanimous as to Technicolor. The greatest producers are making pictures in Technicolor as fast as Technicolor's cameras and laboratories can turn out the prints.

Technicolor assures the same amazing reproduction of colors, whether the sound is on film or disk. All sound systems look alike to Technicolor.

Technicolor is the only process that gives perfect color values throughout the life of the film. Technicolor film is coated on only one side. It has no back to scratch. The emulsion is harder than that of black and white film and the fourth run theatre gives its patrons the same gorgeous color effects that bring unrestrained praise from the critics at the New York and Hollywood premières.

TECHNICOLOR Is A Box-Office Name. Advertise It!
The most elaborate, the most effective magazine advertisement that the motion picture industry has ever produced opens Technicolor's amazing national advertising campaign.

Three pages in full color—at $11,500 per page—will startle and intrigue SATURDAY EVENING POST readers of the January 11th issue. On the news-stands Thursday, January 9th.

Fifteen million readers will be thinking and talking Technicolor.

Fifteen million persons will be looking for motion pictures in Technicolor.

Two weeks later—$34,500 more for space in the SATURDAY EVENING POST. The issue of January 25th will carry three more pages in full color.
That's just the beginning. Throughout the year SATURDAY EVENING POST will "sell" Technicolor regularly to your patrons, creating a steadily increasing demand—making Technicolor an irresistible box-office name.

In the motion picture fan magazines, too. Full color in—PHOTOPLAY, MOTION PICTURE MAGAZINE, MOTION PICTURE CLASSIC, PICTURE PLAY, SCREENLAND, SCREEN BOOK, SCREEN SECRETS and FILM FUN.

Ten million more readers—every month—learning about Technicolor—twenty-five million in all—ready to go to your box-office with the money in their hand when you announce "It's in Technicolor."
SOME OF THE PRODUCTIONS IN TECHNICOLOR

BRIDE OF THE REGIMENT, with Vivienne Segal (First National); DEVIL MAY CARE, starring Ramon Novarro (Metro-Goldwyn-Mayer); DIXIANA, with Bebe Daniels (Radio Pictures); GENERAL CRACK, starring John Barrymore (Warner Bros.); GLORIFYING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Morgan and Rudy Vallee in revue scenes (Paramount); GOLD Diggers of Broadway, with Winnie Lightner, Conway Tearle, Ann Pennington and Nick Lucas (Warner Bros.); GOLDEN DAWN, with Walter Woolf and Vivienne Segal (Warner Bros.); HIT THE DECK, with Jack Oakie and Polly Walker (Radio); HOLD EVERYTHING, with Winnie Lightner, Georges Carpentier and Joe E. Brown (Warner Bros.); IT'S A GREAT LIFE, starring the Duncan Sisters (Metro-Goldwyn-Mayer); LORD BYRON OF BROADWAY, with Charles Kelsey and Ethelind Terry (Metro-Goldwyn-Mayer); MAMBA, with Eleanor Boardman, Ralph Forbes and Jean Hersholt (Tiffany); MAMMY, starring Al Jolson (Warner Bros.); NO, NO, NANNETTE, with Bernice Claire and Alexander Gray (First National); PARIS, starring Irene Bordoni (First National); POINTED HEELS, with William Powell and Helen Kane (Paramount); RADIO RAMBLERS, with Bert Wheeler, Robert Woolsey and Dorothy Lee (Radio); RIO RITA, with Bebe Daniels, John Boles, Bert Wheeler and Robert Woolsey (Radio); HAPPY DAYS, with Bessie Love and Charles King (Metro-Goldwyn-Mayer); SHOW GIRL IN HOLLYWOOD, with Alice White (First National); SHOW OF SHOWS, with 77 stars (Warner Bros.); SON OF THE GODS, starring Richard Barthelmess (First National); SONG OF THE FLAME, with Bernice Claire and Alexander Gray (First National); THE KING OF JAZZ, starring Paul Whiteman (Universal); PARAMOUNT ON PARADE, all-star revue (Paramount); THE ROGUE SONG, with Lawrence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer); THE VAGABOND KING, starring Dennis King, with Jeannette MacDonald (Paramount); UNDER A TEXAS MOON, with Frank Fay, Noah Beery, Myrna Loy (Warner Bros.).

From The Vagabond King, starring DENNIS KING, with JEANETTE MACDONALD (Paramount).
Metropolitan Closes Biggest Year

Sound Facilities Now Available for Five Companies—P-F-L to Make "Spoilers" With Bancroft in Lead
"U" Starts Cohens and Kellys Film—Haskell for Warner Varieties—Wilks' Paragraphs and Other News

A Little from "Lots"

By RALPH WILK

JOSEPH MUNCURE MARCH
who wrote "The Wild Party" and "The Set-Up," has been signed to a three year contract by Howard Hughes as writer, director and supervisor. He will do four pictures: year for Hughes, and will be loaned to other companies between pictures. He has been loaned to Paramount to adapt and dialogue "Civilian Clothes," which will star Gary Cooper.

* * *

Harry Coffey, veteran state-
operator, is all smiles these days. He is handling "The Talk-Back," a voice re-
cording device that can be at-
tached to any phonograph.

* * *

Sam Taylor is believed to have established a record while on his European trip, inasmuch as he did not study conditions abroad, did not find any stars and saw only one pic-
ture—and that was "The Taming of the Shrew," which he directed. He attended the London premiere of the picture and following its initial showing was guest of honor at a dinner tendered him by English critics and playwrights.

P-F-L BUYS "SPOILERS"

FOR GEORGE BANCROFT

Paramount has purchased the talk-

ing picture rights to "The Spoilers," Rex Beach's story of Alaska, which background was directed by George Ban-
croft in the leading role under the direction of Edwin Carewe. The picture will be put in production early in March.

Monte Blue Starts Jan. 15

When the Warner Studios begin activity Jan. 15, "Those Who Dance" will be among pictures to go into production. Monte Blue is the star.

Bruce Completes 4 More
Wilderness Novelties

Four single reel novelty pictures, filmed with dialogue and music in

scenic spots of the West have been completed by Robert C. Bruce

Productions, and will be delivered to Paramount. They are: "Salt Water
Ballads," "Wanderlust," "Bill Billy

Hammy," and "Voices of Lonely
Men." This group of releases

makes 10 of the 12 being fil-
mained for Paramount.

"His Woman" Started

Production has begun on First Na-
tional's "His Woman" with William
Beaumard directing. Betty Compson,

William Boyd, DeWitt Jennings,

William Janney and Gino Corrado

are in the cast.

Mack Sennett Signs 2 Golfers

Walter Hagen and Leo Diegel

have been signed for parts in Mack

Sennett's new comedy "The Gol-
fers.

Universal Holds Helen Wright

Following satisfactory work in her

first picture, Universal has re-

engaged Helen Wright, former stage

singer and dancer.

"U" Starts Production on
Fourth Cohens, Kellys Film

Production has started at Univer-
sity's "Cohens and Kellys Scot-
land." the fourth of the series fea-
turing George Sidney and Charlie

Murray under the direction of Wil-

liam J. Craft. Other members of

the cast consist of Vera Gordon,

Kate Price, E. J. Radcliffe, William

Colvin and Lloyd Whitlock.

Fazenda in "Bearded Lady"

Louise Fazenda has been given the

leading role in "The Bearded Lady;

Paramount is producing the film.

This is the fourth comedy in which Miss

Fazenda has been starred in for the

group. Her other films were: "Hot

Lemonade," "Paro Nell, or In Old

California" and "So This Is Paris
Green."

Alice White on Vacation

Alice White, First National fea-
ture player now is enjoying a two

week vacation before returning to

start work on "Sweet Mamma." She

recently completed "Show Girl in

Hollywood" for First National.

Jack Haskell to Direct

Vitaphone Varieties

Jack Haskell, dance director now

under contract for Warner Bros., has

been assigned to stage and direct a

special group of technicolor Vita-

phone Varieties. "Evolution of the

Dance" is to be Haskell's first, and in

addition to being filmed entirely in

tecnicolor, the picture will contain

several specialty dances.

Selected for Columbia Lead

Sally Starr and Johnny Arthur have

been selected by Columbia for the

leading roles in "For the Love of

O'Lil."

Educational Signs Holmes

Taylor Holmes has been featured as

by Educational for a featured role

in "Dad Knows Best," a new Edu-
cational-Jack White talking comedy.

Albert DeMond

writing dialogue for

"Paradise Ahoy"
Eddie Dowling in
"Blaze O' Glory"  
(All-Talker)
Sono Art  Time, 1 hr., 30 min.

ONLY FAIR PROGRAM PICTURE. MOSTLY HORRID TIED UP IN THE WASTE OF A BAD PLOT PERIOD. ACTING A HIGHLIGHT.

Comedy-drama with songs. The story is for the most part dull and lacking in continuity. It rambles about the Broadway picture is the adventure of Henry Walsha, uncle of John Cerullo, the world of its star, Eddie Dowling, and Betty Compson. As far as the music goes, it's moderately good. The picture's biggest draw will be in the neighborhood.


Directors: Renald Hoffman and George J. Crane; Author: Thomas Boyd; Adapts: Renald Hoffman; Dialogue: David Hume; Photogaphy: Andy G. Dodge; Cast: Pearl Bailey, Claude Rains, Harry Langdon, William Hopper, and the Roomeedmen.

Direction, weak. Photography, good.

“Painted Angel”  
with Billie Dove, Edmund Lowe  
(All-Talker)
Universal  Time, 1 hr., 30 min.

SATISFYING COMEDY FOR THE ENTERTAINMENT-THINKING HOUSES. DENNY, AS NAPOLEON, DISPORTING IN A SANITARIUM FILLED WITH NUN.

Comedy based on an idea somewhat off the beaten path. Denny, in the role of a prospective heir to millions, is railroaded into a bug house by some relatives who want the dough for themselves. Denny is made to believe that he is attending a masquerade party and is cautioned to stick to his role of Napoleon. There being no “Josephine” among the inmates of the boozy bath, it is up to the doctor’s pretty assistant to assume this part. She does think the newcomer really cuckoo, and he in turn, upon realizing that he has been tricked, turns out for a daftmill. Humorous situations are plentiful and the action, despite its absurdity, is held very well in the picture’s comedic vein, which speaks well for the direction.

Cast: Reginald Denny, Nora Lane, E. J. Riddliffe, Henry Otto, Joyville, Fritz Feld, Biles Cussew, Fish Somerville, Rolle Seides, L. R. Edens, Chester Demare, Chester Green, Henry Herbert.

Adapted by, William James Craft; Author, Reginald Denny; Adaptors, Earl Sull; Registrals,  

Direction, Good. Photography, Good.

Gillette

“Party Girl”  
with Douglas Fairbanks, Jr.  
(All-Talker)
Tiffany  Time, 1 hr., 7 min.

FAIR MOB APPEAL STREET. SMART-BIPED LINES. RARE SEEING OF GALS WHO HIRE OUT AS HOSTESSSES AT BUSINESS MEN’S PARTIES.

A direct descendant of the jazz type. According to the reviewers this opium bigtime salesmanship nowadays is accomplished by throwing snappy, well-aimed lines at the male customers in the right mood to sign heavily on the dotted line. By bringing out the moral ramifications of the system, the picture has openings for some pretty good exploitation. This together with the box-office title should succeed in bailing in evidence that the wife of the year for the flaming youth brand of entertainment. A fairly neat love episode is put up with, a picture, with Douglas Fairbanks, Jr., and Jeannette Loff as the heart team, and the names of these popular players ought to help the draw.


Director, Victor Halperin; Authors, Monte Katterjohn, Victor Halperin; Adaptor, Monte Katterjohn; Dialogue, Daniel vrre, Victor Halperin, Monte Katterjohn; Editor, Ross A. Armstrong; Camera, Barry Snell, Robert Newhard; Sound, Robert Clayton, Alfred Groce, Ben Harper.

Direction, specialty. Photography, photograph.

Gillette

“Wasted Love”  
with Anna May Wong  
(Silent)
Universal  Time, 1 hr., 11 min.

JUST A FILLER. FOR UN-WIRED HOUSES. DIFFERENT FOREIGN PRODUCTIONarlo IN A LITTLE INTEREST OUTSIDE OF THE ATTRACTIVE MISS WONG.

Drama. An English production made in Germany by Richard Eichberg. This is a very flimsy production from all angles, and has nothing to recommend it outside of the appearance of Anna May Wong in the principal role. Miss Wong’s personal charm is always in evidence whenever she appears, and she succeeds in making the weak story seem passably interesting. The plot is slight and the theme hackneyed. The picture, however, becomes more interesting as it moves along very mechanically. Even in the days of the silent film it would have been classed as a weak sister. The story of a down-and-out vaudevillain who befriends the little waif, and she in turn inspires him to get back in his stride and resuming his former vaudevilling art. The usual complications develop in the usual manner. Rates daily through twice, and a filler for un-wired houses.

Cast: Anna May Wong, Mary Kid, Henry Herbert.

Director, Richard Eichberg; Author, Not Listed; Editor, Not Listed; Camera, Not Listed; Direction, Poor. Photography, good.

Harrover

James Gleason in
“Oh, Yeah!”  
with Robert Armstrong, Patricia Caron, Zasu Pitts  
(All-Talker)
Pathé  Time, 1 hr., 16 min.

GENERALLY SATISFYING CROWD-THINKING PICTURE AND ARMSTRONG CONTINUOUSLY DIVERTING AS A PAIR OF DEER TRACKING RAILROAD WORKERS.

Comedy of two trap armed trainmen who become smitten by a feminine timekeeper and a waitress in a town where. One of the boys (Armstrong) totes a mandolin as his sole piece of baggage and knows how to troubadour with the instrument in accompaniment to a pleasant melody. Most of the footage is devoted to the part. Being trapped between Armstrangemental treatment is. A bit, and Gleason, the ever-ready wisecracker. Considering the slimmness of the material, Tay Garnett did a mighty fine job of directing, and doing it pretty well in making the proceedings continuously diverting and putting a dramatic punch in the finish throughout. The medium of a runaway boxcar has fairly general appeal.

Cast: James Gleason, Robert Armstrong, Patricia Caron, Zasu Pitts, Bud Fine, Frank Haueney, Harry Tyler, Paul Hurst.

Director, Robert Armstrong, A. W. Somerville; Adaptor, Tay Garnett; Dialogue, Tay Garnett, Patricia Caron, Frank Haueney, Claude Berkeley; Camera,Arthur Miller; Monitor, Men; Carl A. Waltell Hal Singer.

Direction, good. Photography, good.

Gillette

“Parting of the Trails”  
(Silent)
Syndicate  Time, 1 hr., 5 min.

HAS PLENTY OF ACTION. BREEZY WESTERN WITH BOB CUSTER PULLING THE GOOD OLD TRIPS IN A WAY TO PLEASE THE FANS.

Western. The veteran combination of Director McGowan, storywriter, screenwriter, and director again, putting this over in a way that will please the western fans. The plot is well handled, and works up to a good climax, Nothing particularly new, but the direction of J. P. McGowan keeps it moving all the way, and the hard working Bob Custer sustaining his usual high stride his riding and fighting, and that’s what the fans like. As a roving cowboy he meets up with a couple and they join forces with a wealthy Easterner who has the inevitable pretty daughter. The rascally gang kidnap the millionnaire for ransom but with the help of the girl, Bob Custer does the big rescue act and everything ends with a thrilling finish. Regulation western style, well directed. Bob girl, is unusually good looking as western heroines go.

Cast: Cliff D onion, Henry Rosemore, George A. Miller, Tommy Ray.

Director, J. P. McGowan; Author, Sally Klapp; Screenwriter, the same; Editor, Not Listed; Camera, Not Listed; Camera, Not Listed; Man, Not Listed.

Direction, specialty. Photography, clear.

Harrover
Short Subject Reviews

**SOUND**

**The Voice of Hollywood**

Tiffany

More or less informal views of Bobby Vernon, Julian Eltinge, Paul Whiteman being initiated into the Hollywood Breakfast Club, Mack Sennett, Anita Page, Julia Faye and other screen personalities, with Richard Dix as announcer. Interesting to fans generally.

**Land O' Lee**

Castle Films

Time, 11 mins.

Interesting.

Series of historical shots in color embracing historical and other locales of the South, the Mississippi, New Orleans, Cuba, Panama, Florida, etc., plus a few well-choreographed dance numbers. Unusual and good photography enhances the interesting scenes.

**“Scotch”**

Time, 12 mins.

Educational.

McLaglen has turned out a swell comedy knockabout in this one—a picture that ought to make even a plain'unt laugh anywhere. The story concerns a newly-wed couple, whose relatives move in on them directly after the wedding to make their lives miserable. Andy Clyde and Clyde Bevan are the comedy team. The cast includes Adie McPhail, Ernie Wood and Bert Swor. Dialogue, recorded by RCA Photophone, is by John A. Waldron and others.

**“Who’s Who”**

Time, 10 mins.

Vitaphone

Harry Lang and Bernice Haley, vaudeville headliners, squeezing a lot of fun out of jumbled pronouns. “What's his name?” “That's it.” “Well, what is it?” “But I'm telling you—Watt.” Sounds familiar, no doubt. It's been in the repertoire of the vaudeville stage these many years. notwithstanding, it still manages to hold your attention. Can be sner laugh-getter. With Harry and Bernice doing it on the Vitaphone stage, it sounds more ludicrous than ever.

**“Springtime”**

Columbia

Time, 6 mins.

Good Cartoon

A Disney cartoon on the theme of the Mendelssohn music. Frogs, birds, trees, flowers, etc., are made to cavort in harmony with the familiar melody and its variations. A good comic of its kind.

**“Revival Day”**

Time, 9 mins.

Good Negro Humor

“Slim” Timblin, popular blackface comic of the stage, featured in the role of a colored parson conducting a religious session in a way that keeps the faces of the audience in action most of the time. Will click anywhere.

**“Ave Maria”**

Vitaphone

Time, 4 mins.

Artistic

An artistic rendition by the noted opera star, Frances Alda, of one of her most popular numbers, sung in an appropriate cloister setting. Mme. Alda's voice records beautifully.

(Continued on Page 16)

**“The Trumpeter”**

Time, 10 mins.

Mild Entertainment

A flock of trumpets and studio war shots tied up with James Stanley, vocalist, to comprise this subject, which is mild entertainment. Stanley's trumpet is the best thing in the picture. Oscar Lund directed for Van Buren.

**“The Moon Bride’s Wedding”**

Paramount

Time, 10 mins.

Good Indian Whooppee

U. S. Indian Band, which has been scoring in vaudeville, in a particularly brilliant and macabre performance. The music, good voices and general snappiness of presentation.

**The Fatal Forces**

Paramount

Time, 18 mins.

Robust Comedy

For Sterling starred as a dentist, driven to distraction by a saxophone player, who later calls for dental attention—and then the fun begins. Bert Roach is the sax-pest. Will King and Natalie Joyce are in the cast, and William Watson directed. Real robust comedy of the type that made Sterling popular years ago.

**Horace Heidt and His Californians**

Vitaphone

Time, 10 mins.

Snappy Paramount

Horace Heidt and his orchestra will set any audience swaying and humming with their peppy rendition of a group of popular tunes. If the customers want their music light and fast, they ought to find enough to please them in this one. The gang plays with genuine abandon such numbers as “Tiger Rag,” “Painting the Clouds with Sunshine,” “Carnival of Venice” and “I’ll Never Ask for More.” The customers, however, will ask for more.

**Before the Bar**

Vitaphone

Time, 9 mins.

Corking Vaudeville

A snappy vaudeville skit presented by Vitaphone. Opens with some effective patter, then the boys go into their standby bit wherein one of the members of the troupe stands directly behind the other and the front lad does a lawyer-say while his rear support gesticulates with his hands to suit the words. A scream for theaters that have never played this bit.

**“The Haunted House”**

Celebrity Productions

Time, 7 mins.

Mickey as Life Saver

“Mickey Mouse” at his best as a life savior in this Walt Disney cartoon, which is made additionally funny by the antics of singing seals, dancing penguins, baritone sea lions and other amazing creations of the moving cartoon kingdom. Actually great.

**“The Unwritten Law”**

InternationalPhotoplay

Dist. Co.

Time, 29 mins.

Decidedly Mellow

Melodrama of love-crazed peasant who kills the husband of his former sweetheart and is in turn killed by the murderer. Produced in England with actors speaking in decidedly British dialect. Rosalinde Fuller, of New York stage, has leading feminine role. Sinclair Hill directed.

**“Mickey’s Big Moment”**

RKO

Time, 20 mins.

Fine Juvenile Comedy

A Larry Darmour “Mickey (Himself) McCloud” comedy, with a host of clever youngsters and some adults putting over a couple rounds of satis-
fying entertainment. Some good slapstick by the adults and a barn cabaret by the kids topped off by a travesty on the balcony scene with little Romeo doing his stuff to a colored Jew. Lots of laughs, plus a few screams. Will please anywhere.

**“Dance of the Paper Dolls”**

Vitaphone

Time, 11 mins.

Delightful


**“Wild Waves”**

Celebrity Productions

Time, 7 mins.

Mickey as Life Saver

“Mickey Mouse” at his best as a life savior in this Walt Disney cartoon, which is made additionally funny by the antics of singing seals, dancing penguins, baritone sea lions and other amazing creations of the moving cartoon kingdom. Actually great.
Presentations

MOULIN ROUGE SETTING IS HIGHLIGHT AT ROXY

By HERBERT S. BERGMAN

In keeping with the screen feature, “Hot for Paris,” the current stage bill at the Roxy has a French flavor and is highlighted by a colorful Moul- lin Rouge set, with gala signs, electrically studded windmill paddles in action and appropriate inhabitants. In front of this setting is presented a most diverse series of attractions, Russian, Spanish and whatnot—as well as some pleasant singing.

Cortez and Helene, in a tapersoch- travesty, cop the honors with their ingeniously funny routine. Dorothy and Harry Davie play the Apac- cat with gusto. Then there are two nifty colored stepers, Keene and Rufin. The other artists in this “Boulevard Paris” number include Viola Philo, Angelita Loyo, Youry Yourlo, Mr. Vodnoy, the Roxy chorus and ballet corps and Markert’s Rox- elettes. Adamo’s presence brings luminous effect by A. Strobl climaxes the scene.

The first part of the stage program is a series of divertissements, open- ing with “Frisie Antique,” a white stately scene with the figures doing garland dances and the Patricia Bowman-Leonide Masseau team con- tributing a few pleasing variations. This is followed by “Miserere,” sung before a prison gate, with the voices of Viola Philo, David Drollet and the Roxy Male Chorus doing the operatic bit full justice. Then comes “Le Rev- eille,” the scene being an immense pink bed enfolding the Markert Rox- elettes. Lillian La Tonge, in alarm clock costume, wakes up the gang and they go into a fancy pyjama dance for a fluffy finish. An organ specialty, with Lew White, C. A. J. Parmentier and George Epstein playing the three consoles simultaneously, also is on the program.

Publix Buys Aztec, San Antonio
San Antonio—Publix has bought the Aztec, local de luxe house, from William Epstein, group is announced that in the deal the New State will be added to the list of local talker houses.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3580

RUDY VALLEE IN ORIENTAL SETTING AT PARAMOUNT

Rudy Vallee and his Connecticut Yankees are at the Paramount. A new Nuggemeyer’s musical revue at the Paramount. Styled “Streets of Bom- bay,” it is one of the classiest stage shows the Paramount has had in many weeks. The scene is a street in Bombay, with a wide staircase in the foreground. Dancing girls in Oriental costumes do a number, fol- lowed by a fine atmospheric bit with a snake dancer. She emerges from a basket, and twines and waves her way across the floor to the accom- paniment of weird music till finally she overcomes the charmer. A class act that rates a headline.

Rudy Vallee sang three numbers, the best of these being “Sweetest Than Sweet.” He was on only a small part of the time, but the fans seemed satisfied. He was fol- lowed by a dance with mixed ensemble. A beautiful dance num- ber was done to “On the Road to Mandalay.” Comedy was supplied in large gobs by fat John-v’’ Perkins as the visiting American out for a good time with the girls. He had some good chaff that went over strong. Pasquali Brothers were three fast acrobats with some difficult turns and falls. Dave Gould’s Girls and Boys had some good routines with colorful costume changes. Looked as if some real dough was spent on this unit.

Fox in Centralia

Centralia, Wash.—Plans are being drawn for the construction of a new house here to cost in the neighborhood of $200,000, it has been an- nounced. It will be run by R. E. Charles, resident manager for Fox Theaters. Con- struction is expected to start shortly.

Southern Amusement Takes Lease

Atlanta — Southern Amusement Corp. has secured a lease on the new theater to be built at Peach- tree Rd., the total rental amounting to $65,400. The house is expected to be completed by March 1, and will have a seating capacity of 1,000.

O’Brien Plans House

Renfrew, Ont. — Arrangements have been made by M. J. O’Brien, millionaire theater owner, for the erection of a new house to be equipped for audiums. The house is expected to be ready June 1.

Hust Succeeds Lanagan

Longview, Texas—D. H. Hust, formerly of Beaumont, has been ap- pointed successor of W. A. Lanagan at the Rember-Richman recently was made city manager of East Texas Theaters.

FOREIGN MARKETS

By DON C. GILLETTE

Washington Bureau of THE FILM DAILY

Washington—Two changes of great importance to the exhibitor in Latvia, await the approval of Parla- ment before they become effective shortly, it is announced by the M. P. Division of the Dept. of Commerce. One change provides that the govern- ment shall have regulation over local news events shown at local the- aters, and the second proposes elimin- ation of other forms of entertainment than the showing of films on the ground that they create unfair com- petition for picture theaters.

German Newspaper Selects Best Productions of 1929

Berlin—In completing its poll for the best group of pictures shown in Germany during the past year, Der Deutsche, local newspaper, announced the following: “New Gentlemen,” “Hallelujah,” “The Singing Fool,” “Riz Falke,” “The Living Corpse,” “Alpine Journey Over Asia,” “Love Parade,” and “Atlantic.”

To Make German Bi-Lingual

Berlin—Imperial Film Co. has rented space in an English studio where they will start production shortly of a bi-lingual talker in Eng- lish and German. Elizabeth Bergner will be starred, and the feature will be directed by Dr. Paul Cronin.

Betty Balfour III

London—Betty Balfour was taken ill with influenza while making “Raise the Roof.” This picture will be fin- ished without the star, who completed her part in the film.

FilmpHONE in Scotland

Edinburgh—With the wiring of Pringle’s Palace in this city, filmino- phone has made its first installation in Scotland.

Wilton Appointed

Ireland—Harry Wilton has been appointed to represent Edlibell in this territory.

Melotone Installed

Dartford—The Reading here has in- stalled Melotone sound equipment.

Greco New Musical Director

Manchester — Bernard Greco has succeeded Albert Dunlop as musical director of the Ardwick Empire here.

Lawrence Returns to Paris

Paris—L. L. Lawrence, M-G-M di- rector in Europe, has returned after a long visit to the United States.

3,500 Seater in Birmingham

Birmingham, England—A film thea- ter seating 3,500, will be built here by Alf Levy of Liverpool.

ELECTRO VOX TO MAKE SERIES OF SOUND SHORTS

Washington Bureau of THE FILM DAILY

Washington—Electro Vox, sound- on-film manufacturers, a French firm, is now preparing to make a series of sound shorts and comedies, it is announced by the M. P. Division of the Dept. of Commerce. The series will be made in collaboration with the company’s agents in Spain and Portugal.

Pittaluga Is Planning Multi-Linguals in Italy

(BY K. COE)

London (By Cable) — Production of Anglo-Italian multi-lingual pictures in Italy is planned by Sig- nor Pittaluga, head of the leading Italian firm in Italy, who has been here negotiating for British and American features in Italian and six multi-linguals at the Cinas’ studios.

Pittaluga has been negotiating al- liances with leading continental pro- ducers for joint talker production and has effected an agreement with S. Juan Verdugo of a Span- ish company, with other affiliations expected to follow. As a result, An- glo-Italian talkers are likely to be made in both Rome, and Elsewhere. The Italian film chief plans to visit New York in about a month.

Klangfilm to Manufacture New Small Sound Machine

Washington Bureau of THE FILM DAILY

Washington—Because there is an urgent need for cheaper priced sound machines in Germany, Klangfilm has announced its intentions to manufac- ture a device designed for smaller theaters, according to the M. P. Di- vision of the Dept. of Commerce.

Increases Capital

Paris — The Societen Anonyme des Establissemaments Gaumont is raising its capital from 12,000,000 to 24,000,- 000 francs by the issue of 100,000 new shares of 215 francs and 20,000 “B” shares at par.

Color for “All’s Button”

London—Some of the special se- quences in “All’s Button” will be made in color. The picture is in pro- duction at the Gaumont studios.

Richmond Pictures

273 7th Ave., Inc., New York City
R. J. MOUNT, Pres.

EXCLUSIVE foreign representatives for Bayard Pictures Corpor- ation. Exporting fine motion pictures to foreign countries for jabberers, producers and distributors.

Cable Address: RICHPLIC, Paris

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Theater Equipment

Instructions on Threading
Projectors for Sound Pictures

In addition to other product, Douser Manufacturing Corp. of New York is offering a device known as an "Automatic Shutter Control" and a "3 wire circuit" foot switch. The foot switch, it is claimed, enables the projectionist to make the simplest in- stallation required by only three wires, for any number of changers installed on the projector.

The entire switch mechanism is mounted on a panel with contacts sufficient to carry more current than will be necessary. The panel has binding posts to which wires may be fastened, thereby eliminating soldering and splices boxes.

The automatic shutter controls projectionist easy control of both machines and at the same time assures a continuous show with invisible changeover, thus reducing fire hazards, in the event of a break in film. Another feature of the product is the fact that the company furnish shelves for the different types of current used, namely 110 volts AC and DC and 220 Volt AC and DC.

New Arc "Choke Circuit" Devised by Templeman

Paris—Invention of the "choke cir- cuit," whereby arc lamps can be silenced for use in talking pictures, as been made by Stanley C. Templeman, chief engineer of Gaumont. The introduction of the new arc "choke" will eliminate expensive purchases of incandescent lighting and re-wiring often causing delay in production, it is claimed.

Tone-O-Graph In Youngstown

Youngstown — The Rialto, Joe Trunk's house, has a Tone-O-Graph installed, as well as the Uptown, owned by the same exhibitor.

Sound at Victory, Tacoma

Tacoma—Whitney Merwin has installed Motion Picture Department and disc machine in his Victory.

No unsightly Perforations

Clear, realistic pictures, freedom from eye-strain, and natural tone quality is necessary to win and hold your patronage.

To insure projection as good as you had before Sound, to get the best reproduction from your sound outfit, you must have the right kind of a screen.

Vocalite Sound Screen is proven best by scientific test. Many successful installations have proved it to be superior in light, definition, and tone quality. It is the only screen optically and chemically correct for the projection of Colored Pictures.

Full information will be sent on request, cost no higher than any good screen.

Victalite Screen

Beaded Screen Corp. Roosevelt, New York

Approved by Electrical Research Products, Electric Co., Inc., and other makers of Sound Equipment.

Porous but not perforated

Fire Proof

Non-Inflammable
mount's earnings for 1929 may exceed $15,000,000. That's a note for your financial memory book.

Monday: Probing into the future The twice daily film commentaries by important executives in every phase of the business to get their opinions as to what's on the cards for 1930. Generally speaking, the outlook is optimistic in tone. Highlights of the year will be further development of sound and color in the continuous process. With producers primarily interested, at the moment, in sound and color, wide film is temporarily placed on the shelf as far as commercial use goes. The industry at present has enough problems to battle with without this one. In the meanwhile, however, the major companies are quietly experimenting

Tuesday: Sound installations abroad are gradually gaining momentum. Plenty of good news supplied by C. J. North, chief of the Motion Picture Division of the Dept. of Commerce. Despite the obstacle presented by the multiplicity of languages spoken, countries on the other side of the oceans now have 1,800 houses wired. Naturally, in English-speaking lead the hint. Wiring of theaters is bound to go forward with increased rapidity in 1930 with the Pulitzer article sharpened for dialogue pictures and production plans made for multi-lingual pictures to satisfy it. In these days, try and write a column without constantly referring to sound—or color. From William F. Canavan, head of the stagehands and operators' union and an official of whom organized labor may well be proud, says that sound pictures have provided about 4,000 new jobs for projectionists. Great for the operators but a headache for the men trying to keep the overhead near the ground.

Thursday: Ivo Abramson, who has been mixed up in the picture industry for some years back, focuses a $1,500,000 action against 47 corporations and individuals alleging monopoly, etc. The Hays office come back strong with a statement that

... Universal announces that branch managers and head bookers will be given examinations of the civil service type to determine their fitness for promotion. A mighty sensible idea... Sound continues to be a factor in the industry. Warner estimates which promise earnings of approximately $17,000,000 for 1929. come. Paramount figures compiled by the "Wall St. News," to the effect that its intake may exceed $15,000,000.

Friday: Western Electric receives a setback abroad through a permanent injunction granted by the Canadian government to the Tolihis. The American reproducing device outfit, however, is not inclined to take the count lying down. An appeal will be taken to a higher German court in an attempt to have the order vacated. W. E. has been successful winning an injunction in a similar case in several other European countries... Inauguration of the Canadian battle of theater giants has been postponed. Work of establishing the chain sponsored by N. L. Nathanson will mark time until the theater site dispute in Montreal is settled between his organization and Capouet and associates. Warner Bros. further build the musical end of their business by engaging Erno Rapee as general musical director. The man who composed the music for "My Diane" and "Charmaine" is an asset for any organization.

Today: More exhibition grief loads on the Mississippi with state's tax is in prospect. But the Lightman-Williams combination, not to mention other agencies, are at work on the problem... Philadelphia exhibitors are confronted by a fire department edict compelling them to install fireproof screens within two weeks. If they fail or are unable to comply with this order, their houses may be closed.

Grand, Pullman, Closes Pullman, Wash.—Because it would not pay to convert the house into a "talker" and due to uneconomic operation as a silent house, the Grand, one of the oldest theaters in this town has been compelled to close its doors.

J. H. Murphy Made Office Mgr. Philadelphia—James H. Murphy, formerly Western Division play-date manager, has been made office manager of the company's Stable department, succeeding Gus Koltz, resigned.

Dewees Leases Pantages Vancouver, B. C.—The Pantages has been leased to U. P. Dewees, owner of the Strand. The name of the house will be changed when it reopens with a new policy.
Aaron Saperstein Heads New Ill. Unaffiliated Unit

ESTIMATE 57,000 THEATERS IN WORLD

20 Warner Specials in First Six Months of 1930

Short Thoughts
-on long subjects

HOSE WHO are devoting time and attention to the matter say that the medium sized and semi-intimate house is so far superior to the larger super-theater in the matter of sound reproduction that the present era may see the end of the six thousand eat house.

HOW THAT the year end festivities have been wrapped up and put on the shelf for future reference it's about time for the Kent conference of 5-5-5 dimension to take into action. Both Allied and U.P.T.O.A. seem optimistic, so where you are but where are you?

Arl Laemmle has just been made a fellow of the Royal Society of Arts in London. This is a distinction that has been conferred upon but few Americans. Carl Laemmle has been an outstanding example of "What's right with the Industry" ever since his first store show. Honor can be too great for his past achievements.

ONSENSUS OF opinion of many sections of the country is that features could well be trimmed a bit so as to live more time for balancing programs with short subjects. The history of every branch of the show business is that varied programs are safer. Pictures are no exception to the rule.

ROFESSOR POWELL of Smith college makes it known in plain and unmistakable language that the talkers are no aid whatsoever to the universal use of good speech. Of course this, as in all other matters, the good professor is entitled to his opinion. Perhaps the next assistant to take his place alongside of the director will be the professor of spoken English.

ELECT DAVID SARNOFF PRESIDENT OF RCA CORP.

David Sarnoff has been elected president of the Radio Corp. of America, succeeding James G. Harrison, who becomes chairman of the board of directors in place of Owen D. Young, who has been named chairman of a new executive committee. As vice president and general manager of the film division of the company, Sarnoff will be in charge of the international radio sales department. He has been with the company since its organization in 1921.

HERBERT BRENON SIGNED FOR ONE YEAR BY RKO

Herbert Brenon, who recently completed "The Case of Sergeant Griggs" for RKO, has been given a year's contract by the company. He is to be seen in a role that is his first in the Orient. Brenon is now on his way to the Orient to work in cooperation with William Le Baron.

THOMPSON APPOINTED ASST. GENERAL MANAGER

Appointment of L. E. Thompson as assistant general manager of theater operations was announced Saturday by Joseph Plunkett. Thompson will be in charge of the rehabilitation of the national chain.

150 Independent Exhibitors Enroll; 50 More Expected

Working on Chicago Operators' Contract

Respective committees of the Exhibitors' Ass'n of Chicago and the International Alliance of Motion Picture Operators, Local No. 193, have been in conference and have made an agreement that will be known as the Illinois Independent Theater Owners, Inc. Permanent officers have been elected as follows: Aaron Saperstein, president; Fred Gilford, vice president; Sam Halper, secretary, and Sid Goldman, treasurer. Ex-Judge Emanuel, another assistant general manager.

Figure Investment in World Industry at $1,000,000,000

Geneva—Motion picture theaters throughout the world approximate 57,000, according to a survey made by the International Labour Office, which also estimates that capital invested in the world film industry aggregates $4,000,000,000. Half of this total is invested in American companies. Investment in the British industry represents $350,000,000.

Of the 57,000 picture houses, 25,000 are in Germany and 4,000 in England, says the Labour Office. Estimate is made that American theaters can accommodate 100,000,000 persons weekly.

R-K-O ACQUIRES QUIMBY CHAIN AT FORT WAYNE

Chicago—R-K-O has acquired the Quimby chain of three houses at Fort Wayne. Henry Kaufman on Jan. 12 becomes general manager of the group, which is known as the R-K-O Quimby Theatres, Inc.

Ask Legislative Inquiry Into Storage of Films

Albany—A legislative inquiry into the manufacture and storage of films in New York City has been asked by Leon Leighton, of the Bar Ass'n. Republican leaders, to whom the demand has been made, are considering the matter but have no statement to make at this time.

Frances Dade, Newcomer, to Be Starred by Goldwyn

Frances Dade, stage actress with no picture experience, has been signed for five years by Samuel Goldwyn and will first appear as Ronald Colman's leading woman in "Raffles."
The Broadway Parade

There are no changes in the long-run schedule along Broadway this week.

Only one added starter, that being First National’s “No, No, Nanette” at the Strand, which opened Friday with its inauguration of a long-run policy.

Picture Distributor Theater Opening Date
“Disraeli” Warners Central Oct. 2
“Bio Rites” RKO Globe Nov. 6
“The Love Parade” Paramount Criterion Nov. 9
“General Crack” Warners Warners Dec. 3
“The Virginian” Paramount Rialto Dec. 21
“Sun Watch Day Care” M-G-M Assor. Dec. 22
“Sally” First National Winter Garden Dec. 23
“The Mighty” Paramount Rivoli Dec. 26
“Seven Keys to Baldpate” RKO Earl Carroll Dec. 28
“Blaze O’ Glory” Sono-Art Cohans Dec. 30
“Party Girl” Tiffany Gallery Dec. 30
“No, No, Nanette” First National Strand Jan. 3

AARON SAPERSTEIN HEADS WEST COAST PROMOTIONS

NEW ILL. EXHIBITOR UNIT

(Continued from Page 1)

Eller and Simon Herr will act as legal representatives.

With about 150 independents all ready enrolled, it is declared, at least 50 more members are expected. Equipment is made that 90 per cent of Chicago independents have signed up.

The roster includes the Coston chain of 24 houses.

42 Houses Installing New Type Photophone

Forty-two houses in various parts of the country are installing the new Type G model RCA Photophone, it is announced by General Sales Manager Sydney E. Abel. Distribution of the device, which is designed especially for houses of small seating capacity, began about 10 days ago.

Universal Pays Off

Six Per Cent Notes

Universal has paid off its outstanding issue of $2,500,000 in 6 per cent notes, floated two and a half years ago for maturity on Jan. 1, 1929. Funds for retiring the obligation were supplied by the company without further public financing.

Rauh Joins Walters’ Eastern Writing Staff

Stanley E. Rauh has been signed as a staff writer for Warner Bros. to do originals and special material for Vitaphone Varieties. He is co-author of such revues as the “Music Box,” Earl Carroll’s “Vanities” and others. He has also written vaudeville sketches for Victor Moore, Sally Rand, Harry Connell and many other headliners.

London Alhambra Goes Talker

London (By Cable)—British International and Allied have turned over the Alhambra, one of the oldest music halls in England, and putting in a talker policy, with “Atlantic,” British production, as the first offering.

The Industry’s Date Book

Jan. 9 AMPA Luncheon at the Paramount Hotel, New York, N. Y.
Jan. 14 Premiere of “Hit the Deck” at the Earl Carroll.
Jan. 15 Warner Coast studio to resume a tivity.
Jan. 25 Fourth annual frolic of Fox Athlet Club, Cape Cod Commodores, New York City.
Feb. 1 Meeting of non-theatrical producer at Washington, D. C.
Feb. 7 Paramount Pep Club annual ball at the Astor, New York.
Feb. 19 Annual Benefit Show of Cathol M. P. Guild at Los Angeles.
June 2-7 International Cinema Congress, Brussels.

Will Evans Now Head of New Film Preservation Co.

London—Will Evans, joint managing director of Gaumont-British, “C. T.,” has been named chairman of the recently formed Development Company, Ltd., which is to develop a process for the coating of films and kindred materials. Associated with Evans are J. Lever and Cooper. J. F. Parsons is secretary.

New Engineers’ Journal to be Printed Monthly

Following the first issue of a new Journal of the Society of M. Engineers, the early part of January, the publication will be put out monthly in place of the semi-annual Transactions formerly published by the Society.

Cancel Reorder Price

Washington Bureau of THE FILM DAILY Washington—Plans for the winner of the newest and largest theater in Berne, Switzerland have been completed, according to advice from M. P. Division of the Dept. of Commerce. Prohibitive cost of the machine necessitated the change plans, which, incidentally leaves a city with only one sound theater. Only American sound films have been shown at the exclusive sound house in Berne, it is reported.

Lehre to Write Swanson Talker

Bgrin (By Cable)—Franz Leh, composer of “Merry Widow” and other famous operettas, has been persuaded by Gloria Swanson’s husband, the Marquis de la Falaise, to write a musical score for a talker in which Miss Swanson will appear.

Talkers for Washburn

Washburn, Wash. — The Rex will start showing equipment, according to C. Mitchell, manager.

Collinge Doing Script

Pierre Collinge is doing the adaptation, producer of “Dangerous Nan McGrew,” will be produced by Paramount, the Long Island studio with Harold Kane starred.

**THE SOUTH SEA PEARL**

**THE MILITARY POST**
Roberto Guzman singing "La Golondrina" and "La Luz de la Luna." Picturesque costumes and settings of early California days. Entirely in Technicolor.

**POOR LITTLE BUTTERFLY**
a fantasy of old Japan entirely in Natural color (Technicolor). Smart, modern, beautifully costumed chorus. Dancing. Directed by Roy Mack.

**THE SULTAN'S JESTER**

**A HOLIDAY IN STORYLAND**
with the Vitaphone kiddies. An all Technicolor musical fantasy introducing celebrated characters of storyland. Singing, Talking, Dancing. Directed by Ray Mack.

**CONTRARY MARY**
ELECT DAVID SARNOFF
PRESIDENT OF RCA CORP.

(Continued from Page 1)
manager of RCA for several years past, Saroff has been active executive in developing and co-ordinating the world-wide activities of the corporation and its various subsidiaries, including lately the R-K-O theaters, Radio Pictures, RCA Photophone and Radio-Victor.

New Cutting Department
An Economy at Warners
Negative economy has been brought about by cutting costs, with establishment of a new department at its Eastern studio in charge of William Starr. The department uses a process whereby dialogue is eliminated from features and replaced with titles in the language of whatever country desired. This does away with the necessity of making silent versions on various Vitaphone features.

Garrick Changes Management
Winnipeg, Manitoba — The Garrick, owned by syndicate of local residents, has been acquired by Henry A. Morton under a five-year lease.

Big Springs House Robbed
Big Springs, Texas — The Ritz here was recently robbed when a lone bandit held up the cashier and made his escape with $100.

Kuykendall Wires School
Columbus, Miss. — This city is to have its second sound theater when E. L. Kuykendall, owner of the State wires the house shortly. The Princess, owned by the same exhibitor, was wired some time ago.

Jordan Managing in Wis.
Carcadia, Wis. — Bert Jordan has taken over the management of the Strand, and has installed sound equipment.

Brin's Appleton House Opened
Appleton, Wis. — The Brin was opened last week by L. K. Brin Enterprises, Inc. L. K. Brin, president, Henry Goldberg, secretary and Stanley Brown, general manager, were present at the opening.

Fire in Pittsburg House
Pittsburgh, Pa. — A fire which started in the projection room of the Palace did a damage of $500. Although there were patrons in the house at the time no one was injured.

O'Brien Improved
Penmore, Ont. — The O'Brien has been enlarged, remodeled, wired and improved.

Johnson at Janesville, Wis.
Janesville, Wis. — The Myers reopened under the management of Joseph Johnson.

Select Installs Sound
Minesota, Texas — Sound has been installed at the Select.

Coast Wire Service

Hollywood Happenings

14 Directors Engaged by Columbia for New Product
Columbia has augmented its directorial staff and now has 14 directors engaged for production on the company's forthcoming program. Included in the list are: George B. Seitz, Earle C. Kenton, Frank R. Capra, Ira Hards, Patterson McNutt, Phil Rosen, R. William Neill, John P. McCarthy, Frank Strayer, George Archainbaud, Archie Mayo, Heerman, Karl Brown and A. E. V. Buren.

Marguerite Padula for "Dixiana"
Marguerite Padula, singer, has been signed for one of the principal roles in "Dixiana," first wide screen production by Radio Pictures. Miss Padula already has appeared in "RKO's Hit the Deck," playing the same role she filled in the Chicago stage version.

Fox Title Changed
"Fast Workers" now is permanently titled "Hollywood Nights." It's a Fox production directed by Frank Strayer with Lola Lane, Joseph Waggast, Frank Richardson, Dixie Lee, Walter Catlett, Sharon Lynn and Ika Chase.

Robson Student Director
William N. Robson has been named a student director by Paramount.

A Little from "Lots"

BY RALPH WILK

Hollywood

When George O'Brien, Rex Bell, Edward Marin, Ad Schauher and Max Gold go into a huddle the subject is usually basketball.

Joseph Jackson is believed to have hung up a writing record during 1929. He wrote the dialogue for 19 features and three shorts.

He also wrote "Be Yourself," as original, which served as a starring vehicle for Fannie Brice. "The Singing Fool," "Mammy" and "Say I With Songs," starring Al Jolson were among the pictures for which he fashioned dialogue.

* * *

Grace Hayes is busy at Universal, where she is working in "The King of Jazz" revue, starring Paul Whiteman. The singing comedienne has long been a vaudeville and revue favorite.

Hersholt for Vitaphone Operaetta
Jean Hersholt has been signed by Warners for a prominent role in the first operetta written directly for the screen. The title is "Viennese Nights" and is the work of Oscar Hammerstein II and Sigmund Romberg. Alan Crosland will direct.

United States

Los Angeles — Max B. DuPont Vitacolor Corp. has filed suit against Multicolor, Inc., Binocular Stereoscopic Film Co., and several individuals alleging that the defendants have infringed a patent held by the plaintiffs relating to coloring of photographic images. Preliminary and permanent injunctions are sought as well as an accounting of past profits.

Wilkes-Barre, Pa. — John Kirby, local representative for Paramount, has been transferred to the Philadelphia exchange to take over work formerly done by Mike Landow, who has joined Louis Appell in York.

New York

The Wagneria Opera-Tone Co. has been formed and has entered into an agreement with Melody Productions, Inc., for filming the works of Richard Wagner at its New York studios. Translations are being arranged for presentation in English.

Troy — Oscar G. Horowich has leased the Astor from William T. Shyne and will reopen the house for the first time in many years. Sound will be installed.

Jamaica — John Jacobs, who formerly managed the Fairmount in Philadelphia, is now with the R-K-O Rand here.

Foreign

Sydney — Two changes have been made in the Union Theaters' organization. Harry Strachan, recently in charge of the vaudeville department, now is assistant manager of the State, succeeding E. Halls, Ferig B. Mason has been placed in charge of the Crystal Palace following his transfer from U. T. houses in Tasmania.

Río de Janeiro — The Roy Chandler Co. has sold the Federal Govt. of Brazil stage and house lighting equipment for the new theater being built by the government.

Exhibitors Daily Reminder

A good time to join that Civic Club. Get friendly with the business men whose friendship mean something.

Monday, January 6, 1930

William Wolf Managing RKO Branch in Frisco
West Coast Bureau, THE FILM DAILY
San Francisco — William G. Wolf, formerly of Denver, has replaced Abe Markowitz as manager of the local RKO exchange. Markowitz resigned, and has not announced his new connection.

Paquin Buys Fifth Theater
Hull, Quebec — Donat Paquin has purchased his fifth theater with the taking over of the Regent, Gatineau, Quebec. The exhibitor has three houses in this city and one in Ottawa. The Regent will be reopened shortly.

Four Kipp Installations
Dallas — Kipp sound equipment is now installed at the Palace, Loving, N. M.; Queen, Crosbyton; Palace, Grapevine and Princess at Vassale, Texas.

Machines for Every School
Cleveland — Although there are about 30 motion picture machines in local schools, R. G. Jones, superintendent of schools, has promised the installation of a machine in every building very soon.

Luton House Opens
London — The Alma Super Kinema, owned by Leicester Square Estates, Ltd., of which Sir Walter Gibbons is chairman, and Adney Gibbons managing director, has opened at Luton. Western Electric and Magnascope have been installed.

Johns at Neillsville, Wis.
Neillsville, Wis. — C. L. Johnson has been appointed manager of the Alder here.

Sound for Colby House
Colby, Wis. — The Badger has reopened following the installation of sound equipment.

National, Cleveland, Goes Sound
Cleveland — Tone-O-Graph has been installed at the National, E. 55th St., owned by Sam Barck.
A Brief History of Motion Pictures

Chapter I

The Genesis of the Motion Picture

Once stands on a high mountain and sees long lines of men, women, and children moving slowly forward. They come from everywhere. They are ragged children from the farms, and their pale-faced sisters from the cities whose feet ache from long hours of standing behind barrier counters. There are poor boys, and sons of millionaires, and boys with the sallow cheeks of the tenements. There are old women with hands reddened and coarseened by work, and with eyes grown listless from long waiting. There are old men who hobble on crooked sticks, and children with the flash of the sun's gold in their hair and the happy laughter of innocence in their voices. There are the schoolboy, and the savant, and the man of no learning at all. There are men and women of every race and of every tongue, moving slowly forward, seeking something, seeking, yearning—asking for a place to dream. All about them is the roar of the cities, the confused, jangling noises of life that is hurried, rushed, propelled forward at a breathless speed. Every minute of every hour of every day they come—millions of them. And over and above them, and in front of them, attracting them on, offering that which they desire, are billions of flickering shadows—the motion picture. Who shall estimate its importance? Who shall attempt to say what it means to the world?

The motion picture is the epitome of civilization and the quintessence of what we mean by "America."

Those are bold, maybe challenging words; but I believe that what the casually picture's own story, its history and its proper achievements and anticipations are warrant enough.

Civilization may be said to be made up of four vital components: industry, science, art and religion. The motion picture will, upon examination, be found significantly to derive from and partake of the functions of all these.

Let us set it down immediately: the motion picture is a great social necessity, an integral part of human life in the whole civilized world. The thoughtful man can have no patience with those who would casually pigeonhole "the movies" with the ephemeral and passing whims that flutter through the current of amusements. We have had the motion picture now these three decades, developing and exploring its destiny, through the ordeals of experience and demonstrating increasingly its fundamental values of service.

It is painfully true that not many centers, although people know the motion picture, and good many persons know the fame of screen personalities, a great many have marveled at the swift prosperity of the industry as evidenced in some spectacular careers, a vast public patronizes the screen for its products, but exceedingly few indeed, and some of them decidedly prejudiced have given thought and research and study to the motion picture for itself in its broader aspects. That is natural enough. In parallel, most of us want to experience and enjoy health and we are not on the whole vastly interested in physiology. But if we were to realize what the motion picture is and endeavor to think about it intelligently, we must give some heed to its inner facts. No superficial judgment of the motion picture ever proved correct. Excellent reasons can be found for even its most serious faults, manifestly, if one can see the screen from a broad angle, broad enough to take in all the facts.

Civilization follows the tools. The motion picture is the newest, and maybe the best, tool or instrument of the art of expression—and expression is the all of art. By art, man lives the fullness of life. Art is both triumph and release from all limitations of time and place and every manner of awkward fact. Art gives him many lives by evocations living.

No one can fairly draw the line that bound art, science, industry and religion from each other. Our civilization is a blending of them all.

The motion picture is at once their product and servant.

You can turn to the writings of the scholars and the exhibits of the museums and trace there the entire history of the art and industry of the motion picture as a tool. You will find interesting evidence that the roots of the motion picture run back manner of awken to beginnings of human consciousness.

It is a fascinating progression that has brought us the motion picture as the newest and best way of telling things, the most direct route alike to the emotions and the intelligence. It

A Century of Industrial Progress

By The American Institute.

Acknowledgment is made to Doubleday-Doran for permission to reprint portions of a chapter on motion pictures which you see in "A Century of Industrial Progress" issued by The American Institute.

We have arrived at the motion picture just about as early as it was possible to evolve it as a new tool from the wonderful tools developed ahead of it. It had to wait on mechanics, optics and chemistry. It came, as so many others of the great new necessities of the new era came, on the wave of American invention, and like all other great inventions it has its debts to the centuries of European endeavor that have gone before.

And let me pause a moment to say here that there are special reasons perhaps why America should have given birth and prosperous nurture to the motion picture as a world art. America is in a very literal sense the world-state. All races, all creeds, all the manners of men that exist on the globe, are to be found here—working, shaping, structuring, side by side in a reasonable degree of understanding and friendship, more friendship among greater diversities of races and men than all the previous history of the world discloses. America's people do not speak of themselves primarily as Germans, Englishmen, Greeks or Frenchmen; as Catholics, Hebrews, Protestants, but as Americans. Ours is probably the least uniform of all nations with the sense that France is French and Russia, Russian. But it is, at the same time, the greatest single unity among all nations, because America represents a harmony of diversified interests, all of which blend as do the pieces in an orchestra into one depicted symphony. Is it not possible that this very quality of harmonized diversities enabled America to express herself to an entire world by the creation and the development of the world's most universal method of expression—the motion picture? The nation required a new universal expression. The motion picture is that method.

(Continued Tomorrow)

WILL H. HAYS

TO-MORROW

Second Installment

Chapter I

WEDNESDAY

"An Industry's Early Days"

Don't Miss This Interesting and Instructive Series

EVERY DAY

IN THE FILM DAILY
**TImely Topics**

A Digest of Current Opinion

Modern Director Must Have An Eye for Color Effects

A KNOWLEDGE of color and an eye for it is as vital to a director of motion pictures in black-and-white photography as it is to one directing an all-color picture. Color harmonies and color clashes play a vital part in the psychology of a picture. They can be used to soften moods or make them severe. They can be used to arouse an emotional clash in the spectator or key him up to nervous excitement.

**Ray Enwright, Director**

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**Extra Precautions Are Urged For the Prevention of Fires**

HERE is an old saying about locking the door after someone had stolen the horse. Let's not wait until we have had bad fires to check up our fire prevention apparatus. Extinguishers should be inspected and tested regularly. Exits should be kept clear at all times. On various occasions we have seen exits jammed with scenery and other back stage paraphernalia. Every precaution possible should be made, the cost is not great as against the loss occasioned by fire. The recent fire in Los Angeles and New York should stand as vivid reminders that fires will happen. Check over your entire theater today and see where a costly fire is just waiting a chance to put you out of business. Heavily draped and padded sound houses add extra fire hazards, see that these drapes are protected or are of flame proof material. Above all, protect your customers and yourself. Insurance is all right; but is a poor excuse for carelessness.

**Motion Picture Record, Seattle**

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**ALONG THE RIALTO with Phil M. Daly, Jr.**

ALEXANDER GRAY made another bow on Broadway the other night at the premiere of "No, No, Nanette," the play previously having shown himself before the gate at the opening of "Sally," this his first chance. Alice Terry and Rex Ingram have returned to Nice from Cannes and the Riviera and will start production on "Rio Grande" Ingram's first all talker.

Michael Mindlin, director of the Fifth Ave. Playhouse, was honored by a letter from Mayor Walker commending him for the introduction of his new policy of showing talkers in languages other than English. "The Royal Box" with Alexander Moissi and Camilla Horn, produced entirely in German, is current at the theater.

In the current issue of The Nation, the Newsreel Theater was given mention on the honor roll for 1929 under the heading of drama. "The Newsreel Theater, for the establishment of a unification in which one may enjoy the look and newspaper without waiting for the end of somebody's super-feature," continued the mag.

David Drollet, tenor, contributes some good work to the Roxy presentation with the rendering of "Miserere" from "Il Trovatore," which he sings with Viola Philo. David began his musical career at the musical centers of Europe. During the war he served with the French army. It seems Johnny Hines landed a healthy bank roll in the market recently and is just rolling along.

Up at the Colony they thought so well of "Hell's Heroes," the Peter B. Kyne story, that the film is being held over for a second week. Underwood, Moran & Mack, George Bancroft, Gary Cooper, Mary Brian, Jack Oakie, Streets Gallagher, James Hall and a gang of others gave the boys from U. of Pittsburgh football team the glad bit before the big game with the Coast team. What good did it do them?

Gus Shy, comedian of "Good News" and "The New Moon," has been signed by M-G-M, giving the company full option on his service for an extended period. Wonder how long that is? Well, in addition to appearing in "Good News" for M-G-M, Gus, it is whispered may take a crack at directing, staging dances or writing dialogue and adaptations.

The first Spanish version of an American two reel comedy, "Ladrones," will be shown tomorrow at Loew's 116th St., N. Y. This is the first of a series of Spanish and French comedies now being prepared at the Hal Roach studios for M-G-M. The English version of the same film, "Ladrones," now is being shown at the Astor, N. Y. Muchos Gracias.

What do you know about the technical detail of the various color processes now being used in production? The forthcoming 1930 FILM DAILY YEAR BOOK contains a comprehensive outline of the major processes now being used.

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**AND THAT'S THAT**

By PHIL M. DALY

A NOther squawk from a disillusioned reader of this kolumn. Seems that a lot of guys read the western side of this page every morn, and take it seriously. On that spelling contest we stated that you could make bets and pick up some easy dough from folks who thought they were experts on the dictionary. And doggone if this cuckoo Justin Her- man, news editor of the Emanuel Goodwin sheets, doesn't bet his stenog five bucks. Well, any bird who makes bets with his secretary deserves to lose. Besides, gambling around a business office undermines the morale and creates a counteracting ($7 word for Tough Spot) that no guy should get into with his stenog.

Dear Phil: What a fine pussy you are! You publish a list of ten words in your punk column—tip your readers off that "if you want to make some easy money just bet one of these 'expert' spellers that he won't get more than 50% correct. It's a cinch bet."

Oh yeah? Thinkink I'll make some easy coin. I take the matter up with our Miss Georgia Yeager (you gotta give this little girl a hand) who pounds the typewriter in our office, and het five bucks she can't spell half of your list correctly. She not only spelled six out of ten correctly, but she questions the spelling of "sacrilegious," claiming that it should be "sacriligious." I don't know if I'll never laid claim to be a speller. All I know is that I'm out five bucks.

**Dear Georgia: Now that we've trimmed that boss of yours, don't I get part of the loot? Will drop in soon. Phil.**

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**TEN YEARS AGO TO-DAY IN**

Arthur M. Brilliant leaves Paramount to join International Film Co.

Marcus Loew, David Bernstein and Nicholas M. Schenck principal stockholders in 83rd St. Theater Corp.

Edwin Frazee forms Frazee Film Prod.; plans to build Coast studio.

Community Amusement Co. capitalized at $200,000 is formed at Toledo.

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**THEM FIRST JOBS**

**WILLIAM WELLMAN**

French army

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**JANUARY 6--MANY HAPPY RETURNS**

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Phyllis Haver
Ruth Hiatt
Fred Niblo
Ludwig Berger

Joy M. Schreck
Loretta Young

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**THE FILM DAILY**

Monday, January 6, 1930
there must be something to the age old thought that reader interest in a publication brings results to the advertiser for the film daily has at any time in its history.
Europe is Going Slow on Talkers, Joe Brandt Says

Talkers face a much different situation in Europe than they do in America, with the foreign countries proceeding more slowly and conservatively in an effort to try to adapt themselves to the new conditions, according to Joe Brandt, president of Columbia, who recently returned from abroad.

"Lack of population and limited distribution are impediments to the general adoption of audible films," Brandt says. "As far as Great Britain is concerned, although the British trade was at the outset skeptical of the permanency of the talking innovation, the British exhibitors and producers lost no time to take advantage of the new development and place their orders for both recording and reproducing equipment for immediate installation."

"As to the public approval of the talking picture, the British public has taken it as keenly as the American public, and exhibitors appreciate that never in the history of the business have they taken such phenomena as they have on the talking pictures."

"While at the moment England is not equipped as fast as the United States, nevertheless the orders are in and I look for a material increase in the number of theaters within the next few months."

"With regard to the producing activities in England, the British International, Maxwell's organization, has equipped its studios with RCA equipment and has done some very good recording. British Dominions, Herbert Valois company, has been the only studio equipped with Western Electric equipment, as far as I know, although several Gourmets have been successfully recording on British Acoustics."

"The Gaumonts organization, of which Michael Balcon is the managing director, has set out to make a number of pictures this year which will be known as the 'Gaumonts of Great Britain will have no trouble in securing the number of necessary talking pictures to meet the quota."

"The situation in France is a bit more complicated than that of Great Britain. The most progressive organization in France for the development of reproduction and recording of sound is the L'Association de l'Art du Film."

"Pathé Nathan was equipping their studio. The producers of France contemplate that in about six months, as soon as they can get proper studio installations, produce as many French talking pictures within a period of eighteen months as they did during a year's period last year."

"The installation of machines in France has been held back considerably because of the indecision on the proper system to install."

"The situation in Germany is rather chaotic due to the suits that are pending, the upjections that have been granted against American pictures."

"Austria is in a very peculiar position, because geographically Austria cannot afford to make talking pictures. Its market is very restricted and even during the silent days Austria was so restricted that it could not produce on any pictures that were made at home. Installations have been very slow and many lawsuits have been started to restrain exhibitors who wanted to install American machines."

"In Italy there has been a more progressive stage of mind among exhibitors as far as installation of machines is concerned. In the principal cities there has been a great many installations and showing of pictures."

"The other countries such as Hungary and the Balkans are apparently going very slow on the matter of installations, as they realize that they cannot produce in their own country pictures in which their native tongue is used."

"Russia seems to be going ahead on the basis of a definite program to manufacture talking pictures within the next few years."

"From my talk with several representatives of circuits in the Far East, it seems as if the Far Eastern countries, particularly India, Australia and Africa are going ahead in a big way. They are getting the business and are installing machines with the necessary talking pictures having been shown in those cities."

Twenty Warner Specials in First Six Months of 1930

(Continued from Page 1)

Twelve Warner films have been announced by the company for release during the first six months of the year. It is whispered that sets will be made, it is whispered may take a crack at directing, staging dances or writing dialogue and adaptations.......

The first Spanish version of an American two reel comedy, "Ladrones," will be shown tomorrow at Loew's 116th St., N. Y. This is the first of a series of Spanish and French comedies now being prepared at the Roach studios for M-G-M. The English version of the same film, "Ladrones," now is being shown at the Astor, N. Y....muchos gracias.

What do you know about the technical detail of the various color processes now being used in production?

The forthcoming 1930 FILM DAILY YEARBOOK contains a comprehensive outline of the major processes now being used.

January 6---Many Happy Returns

Amphitheatre for Bklyn, House

The new 1930 Royal Amphitheatre sound device is being installed at the Van Buren in Brooklyn. The house is in the hands of James Nickerson, who is now with Herman Lightson, manager.

Monday With Red Seal

Milwaukee—Mark Morgan is again manager of the Red Seal exchange here.

Vogel Transferred

Cleveland—Eugene Vogel has been transferred to the local M-G-M exchange from Detroit.

Rivoli Reopens

New Haven—The Rivoli, after complete renovations, has reopened with sound features.

Exhibitor Not Guilty

Jacksonville, Texas—Clifford Potter recently tried here on a charge of operating his theater on Sunday was found not guilty.

Loftsgordon at Madison

Madison, Wis.—The Eastwood has been opened here in charge of John Loftsgordon.

Now on Broadway

Astor—"Devil May Care" Beacon—"Second Choice"
Canco—"The Man from the Restaurant" Capitol—"At Hollywood Revue"
Carrig—"The Farmer's Wife" Central—"Hell's Heroes" Century—"The Love Parade"
Earl Carroll—"Reign of the Dice" Film Guild—"The Golgotha" Globe—"Rio Rita" George M. Cohen—"Blaze O'G'ory" Hippodrome—"The Racketeer"
Loew's New York—Monday, "Welcome Dan-
ger"; Tuesday, "The Girl from Wood-wards"; Wednesday, "South Sea Rose"; Thursday, "Around the World with the Great Zep-
plin"; Thursday, "The Mysterious Island";
Friday, "His First Command"
Swanson—Tuesday, "The Romance of a
Paramount—"The Laughing Lady" Rialton—"The Virginian" Rivoli—"The Mighty"
Roxy—"Hot for Paris" Warners—"General Crack" Winter Garden—"Sally"

FIRST NEWSREEL THEATRE OPENING IN CLEVELAND

Cleveland — Inauguration of the first newsreel house here is expected to take place shortly when Wallace Elliott will open the Princess with this series and will be managed by James Elliott.

Petrovitch in Int'l Talker Belgrade, the Great Britain Film Co. plans to produce an international talking film in France in which Ivan Petrovitch will star, Herr Milahowski, head of the company, said. Mr. Milahowski intends to collaborate with a French producing company in the making of the film.

De Vos at Brin Theater Menasha, Wis.—Jack De Vos, manager of the Brin here, has been appointed manager of the new Cleveland Newsreel House at Appleton, Wis., which opened last week.

All-India Film Finished Sydney—"A Throw of the Dice," an all-Indian picture, has been completed by British Instructional and will soon be ready for release.

Hester Gets Danville Property

Danville, Va.—J. C. Hester has succeeded Leo F. Garner as manager of the properties of Danville Theaters, Inc., according to an announcement by Garner.

Sound for San Saba Ritz

San Saba, Texas—Sound has been installed at the new Ritz here.

New Corpus Christi House

Corpus Christi, Texas—The new Ritz has opened here.

Lantex Installs Sound

Huntsville, Texas—After remodeling installation of sound, the Lantex opened.
See Better Basis for Equity-Producers Conferences

BILL PROPOSES GOV. CONTROL OF FILMS

20 Already Lined Up for 1930 Production by RKO

The "Wide-ies" present a problem

By JACK ALICOATE

Although many of the "Wide-ies," which have been the rage of the past few months, have tended to fade out of popularity, the wide screen pictures are still a popular feature. The wide screen pictures were introduced to help the film industry compete with the increasing popularity of television. However, the wide screen pictures have not been without controversy, with some producers and directors feeling that they are not an effective way to reach audiences.

SOUND came, was heard and conquered and is now just as important a part of this great art, business or industry as Hollywood, the Roxy Theater or Tammam Young. Along came color, was pleasing to the eye, helped generally to make a bright sequence brighter and has moved in bag and baggage to be with us, like our poor relations, until death us do part. And now we have another strapping big youngster knocking at the gates, affectionately christened the "Wide-ies." They have already presented their calling card, shown their wares, and been more or less enthusiastically received. And therein, aforementioned and to wit, lies the trouble. There is not only one wide film but several of each of different genealogy and all of decidedly different proportions.

Trouble Ahead

Before it reaches the stage of actual warfare someone should place the wide film problem before the Supreme Court of the United States, the League of Nations or Nathan Burk. To the best of our knowledge and belief this obviously simple problem is now further from settlement and standardization than when it started. Here we have Paramount with Magnascope, Fox with Grandeur, RCA with the Spoor-Bergeren method and Warner Brothers with still another and yet unnamed process, all of different size and all using different equipment.

A Tower of Babel

The difficulty presents to most film folk a sort of Tower of Babel problem with most everyone interested asking why some sort of

Plans Call for Numerous Additions to List in Next Few Months

Twenty pictures already are on the production calendar of RKO for 1930, and according to present plans numerous additions to the list will be made in the next few months. Two of the principal features scheduled to go in work this year are "Dixiana" and "Radio Revels," belong to the 1931 release year. On

Hunt "Fire" Joker

Ottawa — Manager Joseph Paquin of the Princess is offering $100 reward for arrest of the alleged joker who almost caused a stampede by yelling "Fire" while his persons were watching a performance. Quick action of employees in manning the exits averted a probable panic.

Censorship of Industry, however, Not Asked by Lankford

Washington Bureau of THE FILM DAILY

Washington Creation of a Dept. of Public Welfare to control motion pictures and radio is proposed in a bill introduced in the House yesterday by Congressman Lankford of Georgia.

The proposed department would prepare such films as might be required by the Government and would furnish suitable pictures to schools, churches and lodges. No censorship over the industry, however, is contemplated in the bill.

$1,000,000 FOR YEAR ESTIMATED BY COLUMBIA

Based on the $227,000 reported for the first quarter, Columbia Pictures estimates that its net earnings for the current fiscal year, ending June 30, will be not less than $1,000,000, equivalent to $9.25 on the common.

Another Tax Reduction is Expected in Ontario

Toronto—With the Ontario government announcing a big surplus for 1929, exhibitors in this province are

Market Condition is Factor in Delaying Equity Efforts

SAYS ONLY 10 P.C. ABROAD UNDERSTAND U.S. TALKERS

Less than 10 per cent of the theater patrons in foreign countries understand English well enough to understand the plot of American talkers.

Greater activity on the part of picture companies in backing stage plays is expected to exercise an important influence in the situation when the Actors’ Equity resumes its efforts for a uniform contract in the film industry. It is learned by THE FILM DAILY. Unfavorable condition of the stock market in the last few months is said to have been one of the chief factors in delaying fur-
The “Wide-ies" — present a problem
(Continued from Page 1)
amicable settlement or compromise matters which the companies themselves that would work out mutually of benefit to everybody. No one will question the fact that the film is practical, an improvement and may soon go into universal use. Its size and equipment should by all means be standardized so that it would not be hampered with the growing pains incidental to the coming of sound and color.

TALKER DEVELOPMENTS
INFLUENCE EXPANSION
(Continued from Page 1)
A statement made by Harold B. Franklin, president of the circuit, in announcing additional construction plans for the coming nine more cities, now totalizing 23.

New sites announced in the following cities: Stockton, Cal., Phoenix, Spokane, Billings, La Grande, Kansas City, Denver, Oakland and Santa Barbara. Franklin says that November and December just past were the best the chain has ever experienced.

Bigger Strikes in 1930
for Talkers, Ross Says
Bigger strikes than those already made by sound and talking pictures are predicted for 1930 by C. J. Ross, executive vice president of RCA Photophone. The principal factors on which he bases this great progress and a Better Production, Better sound recording, better reproducing equipment and better servicing.

Films Revolutionizing Education
Schenectady — Revolutionizing of education by talking films is predicted by John Wunthorp Hammond, of General Electric, who declares that the combination of voice and picture cannot be beat when it comes to imparting knowledge to students.

Canadian Billposting Firm Sold
Ottawa—The E. L. Roddy Advertising Co., big Canadian billposting firm, has been sold for $1,000,000 by its founder, E. L. Roddy, who is retiring. N. L. Nathanson is said to have an interest in the company.

Theater Changes Hands
Trout Creek, Mich.—The Trout Creek has been purchased by Jimmy Richards from D. A. Kaokor.

SAYS ONLY 10 P. C. ABROAD
UNDERSTAND U. S. TALKERS
(Continued from Page 1)
according to J. P. Ryan, special representative for Fox, just returned to New York after three years in Europe, where he reorganized the company’s branches in France, Belgium, Switzerland, Italy, Sweden and Holland. The most satisfactory way to treat the big gas in the language of the country, Ryan says, is to superimpose the titles on the film. In this way the action is not interrupted, as in the case of an inserted title. Ryan will remain in New York indefinitely.

Columbia Sells Product to South American Firm
Columbia announces the sale of its Prosperity Group and a batch of short subjects to the Industries Reunidades F. Matarazzo of Brazil. The South America in France has handled Columbia product for several seasons.

J. P. Kennedy Signs Lehar
to Score “Queen Kelly”
Joseph P. Kennedy has signed Franz Lehar, of “The Merry Widow” fame, to compose the music for Gloria Swanson’s all-color operetta, “Queen Kelly.” Lehar will not visit the United States as he is working on the score in Berlin, and as it is completed instalments will be shipped to this country.

Seidelman Sails
J. H. Seidelman, assistant manager of Paramount’s foreign dept., has sailed on the S. S. Carillo for Cuba, Jamaica and Panama, where he expects to spend three weeks on business.

First Spanish Film
Washington Bureau of THE FILM DAILY
Washington—The first sound picture ever produced in Spain has been completed and is now ready for release, according to the M. P. Division of the Dept. of Commerce.

Edwin Justus Mayer in N. Y.
Edwin Justus Mayer, playwright under contract to M-G-M, has arrived in New York where he attended the opening of “Children of Darkness,” his new play at the Bitmore, yesterday.

Attention
Executives
An experienced theater executive now Gen. Mgr. five houses desires change. Formerly publicist Dist. for home circuit. For a result getting man for your organization, wire or write

Box 0183
c/o FILM DAILY
1650 B’way
N. Y. C.

The Industry’s Date Book
Jan. 9 AMPA Luncheon at the Paramount Hotel, New York City.
Jan. 14 Premiere of “Hit the Deck” at the Capitol, New York City.
Jan. 15 Warner Coast studio to resume activity.
Jan. 25 Filmmakers Frolic of Fox Athletic Club, Hotel Commodore, New York City.
Feb. 1 Meeting of non-theatrical producers at Washington, D. C.
Feb. 7 Paramount Pay Club annual ball at the Astor, New York.
Feb. 19 Annual Benefit Show of Catholic M. P. Guild at Los Angeles.
June 2-7 International Cinema Congress at Brussels.

Attendance Record Set by New Fox in Atlanta
Atlanta—A local attendance record has been set by the new Fox, which drew 51,113 in its first four days, it is stated. “Salute” was the screen offering and Fanchon & Marco’s “Beach Nights” was on the stage. Last week, with “They Had to Say Paris” and F. M.’s “Contrasts,” attendance toppped 70,000. The house seats 4,504 and has a 30-piece symphony orchestra directed by Enrico Leide, a 25-piece singing chorus and 12 local ballet girls. Scale is 15 to 75 cents. R. T. (Rockey) Newton is division manager for Fox in this territory, working under supervision of Harold B. Franklin.

New Tiffany Manager Changes
Cleveland—Mark Goldman has resigned as manager of the Tiffany exchange to assume new duties with the company. Allen Moritz, Tiffany branch manager in Pittsburgh has been transferred here to succeed Goldman, and Jack Horn of the Tiffany sales force has been elevated to manager of the exchange.

Fire Tragedy Case Postponed
Hearing of the case against Henry F. Lalley and John C. Flinn, Pathé officials, was postponed yesterday by magistrate Simpson in Tombs Court. Adjustment was taken because of Lalley being in St. Petersburg, Fla., where his father died last Friday.

SMOKELESS TOBACCO
ON SALE EVERYWHERE

Attention
Executives
An experienced theater executive now Gen. Mgr. five houses desires change. Formerly publicist Dist. for home circuit. For a result getting man for your organization, wire or write

Box 0183
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1650 B’way
N. Y. C.
$1,000,000 For Year Estimated by Columbia

(Continued from Page 1)

stock after dividends of $3 on the preferred. This is an increase of about 100 per cent over the fiscal year ended June 30, 1929, when $551,000 was earned. Common stock of Columbia is listed on the Curb last spring at around $31. It reached a high of 38 1/2 and a low of 16 1/2 last year, closing at 20 1/4, with an annual and a high of 38 1/2 and a low of 16 1/2 last year, closing at 20 1/4, with an annual net loss compared to the outcome of other issues as a result of the market crash.

Bilmarjac Seat Lights Have Many New Features

In addition to its easy installation, Bilmarjac seat lights, manufactured by the Bilmarjac Corp. of New York, has proven its feasibility in the Roxy theater in New York, where it is claimed to have eliminated the possibility of patrons falling or tripping in the aisles and also has reduced the insurance rates for the house. The Bilmarjac light is attached to each row of seats and when occupied the lights are automatically out. These lights have demonstrated their usefulness in cases of seats being located on stairs where besides acting as signal lights they also showed ushers and patrons where vacant seats were located.

George Garvin with RCA Photophone in Washington

Washington Bureau of THE FILM DAILY

Washington, George Garvin, who has been connected with the industry for a number of years, has been appointed district manager for RCA Photophone in this territory.

Another Tax Reduction is Expected in Ontario

(Continued from Page 1)

looking for a further reduction in the amusement tax, as promised some time ago, when the legislature reopens Feb. 5.

Bushell Returns

London — Anthony Bushell, who played in "Disraeli," which was made in Hollywood, has returned here for two months under provision of the immigration laws. He will return to Hollywood to resume work when the period has expired.

Sound for Virginia House

Petersburg, Va. — Sound equipment has been installed at the Century here, according to H. Ruben, manager.

Escot Being Improved

Farmville, Va.—Improvements are being made at the Escot without interruption of performances.

Talkers For Wellsville, O. Wellsville, O.—Western Electric equipment has been installed in the Liberty, under the management of Messrs. Vogel and Henthorn.

United States

Cleveland—R. Ravenscroft is dubbing for Andrew Sharick as Universal publicity and exploitation chief in this territory, while Sharick is temporarily managing the Kistler theater, Washington, D. C.

Toledo—The Sylvan has been completely renovated and sound installed. Hiett Ward is managing the house.

Cleveland—J. J. Harwood has installed W. E. at the Lexington.

Dothan, Ala.—Construction for the new $35,000 theater which is to be erected at North Foster St., is expected to start soon.

Elykton, W. Va.—The Sprague has reopened with sound equipment. Dan Kellisher is manager.

Cross Plains, Texas—The Liberty has reopened after having been altered.

Waynesboro, Va.—Although the Cavalier and Wayne have sound installed, organ recitals have not been abandoned. Waynesboro Theaters Corp. is the owners.

New York

Ten more theaters have been equipped with Tone-O-Graph sound apparatus, according to North American Sound and Talking Picture Equipment Corp. of New York. These installations were made in the past week and include houses in New York, Pa., Conn., and South Carolina.

RCA sound equipment has been installed in the Ohashi, Ohashi, and Odeon-Za, Yokohama, Japan, according to a cable received by the company's home office in New York.

The Teatro Rodriguez, Mexico, opened with RCA Photophone recently, it is announced by RCA.

Foreign

Neubabelsberg—Cast for the new Emil Jannings picture, "The Blue Angel," has been completed. Marlene Dietrich, Kurt Gerron, Roas Valetti, and Hans Albers will work under direction of Joseph Sternberg. Erich Pommer will supervise.

Shanghai—Ralph Myerson has been appointed assistant general manager of Peacock Motion Picture Corp., which operates the chief exchanges here. He will take charge of the sound department for the company, as well as act as general executive.

London—Ivor Montagu has resigned as chairman of the Council of the Film Society. Edmund Dulac has been elected to his place.

Berlin—Philipp Zimmer, formerly head of the Ufa circuit, has been made manager of Emelka in central Germany.

London—Sydney Bernstein, well-known exhibitor, has resigned as one of the executives of C.E.A.

Operators Enjoined from Issuing 'Unfair' Handbills

 Buffalo—Operators of the Genesee and Rivoli, who have been on strike since their demands for an increase in salary and an additional man in each booth were denied, have been enjoined by Judge George A. Larkin from handing out cards to patrons stating that the houses were unsafe. Although exhibitors sought an injunction preventing pickets near the theaters, it was denied.

10 More for Wonderphone

Cleveland—Wonderphone, disc and film sound reproducer manufactured by Film Sound Corp., has been installed in the following theaters of this territory: Orpheum, Xenia, Princess, Wheeling, West Va., Strand, Bellefontaine; Mt. Pleasant, Quincy, Penn Square, Cleveland; Metropolis, Beechview, Shiloh, Pittsburgh, and Apollo, Apollo, Pa.

Redecorating Richmond House

Richmond, Va.—In addition to new sound equipment the Capitol here has been recarpeted and redecorated under the management of Ivan L. Rosenbaum.

Talkers for Norfolk House

Norfolk, Va.—Sound picture program was recently inaugurated at the Chadwick here with the showing of "The Sophomore." Western Electric sound apparatus is used.

Traube Gets Tone-O-Graph

Cleveland—Tone-O-Graph, Sound and Talking Pictures Corp., is handling in the northern Ohio territory through Rube Traube, who has recently opened an office in 213 Film Exchange Bldg.

3 Million

readers of Liberty Magazine were thrilled by this great mystery story. NOW

MURDER

on the Roof

is a Columbia Picture!
See Better Basis for Future Equity-Producers Conferences
(Continued from Page 1)

other conferences between Equity and the producers.

Case of Sergeant Grischa," starring Chester Morris and Betty Com- 
acron, with Alex B. Francis, Paul Mc- 
Allister, Jean Hersholt, Leland 
Hodgson; directed by Herbert Bren- 

"Hit the Deck," musical in color 
ased on the stage production; with Jack 
and Polly Walker; director; 
rended by Luther Reed. World premiere 
aj. 14 at Earl Carroll, New York.

"Second Wife," with Conrad Nael, 
Lila Lee, Mary Carr, Frederick 
Lansbury; directed by Herbert 
Brennan. Now being edited.

"Girl of the Port," from the story by John Russell, with Sally O'Neil, 
Mitchell Lewis, Duke Kahanamoku, 
Donald MacKenzie; directed by Bert 
Glenmore.

"Love Comes Along," starring 
Bebe Daniels, with Lloyd Hughes, 
Ned Sparks, Montagu Love, Alma 
Trell, Lionel Barrymore; directed by 
Rupert Julian.

"Seven Keys To Baldpate," starring 
Richard Dix; directed by Reginald 
Barker. Now showing at Earl 
Carroll, New York.

"Run Away," musical with score by 
Harry Tierney, who did "Rita Rio." 
For 1931 release.

"Radio Revels," musical with Bert 
Wheeler, Robert Woolsey, Jobyna 
Howland; music by Bert Kalmar 
and Harry Ruby; directed by Paul 
Sloane. For 1931 release.

New pictures, with titles not yet 
set: Rod La Rocque, Bebe Daniels, 
Betty Compson and Richard Dix. 
Five other pictures, not yet titled, 
are also definitely planned.

Silent versions will be provided for 
"Case of Sergeant Grischa," "Seven 
Keys To Baldpate," "Love Comes 
Along," "Girl of the Port," Rod La 
Rocque No. 2 and others to be an- 
ounced.

Twenty Already Lined Up 
for 1930 Production by RKO
(Continued from Page 1)

Three of last fall's releases, which 
will be re-issued, are "Liliom," 
"Bones of a Man," and "The 
Lady Vanishes."

Tied up with the Cleveland Press 
for contest on "Flying Fleet" for 
best answers on aviation terms, 
offering free round trip airplane 
flight to Detroit and return for first 
prize, and one way trip to Detroit for 
second prize, with inspection tour of 
the Ford Detroit factory, and 12 prizes 
of free theater tickets.—Allen, Cleve-

"Redskin" (Paramount)

Telegrams were sent to the two 
local colleges as well as the women's 
college in a neighboring town. A 
special train brought 1200 students from 
the neighborhood town to Macon 
for a special lecture. Lectures were 
distributed to these students before get-
ting off the train. Due to the 
interest of many of them extended their stay 
in Macon to see the Dix picture.—
Montague Salmon, Rialto, Macon, Ga.

"Forbidden Hours" (M-G-M)

A "Critics' Contest" was publicized in the 
Eugene Guard. Contestants were 
invited to write a review of "Forbidden Hours" for which ticket 
prices were awarded the winners. 
Hereewith is opening announcement 
of the contest: "Today's the day 
when all Eugene will have the op- 
portunity to vie for honors in the 
'Critics' Contest,' and win the theater 
pass good for one month's ad-
mission."—H. McDonald, Heilig, 
Eugene, Ore.

"Wolf of Wall Street"

A blackboard and ticker was in 
the center of outer lobby and 
paced on top of a small platform. A 
man, presumably one of the ushers, 
could be seen reading the tape and 
then listing the figures in chalk on 
the blackboard.—L. I. Bear, Scollay 
Square, Boston.

See Better Basis for Future 
Equity-Producers Conferences

(Continued from Page 1)

being sponsored by M-G-M, Para- 
mount for years having been behind 
the Frohman offerings, and with 
Arthur Hammerstein, Florenz Ziegfeld, 
Jed Harris, George M. Cohan, 
Schwab and Mandel and various 
other important legitimate names 
very likely being linked with picture 
companies in their future stage ac-
tivities, it is considered inevitable 
that the film interests in due course will 
deal with Equity in a big way. 
As a consequence, Gillmore feels, 
the picture people may find themselves 
sufficiently satisfied with the Equity 
shop as it operates in the legitimate 
field that they will want it estab-
lished in the film industry.

New Officers Appointed 
for RCA-Victor Company

(Continued from Page 1)

the organization as Francis S. 
Kane and Walter H. Hunt assistant 
secretaries, Paul G. McCollum, as-

ductor; Mano; and Robert P. 
Alexander, Eugene F. Haines and 
Cornelius G. Terwilleger assistant 
treasurers.

Sound For Eaton House

Eaton, O.—R.C.A. sound equip-
ment has been installed in the 
Star theater, and with the change of 
policy, the management of 
Mano; and Robert P. 
Alexander, Eugene F. Haines and 
Cornelius G. Terwilleger assistant 
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for RCA-Victor Company

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New Officers Appointed 
for RCA-Victor Company

(Continued from Page 1)

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Kane and Walter H. Hunt assistant 
secretaries, Paul G. McCollum, as-

Atlantic City—Guy L. Wonders, 
at the manager of the Rivoli, Balti-

more and recently manager of the 
Stanley theaters here, has gone to St. 
Louis to act as Fox Divisional man-
ager in that territory.

W. E. For Ironton, O. House

Ironton, O. — Western Electric 
equipment has been installed in the 
Lyric, operated by the Iron City 
Amusement Co., which controls the 
entire theatrical equipment in addi-
tion to the Lyric. All are wired for 
sound.

New Producing Co. Formed

London — M. J. Wilson, head of 
Alfa Film Co., has announced the 
formation of a new producing unit 
to be known as Wilmar Productions, 
the directors of which are M. J. Wil-
son, Claude Marx and Sascha Genn.
A Fascinating and Interesting Word

Picture of the Development of Silent and Sound Pictures

Chapter I—Continued

The Genesis of the Motion Picture

THOMAS A. EDISON's desire to give eyes to his photograph is primarily responsible for the motion picture camera as we know it today, according to Terry Ramsaye, historian of the motion picture.1 Edison was at work, toward the close of the last century, on numerous inventions, but most of his interest was centered on the talking machine with which he had started the entire world a short time before. William Kennedy Laurie Dickson, a young Englishman, who had traveled thousands of miles in order to associate himself with the Wizard of Menlo Park, was working for Edison and mysterious "goings on" were to be noticed in Room Five of the plant at West Orange.

Conscious scientific endeavor, first as a study of the nature of appearances of motion, and later of the synthesis of appearances of motion began with the studies of Peter Mark Roget, the same whose name appears in the classic and authoritative Roget's "Thesaurus," first aid to word mongers, who was in 1824 secretary of the Royal Society in Great Britain. After him came many experimenters, notably Joseph Antoine Ferdinand Plateau of Ghent, and Simon Ritter von Stampfer of Vienna, and later Lieutenant Baron František Uchaliov of Vienna and Emil Reynaud of France. While they studied motion, others, notably Louis Jacques Mandé Daguerre and Sir John Herschel and others, pursued the chemistry which gave us photography.

Out of labs started by Roget's studies came a machine which finally became the familiar toy called Zoetrope, using hand-drawn pictures. Then, seemingly unrelated, came a method of recording motion photographically, evolved for Leland Stanford's race horse studies in California, by John D. Isaacs and operated by Edweard Muybridge about 1880. Jean Louis Meissonier, famous French artist, applied the Isaacs-Muybridge pictures to the Uchitani projecting Zoetrope and attained a crude limited sort of motion picture dependent on glass plates. It was only a tantalizing beginning.

Edison abandoned all precedent when he set to work in 1887, and, early in 1888 we find the first effort toward the modern motion picture being made in the Edison studios recording the antics of Fred Ott, a mechanic, as the first actor, on a cylinder like that of an old Edison phonograph.

Years later, Ott told of that first performance before a motion picture camera. Repeated by Terry Ramsaye, it is: "I had a white cloth wound around me and then a little belt to tie it in around the waist so as not to make it too baggy. I looked like a baboon. After I was ready, I made a monkey of myself and the camera was a monkey of me."

Mr. Ramsaye speaks of the first picture as "The Follies of 1888." "It was a slapstick comedy staged in a solemn laboratory," he adds with a chuckle.

But the Edison cylinder picture machine, built in simulation of the phonograph, was no adequate solution. Edison decided he wanted to feed the photo-material into the camera, and the subsequent pictures into a viewing machine to the moving picture, being a machine gun. He was looking for a flexible material to carry the pictures.

Now up in Rochester, George Eastman, who had invented the kodak, had a similar problem for what he called "roller photography." Edison was trying strips of collodion varnish when he heard that Eastman had arrived at a perfected material—film. Edison sent Dickson to Rochester for a sample.

That first order for film for the motion picture is still in Eastman's files at Rochester. With it went a postal money order for $2.50 for payment for a strip one inch wide and about fifty feet long. That test strip worked.

Imagine the thrill of that occasion. George Eastman's product had met and fitted Thomas Edison's product. The motion picture had come into being. And one of their union was to come the new and great motion picture, which has since flourished in the world's great single source of amusement.

Edison moved on rapidly in his studio, which because of its resemblance in color to a police nine-horse wagon, was known as The Black Maria. He was still thinking in terms of eyes for the phonograph and the moving picture was developing of its own accord. Annie Oakley; Sandow, the strong man; Buffalo Bill, the dancers. Edison's "Milk White Flag," which was a Broadway success in those days; Ruth St. Denis were being induced to lend their talents to the moving picture, being recorded in single rolls of film fifty feet long for use in peep show machines which were now to appear as a forerunner of the moving picture. The first of the peep shows was opened at 1155 Broadway, New York City, on April 14, 1894. At the motion picture began to develop into something like regular form and use, the makers of pictures began to consider ways and means of producing a popular picture that would find a market on which they are still constantly engaged. They recognized very early that plenty of action was needed and as prize fighting offered action and at the same time had a popular appeal, they turned to the prize fights of the day for filming purposes. James J. Corbett, heavyweight champion of the world, appeared before the camera. He became the first motion picture actor under contract. Later "Gentleman Jim" came back to the moving pictures but many gallons of water had flowed under the bridge between his first and second entrances into motion pictures.

Carmencita, a dancer of current popularity, and Annabelle Moore, who was a reigning favorite in the music halls of New York in the last years of the nineteenth century, also found their way into the new world of make-believe that was to be found in the peep shows of the country. An industry began to show signs of existence.

The public, expressing itself as usual through business, demanded a screen machine, a device which would liberate the motion picture from the peep show. Mr. Edison was not enthusiastic about this, although he had done some research and might readily have solved the problems of projection at once. He had been experimentally projecting since 1889.

(Continued Tomorrow)

1 A Million and One Nights.

TO-MORROW

Chapter II

"An Industry's Early Days"

The romantic and epochal beginnings of an amazing new venture.

Recalling names of pioneers who laid the foundation for an industrial colossus.

You Are Missing Something If You Don't Read This Story
**Timely Topics**

*A Digest of Current Opinion*

Say Talkers Will Bring Back Legitimate Theater Patrons

**THERE are numberless thousands of the youth of the land who have never witnessed a legitimate production—who have grown up with the idea that the motion picture was the ultimate and only expression for the drama.**

Then came the talkies. And the talkies will bring them back to us. Already those youngsters are being shown a bit of Shakespeare by Doug and Mary—they're getting another glimpse of John Barrymore as "Hamlet" and from such a star, the talkies will show their audiences that there is something better and that while the first medium of the silent picture and the second medium of the talking pictures were good enough in their way, there is a third and greater and finer medium waiting for them.

John Golden in "N. Y. American"

* * *

Speech on the Screen Is Gradually Finding Its Place

**OBVIOUSLY, there is a sharp difference between dialogue on the stage and dialogue on the screen, and the principles of the latter have not yet been successfully evolved. In one respect progress is being made; the screen dialogue writers are learning condensation and terseness. They are finding that words are better not spoken on the screen merely because they are pretty or colorful. Speech on the screen is taking its proper second place to action and we have fewer movies that are dreary and verbose transcripts of stage plays.**

Clifford Brooke in "N. Y. World"

---

**ALONG THE RIALTO**

with

Phil M. Daly, Jr.

**SIDNEY SKOLSKY, who has given many a pitcher a good tilting job, is colonizing for the "Daily News," the busy lil' publication for which Irene Thirer movie critics.......Pete Woodhull, officially known as R. F. Woodhull, is again living out of a suitcase while touring Pittsburgh, Cleveland, Detroit, Louisville, Indianapolis, Memphis and way stations. Col E. P. Hawkins, also of General Talking Pictures, is also a traveler to Detroit, K. C., Dallas, Oklahoma City, St. Louis, etc.**

Frederick H. Knocke, president of Medal Film Co., is again busy at his desk following a trip to Cuba.......Not so long ago Director Arthur Hurley at Warner Bros. Eastern workshop made a test of Alexander Gray for First National, who had him in mind for the male lead in "Sally." To fill out the test business he brought along Bernice Claire, who played with him in "The Desert Song." And First National liked the lil' girl so much they gave her a contract, too, and she's a sensation in "No, No, Nanette."* * *

Lewis Warner, executive of M. Witmark & Sons, will leave New York tomorrow for Pinehurst to spend a short vacation. Yeh, we know a lotta guys that also have the yen to go places. Take Harry J. Takiff for instance.......* * *

Douglas Fairbanks and Mary Pickford are to make a special motion picture for television broadcast, according to an item from Kemper Radio Corp. The picture is scheduled to be transmitted by the Fararnsworth Television System at a public demonstration to be held some time this month at San Francisco.......Enro Raper will leave for the Warner Coast studio on Jan. 15.......* * *

Jean Hersholt, now swings out in big style and gives his army of friends a real treat. This fellow has a voice and a singing one at that. In fact so musical that Warners (cant keep 'em out of print) have nailed him for one of the roles in "Viennese Nights," Hammerstein-Romberg operetta.......For a trip to Europe for 25 cents, hike over to witness a few of the scenes at the Embassy where numerous European centres are shown in all their splendor.......* * *

Lorin (Buddy) Raker, Lambs' club habitue and who recently appeared in "End of the World" for Pathé short subject pur- poses, is set to bag and baggage to the Coast for a picture.......Maurice Chevalier will yodel into the ether Thursday nite from Station WABC. David Mendoza, who formerly twirled a baton at the Capitol but who now is connected with the Paramount musical department at the Long Island studio, will conduct the accompanying orchestra.......Bryan Foy, who is the head man at the Coast in the Warner Bros. short subject outfit, is vaca- tioning at Havana, which makes us envious.......* * *

**THOSE SIMILES of Frank J. Wilstach of ye Haysoss we printed went pretty well, so with your kind permission, ladies and lad- dies, here is another batch:**

Sour as a Quaker who has inherited a chain of speakeasies.—William Bolittio. As obvious as a flapper's garters in a subway car.—Leon Blumenfeld. Kisses like a cold buttercake flapping against your cheek.—Dorothy Dix. Swept the country like raccoon coats.—John S. Cohen, Jr. He was short as a traffic cop's answer.—Ted Cook. As unlikely as the Smith Brothers into Old Golden.—E. Elison. Dull as a New York speakeasy.—St. John Ervine. Smelling like the traveling bag of a dry congressman just returning from an official visit to a wet country.—Edward D. Foster. Easy as analyzing a bowl of chow mein.—Merritt S. Franken. Living in the Ritz section of the Bronx is like sitting in a box in Loew's theaters.—Mill Gross. As modest as a suicide landing from the fourth floor of the Woolworth building.—Douglas Gilbert. Bringing a new column to New York is like bringing a flivver to Detroit.—Robert Garland. Yeah—on that lost one. And most column-flivers are just that. They are like these funny college flivers—all chalked up with a lotta wise- cracks from other kolumnists. And that goes for this kolumn. Yours, thievishly, Phil. * * *

Add to Spelling Bee list: Sesquipedalian. Trilateralism.

**TEN YEARS AGO TO-DAY**

* * *

**JANUARY 7—MANY HAPPY RETURNS**

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Kenneth Thomson Adolph Zukor Ernest L. Robbins

---

**-AND THAT'S THAT**

By PHIL M. DALY

Three million involved in Loew-Metro deal. * * *

Robertson-Cole takes over Hallmark exchanges. * * *

Theda Bara to appear in stage production for Al Woods. * * *

First National officials claim producers force films containing advertising on exhibitors.
reliability—the coming year book will contain four hundred pages of advertising from five hundred individual advertisers—a rather vital reflection of what the business department of motion pictures thinks of the universal recognition, reliability, worldwide distribution and year round advertising value of this publication.
**Short Shots from New York Studios**

**By HARRY N. BLAIR**

**SHOULD you happen to visit the Russell Baker in Washington, you would doubtless be shown a series of paintings executed by none other than Frank Cambria, who, after many years of creating spectacular presentation acts, is now bringing new ideas to the screen in the form of musical shorts. Cambria, who is directing Monday Island studios, is, besides his other talents, a sculptor of note.

Walter Stenge, upon completing the camera work on "The Campus Vamp," made at the Radio-Victor studio with which he has just got busy at once on "The Beauty Spot," made at the same studio, with Ted Pahle assisting.

Katherine Brush, author of "Young Man of Manhattan," paid a visit to the Paramount Long Island studio as the guest of Monta Bell. While there, Miss Brush conferred with Robert Presnell, who is now busily engaged in writing the screen version of the story.

Jerry Pruckshon, script girl at the Warner Vitaphone studio, felt flattered upon being asked to act part in a short until Arthur Hurley, the director, explained that with all due respect for her good looks, what really attracted him was the red leather coat she happened to be wearing.

Hobart Henley, director of "The Big Pond," has about decided to bring hip boots and a rain coat on the set with him since much of the action requires water scenes, all of which are being shot in the big tank erected for the Venetian Canal sequence.

**New Publix Broadcasts**

Inauguration of a series of radio programs from Paramount every Tuesday night will begin Jan. 14, when the Brooklyn Paramount broadcasts its show over WABC on a national Columbia hook-up. Each presentation will last 30 minutes and will be under the direction of Louis A. Witten, toastmaster and master of ceremonies for the new "Publix Radio-vue" hour.

**De Forest Installs 7**

Seven new theaters have been added to the installation list of De Forest sound devices. They are Garden Canton, Ill.; Ventnor, Atlantic City; Ritz, Crescent, Okla.; Victory, Saltville, Va.; Illinois, Ottawa, Ill.; Schu- bert, Gooding, Idaho, and Walworth, Denver Colo.

**New Building for Vitagraph**

Minneapolis—Plans for the construction of a five-story film exchange building to cost between $200,000 and $250,000 have been announced by the Vitagraph, Inc.
Academy Passing on Merit Awards Nominations

**RIOT OF COLOR IS SET FOR 1930 PRODUCT**

*29 Listed for Production by Sono Art-World Wide*

**The Ten Best**

*Pictures of 1929*

By JACK ALC IOATE

EVERYBODY’s doing it. Over three hundred of the foremost critics, editors and reviewers representing the most powerful newspapers, magazines and fan and trade publications have already cast their vote and sent in their selections of the TEN BEST PICTURES of 1929 to the Film Daily. Here is an annual ballot that is truly representative of critical America. In the past few years this “Ten Best” idea has grown into a national institution.

**Started in 1922**

It was back in 1922 that this annual event was started by this publication. The idea caught on quickly and soon many motion picture editors of daily newspapers were annually conducting a ballot for their readers with immediate and enthusiastic response. Now there is hardly a critic of note in the country that does not send in his or her vote to this publication for final tabulation. These individual selections appear in the publications of each respective critic. When the result of the poll is announced by the Film Daily simultaneously all over the country, many give considerable space to this feature of universal interest. Usually again naming their own selections alongside of the consensus of opinion of all.

**Votes Now Being Counted**

The final check-up will be ready in about three weeks. In all, about four hundred writers, the cream of critical America, will take part in the voting. They will represent over twenty-five millions of readers. Film Daily’s Ten Best Poll is an annual nationwide news event given due recognition by most publications and receives immediate attention by, in point of interest, in the industry.

**Fox Pulling Through Without Outside Aid**

It looks now like most of the Fox rumors were a tempest in a teapot. Latest information of those close to the situation reveal an amicable working of the trusteeship and a decided clearing up of the situation with each new day. Officials of the Eastman Company emphatically denied yesterday the report that the Eastman outfit had anything to do with the refinancing of either of the Fox companies.

**FORECAST PATE EARNINGS**

FOR 1929 AT $6,000,000

Earnings of Pathe Exchange, Inc. for the year ended 1929 are expected to reach approximately $6,000,000 after all charges, depreciation and deducting from cost of sales amounts transferred from special reserve and from surplus to absorb excess costs of sales over normal costs as estimated by the management, according to Ralph Block Joins Fox Coast Staff as Writer

**SEEK EXTENSION OF 1929 QUOTA LAW IN AUSTRIA**

Washington Bureau of THE FILM DAILY

Washington—Continuance of the 1929 quota regulations until March 31, in Austria, now is being discussed by representatives of the Government trade, producers, studio-own-

**Pathe Continues Eastern Production at Fort Lee**

All uncompleted films of Pathe, scheduled for production in the East, will be immediately put in production at the Metropolitan Studios at Fort Lee.

**Achievements in Production to be Listed by Academy Soon**

Walters Purchase Land in N.Y. for Music Building

Walters Bros. have purchased 25,000 square feet of land on West 54th Street between 11th and 12th Avenues for the erection of a 10-story building which will house its music subsidiaries. Fifteen thousand square feet of the property faces a park on West 54th St., while the additional land fronts West 55th St.

Kalmus Foresees Death of Black and White Film Within Two Years

Color looms large as the big technical development in pictures for 1930. While production leaders agree that it is destined to play an increasingly important part in the future, Dr. Herbert T. Kalmus, president of Technicolor, goes as far as to declare that “within two years the black and white motion picture will be as out of date as the silent picture is today.” One indication of the impetus to be given color is the launching of Tech-

Wednesday, January 8, 1930

### Financial

**NEW YORK STOCK MARKET**

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<td>Pathe</td>
<td>776</td>
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<td>Pathe 7% 1905</td>
<td>776</td>
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<td><strong>Last Price Quoted</strong></td>
<td><strong>776</strong></td>
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</tbody>
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### SEEK EXTENSION OF 1929 QUOTA LAW IN AUSTRIA

(Continued from Page 1) The Special Investigation Company, which has been conducting a survey of the film industry in Austria, has recommended that the 1929 quota law be extended for another year. The company stated that the extension would be necessary to prevent a loss of business to foreign producers. The recommendation was made to the Austrian government in order to ensure the continuation of the existing arrangement.

### SUNDAY BALLET AT ROXY BRINGS BLUE LAW SUIT

A ballet number presented at the Roxy on Sunday, Jan. 20, 1929, has just resulted in the filing of a suit by the owner of the theater against the state of New York, for $500, which is the amount of the penalty for violating an old Blue Law ordinance against the Sunday performance of a dance. The suit was filed by Mr. Crichton, the manager of the Roxy, and the state has been served with a summons.

### The Industry's Date Book

- Jan. 9: AMPA Luncheon at the Paramount Hotel, New York City.
- Jan. 14: Premiers of "Hit the Deck" at the Earl Carroll.
- Jan. 15: Warner Coast studio to resume activity.
- Jan. 20: Opening of "Across the World With Mr. and Mrs. Martin Johnson" at the Cohan, N. Y. F.
- Feb. 1: Meeting of non-theatrical producers at Washington, D. C.
- Feb. 7: Paramount Peg Club annual ball at the Astor, New York.
- June 2-7: International Cinema Congress at Brussels.

Louis Stevens in New York
Louis Stevens has arrived in New York from the Coast where he completed several continuities for Pathé. He is scheduled to produce a play on Broadway soon.

P-F-L Domestic Rentals Up
Receipts from domestic film rentals of Paramount for the week ended Jan. 4 were 45 per cent above the corresponding week a year ago, the company reports.

Pathé News in Silent Form
Silent editions of Pathé News will be served to exhibitors as in the past, states Phil Reisman, general sales manager of Pathé.

M-G-M Field Auditors Meet
M-G-M field auditors yesterday held the first of a series of meetings at the Astor. A. F. Cummings, general manager of exchange operations, presided.

### Let Us Solve Your Problems!

Over 20 Years of Experience Qualifies Us as Specialists in

**MOTION PICTURE INSURANCE**

**STEBBINS, LETERMAN & GATES INCORPORATED**

1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ramon Novarro</td>
<td>Devil May Care. Broadway's new $2 favorite. Thills!</td>
</tr>
<tr>
<td>Chas. Bessie King</td>
<td>Chasing Rainbows. Your public is waiting for the &quot;Broadway, Melody&quot; team!</td>
</tr>
<tr>
<td>Duncan Sisters</td>
<td>It's a Great Life. M-G-M signed these happy singers again because your folks will want them again and again. It's great!</td>
</tr>
<tr>
<td>Hollywood Revue</td>
<td>Imitations only prove that the screen's first Revue is best of all. It's still &quot;Singin' in the Rain&quot; to profits!</td>
</tr>
<tr>
<td>Cecil B. De Mille's</td>
<td>Dynamite. Mobs storm Capitol, N. Y. continuing success record of De Mille's first spectacular Talkie! Box-office Dynamite!</td>
</tr>
<tr>
<td>Greta Garbo</td>
<td>Anna Christie. Her first Talkie! And one of the greatest pictures of all time. We predict it now! You'll agree later! Clarence Brown directed it!</td>
</tr>
<tr>
<td>Van &amp; Schenck</td>
<td>They Learned About Women. Box-office names! In a rousing comedy-drama of the baseball world. They sing—and the public flocks in!</td>
</tr>
<tr>
<td>Norma Shearer</td>
<td>Their Own Desire. What a drama this talkie is! Unbridled passions of youth! Exquisite production! Norma at her most beautiful best!</td>
</tr>
<tr>
<td>King Vidor's</td>
<td>Hallelujah. The most distinguished talkie drama of the past year. Texan exhibit. W. J. Chester. writes: &quot;Patrons enthusiastic.&quot; North or South, a winner!</td>
</tr>
<tr>
<td>William Haines</td>
<td>Navy Blues. A scream! Bill Haines funnier than ever. As a gob he'll win your folks again. A love story that's got audience power!</td>
</tr>
<tr>
<td>Greta Garbo</td>
<td>The Kiss. Still smacking the records wherever it plays. Greta sets audiences afire with this thrilling drama of love.</td>
</tr>
<tr>
<td>Joan Crawford</td>
<td>Untamed. Beautiful, untamed Joan Crawford in her first talkie is sensational. &quot;Chant of the Jungle&quot; is just one hit song.</td>
</tr>
</tbody>
</table>

Good to the last drop! The Cream in Your Coffee.
WORLD'S PREMIERE
AT FAY'S CARLTON THEATRE, PROVIDENCE,
SMASHES BOX OFFICE RECORDS TO SMITHEREENS

“Her Unborn Child,”
Opened Xmas Day to Providence’s Greatest Box-Office Gross.

Held Over for Its Third Tremendous Week.

Opened at the Apollo, Peoria, a Publix Theatre, December 29th to Capacity Business.

Opening at the Rialto, Atlanta, January 13th, for a Run.

Opening at the Majestic, Milwaukee, January 24th, for a Run.

With a Hundred More to Follow.

A BOY AND GIRL IN LOVE - FO
The Sell Out Road Show Talking Picture of 1930

UNBORN CHILD

Success that shattered all legitimate theatre records from coast to coast and now surpassing that record-breaking achievement as an All-Talker.

For Road Show Percentage Terms and Complete Information We Suggest You—Write—Wire—’Phone—or See

FORGETTING EVERYTHING ELSE
Along the Rialto

with

Phil M. Daly, Jr.

Coincident with the institution of the Universal Newsreel, featuring the talking reporter, at the Strand in New York and Brooklyn and the new Beacon on upper Broadway, Graham McNamee, famous ether announcer will make solemn appearances at all three theaters. Graham, who is one of the air's premier word-slingers, is, as you probably know, the unseen and talkative reporter. . . . The Beacon, latest Manhattan addition to the Warner chain, is affording excellent treatment to its patrons via Manager John Byrne, who knows his exhibition stuff. Prior to taking charge of this house he did a similar job at Montclair, New Jersey, for Warner. . . .

* * * * *

Add Frank Wilsch's similes (maybe): As unpopular as a pair of squeaky shoes in a sound studio. If that's not new, why . . . er . . . see us . . . . . . . ? Arline de Haas, who is a wealthy and talkative reporter, . . . . The Beacon, latest Manhattan addition to the Warner chain, is affording excellent treatment to its patrons via Manager John Byrne, who knows his exhibition stuff. Prior to taking charge of this house he did a similar job at Montclair, New Jersey, for Warner. . . .

* * * * *

Hal Rodner is back in New York after arranging for branches which Continental Theater Accessories, Inc., will open soon in St. Louis and Los Angeles. . . . . . . . John Ebersol, theater architect de luxe, has returned to Manhattan after a brief vacation in Florida. . . . . . . . D. A. Doran is in town lining up new story material for Columbia.

* * * * *

Frank Price, Jr., manager of the Rivoli, Baltimore, has been appointed chairman of the entertainment committee of the Advertising Club of Baltimore. Big spread is scheduled at Lord Baltimore Hotel for Feb. 15 for "ad" fellows. . . . . . . . "The De Forest Sound Track" is the name of the monthly house organ issued by Gordon Rowley, who represents General Talking at Cleveland. . . . . . . . Streamers are printed on records manufactured by Brunswick Co. featuring the song numbers of First National's "Sally" now holding forth in N. Y.

* * * * *

Nancy Carroll, Paramount star, will spend a few weeks on vacation in Honolulu. . . . . . . . Is there anybody in New York unaware of the fact that "Party Girl" is at the Gaiety? Well, you can blame Al Selig. The lad put over a splendid campaign for this Tiffany jewel. . . . . Sol Wurtzel of Fox hereafter will present Paul Muni as a young romantic lover. . . . . For the first time in his life John McCormack has had the experience of singing to an audience. Of course it was for the Fox Movietone production now being completed at the Coast. . . . . . .

* * * * *

Nick Grinde, M-G-M director, is said to have coped considerable space in the Jan 11 issue of the "Saturday Evening Post." His article deals with the problems of the talking producer. . . . . . . . Tom Adrian Cracraft, American scenic artist, will arrive in New York tomorrow aboard the Bremen. . . . . . . . Here's that "it" again, United Artists word jugglers credit Harry Richman with "The Voice With It," and, of course, it's for U. A. in "Puttin' on the Ritz."

Jan 8--Many Happy Returns

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Larry Darmour
Nelly Savage
James Farley
Alexander Gray
Matt Moore
Joe Well

Jan 8, 1934

AND THAT'S THAT

By Phil M. Daly

Just to see if all the scholars have been following the class lessons in motion pictures, teacher will now ask a few simple questions:

What is a cineograph?

A cineograph is a kinograph.

What is a kinograph?

A kinograph is a motion picture such as shown by the kinetoscope.

What is a kinetoscope?

A kinetoscope is a device by means of which the pictures taken by the kinetoscope are produced in such a way as to duplicate the movements of the original.

What is a kinograph? Some bright pupil asks.

Oh, that's just another name for a motion picture camera. These are the older ones which used to be used when Dad was a boy. In those days he said to Ma: "Let's go see a kinograph at the Nickelodeon."

And Ma replied: "No Pa. The kinetoscopist at the Nickelodeon is an old sweetheart of mine, and if he sees me setting there with you he'll make the kinetograph jump and flicker."

Well, at that, kinetoscopist is as high-falutin' a title as the present-day "projectionist."

* * *

Parts That Stand Out

We nominate Fi? Dorsey for her work in Foz's "Hot for Paris."

Those eyes! Can she use 'em? Oh, boy. And those beautiful centrifugal movements of the waist line. She dances. She sings. She makes o-o-la-la. She's a wow. A pitter. Go see her and write your own adjectives. We've exhausted ours.

Ten Years Ago Today

C. B. Price claims duping of official German submarine picture.

* * *

Al Kaufman reported entering production as independent producer.

* * *

Sam Goldwyn purchases screen rights to "Officer 666."
The Development of Motion Pictures from Their Beginning to the Present

Chapter II

An Industry's

WEANWHILE, a secret race

Probably the first to project,

was the late Major Woodville

race, from Virginia, who opened

Broadway in May of 1895. M.

Auguste Lumière of Lyons, an

achieved the screen, and in Wasingto-

or a projector commercially 

1895. All of these machines were

Kinetoscope and used his films.

Communication was slow the

York began to demand a screen

the only true picture, Raff & Gammon of New

and the Kinetoscope, and made it

manufactured and offered as a

market looked to Edison, who

picture.

(Continued on Page 11)

PUBLIC adds six more THEATERS TO CIRCUIT

Kansas City, Kan.—Public has ac-

tivated the Great American Mus-

section of the Kinetoscope, which

enced the audience. The film was

children flocked to see the pictures

moved. It was thrilling, exciting,

something new under the sun. Far-

ers left their plows, farm wives

their chores, to see Edison's new

wonder. An interest was aroused

that was to spread to the smallest

hamlet, en-circle the globe, enlist

more people than any other instru-

ment of entertainment the world ever

And with the increased interest

came a demand for more films. From

far and wide came the call. People

who had never even seen a moving pic-

tures, but they soon tired of seeing

the same pictures over and over

again. Novelty in pictures was need-

ed. Thus from the first began the

ceaseless struggle for variety of pic-

tures—a struggle which explains

why today there are 800 feature pic-

tures annually.

The first picture makers had been

able to induce some of the Broad-

way stars and some of the athletic

heroes of the country, notably the

prize fighters, to appear before the

camera. In exchange for their ser-

vices the stars got splendid adver-

tisement. Today it is with some jus-

ification that the stars demand and

receive salaries commensurate with

their services to the amusement-lov-

ing world.

About this time in the film's his-

tory, New York was being treated

with what the citizens of that day

regarded as a racy comedy called

"The Widow Jones," in which Miss

May Irwin and John C. Rice ex-

hibited in an almost modern pro-

longation. The moving picture

producers of the day saw the advan-

tages of the kiss on the screen and

Miss Irwin and Mr. Rice agreed to

reproduce it for the camera. It be-

came an instant success under the

rather obvious title of "The May

Irwin, John C. Rice Kiss." It was

forty feet long and it brought down

on the heads of the infant industry

several resounding raps. In spite of

its popular appeal, a great many peo-

ple disapproved of osculation to the

extent of forty feet and to this day

no one has ever definitely deter-

mined how many feet long a kiss

may be and still remain a proper

salutation.

Soon the vaudeville turned eager

eyes upon the Vitascope and R. F.

Keith houses began to announce it

as an added attraction. Newspapers

differed in their estimates of its po-

sitional but shortly after the Vita-

scope's first appearance in Boston,

The Boston Herald took occasion to

predict a future. "May not small

towns see city shows by Vitascope?"

The Herald asked. "May not ac-

companying scenes of the rising youth

be preserved in their prime? Indeed

to what uses may not the Vitascope be

put?" To which The Boston Traveler

added, "Who knows how the new in-

tention and those that are to follow

may revolutionize the amusement

world. . . . Who knows that each

country will not have its stage 'foun-

dries,' so to speak, for each of the

grand forms of dramatic and mu-

sical art? Here finely drilled com-

panies could give performances to be

perpetuated by the Vitascope and

the phonograph, or by their suc-

cessors. Duplicates of the records

could be sent by flying machines

broadcast over the world and Lon-

don's new play or latest sensational

dance could be enjoyed in every

quarter of the globe within a few

days of the initial presentation."

Did they speak with prophetic

tongues?

Busy days followed the introd-

uction of the Vitascope. Bitter days,

too. Patent wars were pending and

all along the line new activities were

to be noticed. The Vitascope had

begun to have importance. Men

were beginning to see money shad.

It was an open game, as Terry

Ramsey says, and anybody might

become important over night. Every

man who came in contact with the

trade, they call it his own, was

heartbroken, perhaps many injus-

tices, were to be endured before the

industry became conscious of itself,

and in its infancy, the actors, ac-

tresses, and the audiences were

in confusion.

But these internal wrangles need

not all be told here. They proved a

dragging cloud for the industry, but

after all, all industries pass through

such periods of unrest and instabili-

ty. In a great war men die, they are

maimed, blinded, diseased. Mothers

are bereft of sons, wives of hus-

bands, children of fathers. And yet

in the golden sun of victory, these

things as lamentable as they are, must

be judged in accordance with the

great purpose, the ultimate end. In

trans-


EOLE—MORROW

Second Part of Chapter II

"An Industry's Early Days"

Relating the important moves that led to the establishment of motion pictures as an institution.

Entertaining and Informative

For Everyone in This Business

EVEIl DAV in THE FILM DAILY

(Continued Tomorrow)

Copyright, 1929, Motion Picture Producers and Distributors of America
De Forest President of Radio Engineer Institute

Dr. Lee De Forest, inventor of the Institute of Radio Engineers, and now a member of the Board of Directors, has been elected president of the Institute of Radio Engineers, according to a statement issued by the Institute. Dr. De Forest is research engineer of the General Electric Company.

Ralph Block Joins Fox Coast Staff as Writer

(Continued from Page 1)

will write the adaptation and dialog for "Civic Kio," which will star Warner Baxter and be directed by Alfred Santell, Tom Barry, originally assigned to write the adaptation and dialog, is ill.

3,147 W. E. Houses

Theaters of the United States now wired for Western Electric sound reproducing systems, now total 3,147, according to Electrical Research Products.

29 ON PRODUCTION LIST OF SOHO ART-WORLD WIDE

(Continued from Page 1)

A scheme, latest Manhattan adding excellent treatment to its who knows his exhibition stuff. house he did a similar job at aars.

COLOR FILMS WILL REPLACE BLACK AND WHITE IN 2 YRS.

(Continued from Page 1)

nicolor's national magazine advertising campaign with a budget that will run from $500,000 to $1,000,000. The opening of the campaign to the public last month enabled the company to take advantage of the "Saturday Evening Post" campaign of Jan. 11, and these publicity smashes will continue at regular periods throughout the year, and in the trade magazines, starting in February.

This is one of only a few concrete indications that color on the screen is from the popular. It seems too this is not to duplicate in the history of the business the record of sound in arousing public interest and adding new impetus to the onward march of the motion picture.

Technicolor hung up a new record for color productions last November when they had nine big features taking color treatment in seven weeks. Within the next few weeks this company will have in operation their new plant in Hollywood and supplement the two other labs there and the two on the East. This plant will represent an expenditure of $1,000,000 and when at full capacity will be able to handle an output of 47,000 feet of colored film daily.

Up at Irvington-on-the-Hudson the big plant of Photoforec is getting its stride, while Multicolor is introducing its new rainbow negative, which doves the use of special camera or adaptors. Multicolor is building a plant capable of processing 1,000,000 feet per week. William T. Crepine, who is largely responsible for the development of this process, states that any of the sound systems may be used with Multicolor, or sound track being colored by either one of the basic colors used in coloring the film. Furthermore, he claims that the process can be shot in any existing camera and without changing the camera to affect its usefulness for monochrome shots.

Meanwhile Colorcraft Corp. is erecting a plant in Long Island City with a capacity of 50,000,000 feet of natural color film a year. The establishment will have a special department for newsreels, with facilities for turning out 2,000 prints in 24 hours.

Another MILLION wild-eyed thrill fans vibrated to the same story published as a novel...NOW MURDER ON THE ROOF is a Columbia Picture

With DOROTHY REEVES RAYMOND HAYES MARGARET LIVINGTON

Directed by GEORGE B. SEITZ

The Forecaster, a national magazine, devoting modest campaign with a budget that will run from $500,000 to $1,000,000. The opening of the campaign to the public last month enabled the company to take advantage of the "Saturday Evening Post" campaign of Jan. 11, and these publicity smashes will continue at regular periods throughout the year, and in the trade magazines, starting in February.

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Directed by GEORGE B. SEITZ
Emil Jannings Talker is Among Ufa Supertones Now on the Way

Six Ufa Supertone productions, the first talkers to be sent over here by this company are on the way and the first of the lot is due to arrive about the end of this month, according to cable advices just received by F. Wynne-Jones. These talker features, under the trade name of Ufa-tone, are all-dialogue, music and diary.

(Continued on Page 11)

PARIS HOUSES MAY CLOSE UNLESS TAX IS REDUCED

Paris (By Cable)—As a protest against government taxation, which is declared to have reached the "abusive" stage, the French Ass'n of Theatrical Managers has voted in favor of closing up the theaters unless tax reductions are made. A resolution was passed by the managers giving Max Mourey, president of the organization, authority to fix a date for the closing if the government fails to act on the showmen's demands.

SPANISH PERFORMANCES FOR "BLAZE O'GLORY"

"Blaze O'Glory," the Eddie Dowling vehicle with an English and Spanish version, will be given several performances in Spanish during the current run at the George M. Cohan, New York, it is announced.

(Continued on Page 11)

Harry M. Warner to Be Received by Pres. Hoover

H. M. Warner will be received by President Hoover at the White House Friday noon. He will be one

(Continued on Page 2)

All Except Paramount Holding to Present Newsreel Schedule

Despite the popularity of sound and talkers, the issuance of six newsreels in silent versions will be continued, according to a survey just made by THE FILM DAILY. With the exception of Paramount, which will drop one of its two silent reels about the middle of next month and at the same time increase its sound issues to three a week, no changes are contemplated at this time by the

(Continued on Page 11)
Financial

MICHIGAN EXHIBS LAUNCH CO-OPERATIVE SERVICE

(Continued from Page 1)

CARL BUEMERE, manager of city booking and buying, and E. H. Bueumere, chairman of the board of directors also includes Frank Westman, Alex Schreiber, C. W. Porter, all of Detroit; P. C. Schram, Kalamazoo; C. R. Beecher, Charles- lote, and H. T. Reynolds, Grand Rapids.

Service will be confined to members of the M. P. T. O. of Michigan, inasmuch as the new association, though a separate body, is actually a part of the state organization. About 100 theaters are expected to be on the roster by the time the office starts functioning.

First National Foreign Executive Arrives Today

Discussions of sound in foreign fields will highlight the conference scheduled between H. A. Band, foreign distribution manager for First National, and Phil Kaufman, general manager for Warner Bros.-First National and Vitaphone in Germany. Kaufman arrives in New York today on board the Bremen.

ELABORATE EXPLOITATION Book for "Hell Harbor"

Exhibitors throughout the country will receive copies of an elaborate exploitation book being issued in connection with "Hell Harbor," an inspiration picture to be released by United Artists. It is one of the most pretentious books ever gotten out in the industry. Lusty handled it for Inspiration. Filled with excellent art work the book furnishes information regarding the picture, which Henry King directed, and tells its story.

First M-G-M French Film Will be "Unholy Night"

West Coast Bureau, THE FILM DAILY-Hollywood—"The Unholy Night," Ben Hecht mystery directed by Lionel Barrymore in its English version, will be the first M-G-M dia-logue picture in French, with Jacques Feyder slated to do the direc- tion. Vilma BANKY's "Sankissed" already has been done in English and German and present plans call for Spanish versions of M-G-M features to be made this year. "Anna Christie," with Greta Garbo and Rudolph Schildkraut, is to be pro-duced in German.

MOVE TO COMBINE London ENTERTAINMENT UNIONS

(Continued from Page 1)

ment industry in general and the film studios in particular is under way by the London Trades Council.

This week, the motion picture directors, representing the film industry's interests in London, are to continue their discussions with the unions which have been excluded previously from the talks. These unions are said to be of the view that the move by the directors is for promoting complete trade union organization among supervisors, artists, technicians, musicians, craftsmen and other workers in the film industry. The negotiations are expected to continue for some weeks, with further meetings being held in the next few days.
today is the day

—the day you have been waiting for... the day on which the world's most famous radio broadcaster is presented as the Talking Reporter for Universal Newsreel... Now you can have an ATTRACTION in your newsreel never equalled... Now you can have the only newsreel with a direct newspaper tieup... the only talking newsreel with real, up-to-the-minute NEWS... Plus

GRAHAM McNAMEE

newscasting the latest events. Warner Bros. booked it for their new Beacon Theatre; for the N. Y. Strand; for the Brooklyn Strand—because it's the greatest newsreel on the market!
1930
STYLE
SHORTS

PARAMOUNT
solve the vital problem of

"OUT OF THE HUMDRUM TO A NEW PLANE"
—Variety

"FUNNIEST COMEDIES WE HAVE SEEN"
—Exhibitor's Herald World

"GOOD FROM BROADWAY TO A TENT SHOW"
—Zit's

"GREAT SHORTS FOR WIRED HOUSES"
—Billboard

PARAMOUNT CHRISTIE
CURRENT CHRISTIE HITS

CHILDS CREPEWIN
ANNA CHANCE in
"Red Headed Hussy"

LOIS WILSON
BERT ROACH in
"For Love or Money"

LOUISE FAZENDA
BERT ROACH in
"So This is Paris Green"

TAYLOR HOLMES
in
"Let Me Explain"

CHRISTIE TALKING PLAYS
booking shorts that sell seats!

"CHRISTIES ARE GEMS FOR ANY PROGRAM"
—Exhibitor’s Daily Review

"BEST OF THE MONTH IS A CHRISTIE"
—Liberty Magazine

"A CERTAIN BET IN ANY HOUSE"
—Variety

"RANK WITH FEATURES IN MONTH’S 10 BEST"
—Photoplay Magazine

TALKING PLAYS

ALL TECHNICOLOR.

with Lowell Sherman, Marian Nixon, Armida Hobart Bosworth. From the novel by George Preedy. Adapted by Walter Anthony. Screen play and dialogue by J. Grubb Alexander. Directed by Alan Crosland. WITH TECHNICOLOR.
ON BROADWAY

Broadway is a

STREET to these Great VITAPHONE HITS!

with Joan Bennett Florence Arliss Anthony Bushell David Torrence
... From the play by Louis N. Parker ...
Adapted by Julian Josephson - Directed by Alfred E. Green.

with Alexander Gray Bernice Claire Louise Fazenda.
Adapted from musical comedy by Frank Mandel, Otto Harbach, Vincent Youmans and Emil Nylitray. Directed by Clarence Badger.
WITH TECHNICOLOR.
The Revolutionary Advance of the World's Greatest Entertainment

Chapter II—Continued

"An Industry's Early Days"

We pass on to—the beginning of the motion picture's consciousness of itself as an art. The filming of "The Passion Play" is the first notable move. Now follow such meager attempts as "The Story of the Fireman," by Edwin Porter, then an Edison cameraman—a subject, by the way, which was utilized for the screen again in the year 1927, under the more fitting title of "The Fire Brigade." But seven and a half years were to pass from the night the first Vitoscope was displayed at Koster & Bial's before a real motion picture with a real plot was to be produced.

"The Great Train Robbery," in which Mr. Porter built upon his technique, as "The Story of the Fireman," is generally regarded as the screen's first effort to tell a story in pictures. It was made by the Edison studios in 1903. Edison was fathering the evolution of the art from the seed of his peep show pictures. "The Great Train Robbery" was a world-wide sensation. It gave rise to a great development in making pictures with stories. Showmen took to the road with it in black tents and made converts to the motion picture entertainment all over the world. It was followed by "The Great Bank Robbery," by "Raffles—The Amateur Cracksman," and by "Trapped by Bloodhounds," or a Lynching at Cripple Creek.

"The Great Train Robbery" also, by chance, gave the screen world its first star—Max Aronson, known later as Broncho Billy. From his day on, the star has been in the ascendant. The motion picture public demands its favorites and whatever can be said for or against the system, the public, as final arbiter, decides the issue.

On April 2, 1902, the first motion picture theater announced its entrance into the world. The Electric Theater, 262 South Main Street, Los Angeles, told the citizens of that city, which later was to become the motion picture capital of the world, that for the price of ten cents one would be glad to provide an hour's amusement in "a vaudeville of moving pictures" including "Capture of the Idle Brothers" and "New York in a Blizzard." Business was so good on the opening night that matinees started the next day. In less than twenty-five years, there were to be more than 20,000 motion picture theaters in this country.

The Electric was the project of Thomas H. Ince, the showman who many and many a year later was to figure again in screen history as one of the founders of First National Exhibitor's Circle, now the world famous First National Pictures, Inc.

There were other tentative beginnings of a screen theater. So far, the career of the motion picture had been as a companion of the variety shows of the day. One of the earlier theaters was opened in 1903 in Newcastle, Pa., by the Warner Brothers, due subsequently to figure conspicuously in the motion picture story.

Meanwhile the peep show motion picture continued to flourish in the penny arcades, of the sort that lingered in the congested regions of the greater cities. These arcades, trivial as they seemed, were to prove mighty agencies of the future, drawing to the picture a personnel that was one day to dominate the industry. Adolph Zukor, Marcus Loew, and William Fox are among those who made such inconspicuous entries into the world of the films. Mr. Zukor, now president of Paramount Famous Lasky Corporation, carries on to-day. Mr. Loew, whose untimely death in the summer of 1927 deprived the industry of one of its most cherished leaders, was the head of Loew's Incorporated, which included Metro-Goldwyn-Mayer, makers of "The Big Parade," "Ben Hur," and other notable pictures. William Fox is president of Fox Film Corporation, producer of many screen masterpieces.

While these men were serving their novitiate as purveyors of entertainment to the public in the moving machine of shows, a mighty transition was impending. Thanksgiving week in 1905, Harry Davis, then a real estate operator in New York, and Albert Biddle, a movie projector, a piano and some film in a vacant storeroom, along with ninety-nine seats, and saw what he could do as a showman, with a five-cent admission. The show was "The Great Train Robbery." The experiment was a world-shaking success. The admissions poured through as fast as the one-reel show could be grounded. The East caught fire and in a thousand of the new movie theaters that swept the country. Every week saw hundreds of new nickelodeons opened. By 1907 there were one thousand of them, with new customers for motion pictures, and making for the pictures a new public. Among the newcomers in this wave was Carl Laemmle, now president of Universal Pictures Corporation and a leader in the industry. He opened the White Front Theater, 2622 Milwaukee Avenue in Chicago's West Side and there employed a bright messenger boy by the name of Sam Katz to play the piano. Mr. Katz is now the head of the far-flung Public Theaters.

The coming of this new market put an extra strain on the capabilities of the producing machine of the motion picture industry of the day. The industry had been torn with intense rivalries and patent fights in the courts since 1896, the year the screen was born on Broadway.

But now studios had to be built and a stable organization set up. Hit-and-run methods would not serve.

In 1906 both the American Mutoscope and Biograph Company and the Edison interests, major opponents in the patent struggles, set up large studios to supplant their rooftop plants and backyard production methods.

In 1907, D. W. Griffith, a Kentuckian, a bit of an author and a good deal of an actor, ventured about seeking to sell some "suggestions" for motion pictures. They were real scenarios, but the world had not been interested, at least not for motion pictures. Presently he was employed by the Biograph Company and walked through that old brown and gray block at 11 East Fourteenth Street in New York which was to be the golden gate to fame also for Mack Sennett, whose genius was to evolve a whole把aram of production of motion picture comedy, just as Griffith slightly before him set about the development of the real dramatic art of screen narration. That was in 1908.

The motion picture, warring, needing assistance of its sponsors. A kindly ascendency due to Griffith, was about to go to the wall in the commercial and patent war. Then a practical peace for business' sake came in the truce that took form as the Motion Picture Patents Company, formed by the union of the patents and licensed every picture maker in America. In the analysis of this complex and trying period, and its effects on the industry largely to George Kleine, then the largest distributor of motion pictures in the world, and to Jeremiah J. Kennedy, a consulting engineer and business expert from downtown New York, who became the chieftain of the organization. Discipline came into the industry for a time and it prospered as never before.

Only a few months later, in 1909, a certain little girl, whose name was Josephine Smith, an actress in stock and with one Belasco engagement to her credit, went looking for summer work on the Biograph studio lot. She told the clerk at the inquiry desk that she was "Mary Pickford," her newly-acquired stage name.

Not long ago, a theater in New York put on a special revival of one of Mary Pickford's first pictures—a picture called "The New York Hat." It was crude and quite funny to the sophisticated audience. How they laughed! Back in 1909, it was a startling success. A little, unknown actress played in a film, and her name was Anita Loos. The story was that of a poor girl who wanted an Easter bonnet, a desire shared by her baby brother. A kind preacher, knowing of her longing and of the hard life she led, sent the hat to her. The gossips in the village—Mae Marsh was one of them—complained. They did not understand and Mary's father said he would force the minister to help his daughter. That was what the minister wished to do all along as it turned out. The fashionable 1927 audience clucked, and by their clucking and clapping praised the progress that has been made.

It was the kind of picture Mary Pickford was to make famous—the Cinderella story. "Little Mary," as she was known, became a national sensation. To-day Miss Pickford, one of the survivors of that pristine period of the screen, continues a vital and important personality of the screen, and to a degree that few in any industry know of, is one of its highly capable executives.

"TO-MORROW"

The Concluding Installation of "An Industry's Early Days"

Eventful Years—Eventful Names—Eventful Experiments

Learn How It All Came About by Reading

This Engrossing Serial

EVERY DAY IN THE FILM DAILY

(Continued Tomorrow)

Copyright, 1929, by Motion Picture Producers and Distributors of America
PATHE NEWS

Pathé Silent News
first and greatest &
still going strong!

ENTERING ITS TWENTIETH YEAR
Eddie Dowling, head man of Sono Art-World Wide "Blaze O'Glory," was guest of honor at the Andrew Jackson Club of Brooklyn, the other night. They had Eddie sing his theme song and the kid also delivered a talk on "The Life of an Actor." Chester Hale, producer of revues for the Capitol and Lincoln, has in need of a flock of chorus girls for his various units. Bet there'll have some mob at his 53rd Street office. The Duncan Sisters, Vivian and Rosetta, are scheduled to appear at the Capitol in an all-talker, "It's a Great Life."...

Out in 'Philly' four people are working over the story of a certain film. Thornton Freeland and William Conselman, respectively director and adaptor, Eddie Cantor, star, and Florenz Ziegfeld are in a get-together over the filming of "Whoopee." It will be filmed under the personal supervision of Ziegfeld in Hollywood, of course for U. A.....

Tom Gerety is authority for the statement that Laurel and Hardy, now gone Spanish, are a riot in "Ladrones," which is having its premiere showing at Loew's 116th St. The picture's a comedy short in Spanish, whether you can understand it or not.

Jacqueline Logan after a flying trip to New York, now is happily tucked aboard the George Washington en route to London where she will appear in "Encore" to be produced by Gainsborough Pictures, Ltd.

James A. FitzPatrick is preparing the first two releases of his American Holiday series for 1930. The first two subjects are "Abraham Lincoln" and "George Washington." Roger Perris adds color, but this time a number of red streamers to the Fox Dynamo, and say it sure does stand out. That paper sure sells Fox product in a hefty way. The Fox Club is steaming up for the big Jamboree Jan. 25.

Robert Armstrong and James Gleason are seriously considering applying for cards in the Brotherhood of Railroad Trainmen, all because of their apprenticeship during the filming of "Oh Yeah." Right now, Sebastian ("Bama) girl that made good in pictures. Dot learned her 1-2-3 at the U. of Alabama....

John D. Rockefeller finally was pictured for a talker. The oil king had his voice and figure recorded at his Florida home and through the screen will add a banquet in Cleveland tomorrow to celebrate his 60th anniversary in the Standard Oil Co. ... More Spanish dope. A Spanish press agent is being prepared by Pathè for "Her Private Affair," Ann Harding's second all-talker for the company.

Are you familiar with the wide film processes now being used by some of the companies in the industry? In the 1930 FILM DAILY YEAR BOOK you will find the latest comment on the development of wide film processes.

A NOTHER BIG scandal is developing in this fillum biz. All on account of that spelling bee contest we started the other day. First Justin Hermann of the Emanuel-Goodwin regional sheets squawks that we framed him to go out and bet his stepson, who trimmed him for five bucks by spelling 6 out of 10 correctly. Now the secretary in question, Miss Georgia Yeager, writes us from Philly. Listen to her plaint:

Dear Phil: What a laugh I got this morning when I picked up THE FILM DAILY and turned to your column, in which you announce to all and sundry that I had won the sum of five bucks from our News Editor. I haven't seen the five yet, but outside of that the story is substantially correct.

What happened is this: The gentleman (?) in question came in broke Friday morning and tried as usual to touch me for a couple of bucks and some cigarettes. Having been stung on numerous other occasions I curtly refused. This aroused his ire and he made certain remarks about my education, offering to bet me that I couldn't spell your list correctly. Being a sporting gal, I accepted the wager and won, but he, the wiper, refused to come across. He intimated that I knew you, and that it was a frame-up to take him for the works.

Think you should call the attention of your readers to this fact and point out the kind of a guy Mr. Hermann is. As to that threat of yours to drop in and see me soon, why not call me on the phone any night at six o'clock. The number is Spruce 9...

That's my home phone. Georgia Yeager.

Dear Georgia: If I can sell my spots for 50 cents I will be able to phone you at Philly tomorrow evening. Otherwise I'll write—if I can borrow a stamp from the mail order dept. Phil.

T E N  Y E A R S  A G O  T O - D A Y

George Loane Tucker, producer of "The Miracle Man," files suit against Mayflower and Famous, alleging violation of contract.

Motion Picture Exhibitors of America meet at the Astor to discuss slide advertising situation.

Jack Holt signed by Paramount for long term contract.

J A N U A R Y  9---MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Vilma Banky
Harry M. Goetz
Barbara Leonad
A. W. Smith
Clara Dummer
Pierre M. Arnaud
A. L. Barlow

T H E  F I L M  D A I L Y

A L O N G  T H E  R I A L T O

with

Phil M. Daly, Jr.

AND

THAT'S

THAT

by Phil M. Daly

T H E I R  F I R S T  J O B S

VICTOR FLEMING

Racing Driver

Dr. Julius Klein, Asst. See'y of Commerce

Motion Pictures Will Go Marching On Forever.

The dear old movies are dead, but the new films will go marching on. The talkies are good for another 15 years, using the 12,000 different stories which the silent films have already run through. After that, science will step in again. The same 12,000 scenarios will be done once more by a perfected color process. After that, the radio movies, projecting pictures at a great distance, will flourish for another 15 years on the same old plots. By that time scientists and industrialists will have worked up some new device, and the old familiar stories will be reshaped, once more. And so on, movies without end.

New York "Times"... Colored Motion Pictures Affecting Changes in Styles...THE great improvement in colored motion pictures and their widespread dissemination, the increasing frequency of style shows, the universal reporting of their striking features over the radio, and the recent beautifully improved color technique of women's magazines with greatly increased circulation, have all made style changes penetrate almost instantaneous throughout the civilized world. Therefore, when her ladyship from the "provinces" visits the great metropolis she is by no means conspicuous on account of the antiquity of her gown, as was the case a couple of decades ago. Indeed, the reverse is quite apt to occur; the small-town damsel with relatively fewer diversions than her city sister is likely to be more keenly alert upon this major problem of womankind and to follow it more assiduously through radios, movies, club discussions, and style magazines.

Dr. Julius Klein, Asst. See'y of Commerce

T E N  Y E A R S  A G O  T O - D A Y

In the 1930 FILM DAILY YEAR BOOK you will find the latest comment on the development of wide film processes.
Deadlock in Chicago Operators’ Contract Dispute

LANKFORD BILL UNDER FIRE IN HOUSE DEBATE

EDUCATIONAL RELEASING 31 IN FIRST HALF OF 1930

The Mirror
—a column of comment

THE SILENT NEWSREEL does not face any immediate threat of examination, a canvass made by THE FILM DAILY indicates. Many an exhibitor undoubtedly will be loath to get rid of it during the second half of 1930. Although it has become more or less obsolete in many places, there are many who feel that it is a necessity in their towns.

M. P. O. MEMBERS of Michigan have formed a co-operative theatre service company to engage in collective buying, booking and all other phases of theater operation. It will be interesting to see how this plan works out. It is hoped that it will be successful.

STEP INTO the role of a patron of a deluxe house, for a moment, and pay about 75 cents for a ticket. Then develop a thirst for water (as people frequently do) and find that you must pay a penny to buy a fly cup. And you haven’t a penny in change. Wouldn’t you blanket-blank the usher for poor showmanship? It does happen, you know.

Current Chicago Operators’ Contract Expires Tomorrow

REPORT DENNY SIGNED BY DEMILLE FOR THREE

West Coast Bureau, THE FILM DAILY

Reginald DeMille has signed for three pictures with Gaumont. The contract has been signed by Gaumont’s general manager, who is in Chicago. The pictures are not yet announced.

The operators are dickered with two groups of exhibitors, one the exhibitors’ ass’n of Chicago, headed by Jack Miller, and the other the recently-formed Illinois Independent Operators’ Ass’n.
LANKFORD BILL UNDER
FIRE IN HOUSE DEBATE

(Continued from Page 1)

meaning of the report, announced yesterday, praised the efforts of the employees of the industry and the work behind the scenes. The committee has no authority only for the films to be supplied various organizations through the proposed department of Admitting that the chances are that the bill will not be passed, its sponsor asserted that it would be "adopted when people of the country became fully aware of its real merits."

SEES MAGNETIZED
WIRE RECORDING FOR U. S.

Adoption of the magnetized wire system for recording sound by American producers was forecast by Karl Freund, German cameraman, speaking as the guest of the AMPAS, at luncheon at the Paramount hotel yesterday. Freund stated that this system was being generally used in Germany and that the first recording on the magnetized wire and then transferred in the lab to film or disc. He said that Ufa was using black-and-white film with a color filter for their color effects, and gave it as his opinion that both of these systems would eventually be used in American productions. Freund is scheduled for Hollywood under a contract with Dudley Murphy, director at Paramount Long Island studio, spoke on the technical developments in recent productions with all-color casts.

Report Denny Signed
by DeMille for Three

(Continued from Page 1)

between the director and star also provides that M-G-M can call upon Denny's services for two pictures after "Madam Satan" is completed. Denny is now working on a series of pictures for Sono Art.

No confirmation was available yester-
day at the M-G-M home office on the reported signing of Reginald Denny by Cecil B. DeMille.

Boston M-G-M in Own Quarters

Boston — M-G-M has moved its local branch to its new building at 46 Church St. The general office is on the second floor while the main floor has been given over to the shipping, poster and inspection departments.

Named Carnegie Manager

Milton H. Chamberlain, for many years associated with Leo Brecher as manager of the Plaza Theater, has been named manager of The Little Carnegie Playhouse.

SAY 'INDESIRABLE' FILM
ATTACKS ADHOCIDATION

(Continued from Page 1)

"Too Hazardous," Verdict in
Fatal Airplane Flight

(Continued from Page 1)

Fox airplanc crashed and nose-dived into a collision and ten deaths last week. The ashes of Kenneth Hawkins, one of the victims, have been scattered at the spot where the accident occurred.

French Musicians Seek
Ban on English Talkers

(Continued from Page 1)

Theaters and talkers, according to the effect that "talking films screened in France must be in the French language and an important part of the musical accompaniment of synchronized films shown in France must be consecrated to French music." The action was taken, it is stated, as a safeguard for French culture and art.

Empire, San Antonio, Reopens
San Antonio — The Empire, remodeled at a cost of nearly $100,000 has reopened as an independent house under the management of Reginald Ula. It was a Public house prior to the expiration of the lease Dec. 1.

More Floor Space for E. R.

Two additional floors in the Fisk Bldg. have been leased by Electrical Research Products for its New York headquarters.

The Industry's Date Book

Jan. 14 Premiere of "Hit the Deck" at the Earl Carroll.
Jan. 15 Warner Coast studio to resume activity.
Jan. 20 Opening of "Across the Wide With Mr. and Mrs. Martin Johnson" at the Cohan, N. Y.
Jan. 25 Fourth annual frolic of Fox Athletic Club, Hotel Commonwealth, New York City.
Feb. 1 Meeting of non-theatrical producers at Washington, D. C.
Feb. 7 Paramount Pop Club annual ball at the Astor, New York.
Feb. 19 Annual Benefit Show of Capitol M. P. Guild at Los Angeles.
June 2-7 International Cinema Congress & Brussels.

R. V. Anderson Undergoes Appendicitis Operation

R. V. Anderson, Director of Distribution for the Motion Picture Congress underwent an appendectomy operation yesterday at the Murray Hill Sanitarium, N. Y.

Deadlock in Chicago

Operators' Disputes

(Continued from Page 1)

Theater Owners, of which Aaron Saperstein is president, are standing pat on their demands for a six-day week with seven days' pay and both organizations are just as firm in their denial of this plan. The Miller group is willing to renew the present contract.

Mindlin Distributed Film

"Why Cry At Farthing," starring the noted German comedian, Din Gralla, and produced by Richard Eichberg, German sound technician has been acquired for American distribution by Michael Mindlin, who operates the Fifth Avenue Playhouse and other movie houses throughout the country.

W. E. Breaks Another Record

All weekly records for the installation of Western Electric Sound Systems were shattered when 146 installations were completed the week ending December 28, according to C. W. Bunn, General Sales Manager of Electrical Research Products.

Sound for Little Carnegie

RCA-Photophone equipment is being installed at the Little Carnegie Playhouse.

M-G-M Drops "Ex-Wife"

M-G-M announces that "Ex-Wife" has been dropped from its production schedule.


From Modest and Timid Beginnings
To World Importance

Chapter II—Continued

“An Industry’s Early Days”

FOLLOWING Mary Pickford’s appearance, a long list of notables came—John Bunny, one of the first of the comedians; lobby Harron; Mabel Normand; Harry Walthall; James Kirkwood. At first the actors from the spoken stage did not like the lea of appearing in moving pictures. They considered pictures egrading and vulgar. But the movies were attracting many actors from the stage and they were developing stars of their own. Mae Marsh, Norma Talmade were being heard from. The late J. Warren Kerrigan and of Maurice Costello became well-known.

Mack Sennett was getting ready to introduce his comedies, the first of which appeared in 1912. While ennet continues to produce comedies, other great names are associated with comedies too, in a list of which are those of Al and Charles H. Hystie, who have achieved distinction in this interesting field. About the time, Adolph Zukor got the idea of “famous players in famous plays.” He secured the American rights of Sarah Bernhardt, whom Sarah Bernhardt played, and from then on the influx of stars was qual to the demand.

Sketching rapidly these eventful days—the names of Lillian and Dorothy Gish begin to appear. Wallace Reid, Clara Kimball Young, Francis Ford, Blanche Sweet, are rising stars of the day. Their motion pictures had now advanced far enough that showing at Koster & Bial’s. It was time for a new section and the new sensation came in 1913 when George Kleine imported “Quo Vadis,” which ran for eighteen to two weeks on Broadway. The motion picture had arrived definitely a major entertainment. The whole world was interested. And only two cars were to elapse until D. W. Griffith’s “Birth of a Nation” opened for a run which was unparalleled until recently. That was March 16, 1915. The picture was shown at the Liberty Theater at $2.00 per ticket and, with its appearance, it may be said that the screen had caught up with its older brother, the stage. Before long, Broadway was to be filled with motion picture theaters.

Meanwhile Jesse Lasky, who had already won fame in the world of vaudeville as a producer and executive, and D. W. De Mille, author of many plays and ibrettos for the stage, had rented a barn in Hollywood, California, and started with an idea for motion pictures. The day of making pictures in New York was nearing its sun-town. The great West with its salu-virous climate, its sunshine, water, mountains, deserts and plains, was beckoning to the movie. To-day we find production centered in California. The explanation is a simple one. California had everything the motion picture director needed. It was made, apparently, for his uses. And so we have the unusual example of an industry, the production of which is centered in California and the distribution and financing of which are centered in New York, three thousand miles away. This has both advantages and disadvantages. Not only are the natural advantages of each place utilized but the viewpoint of East and West can be better ana-lyzed and turned to use.

“Came the day” soon of the serial in 1913-1914, “What Happened to Mary?” was revealed in countless reels. “The Ventures of Kathlyn” were duly recorded. “Dolly of the Dailies” became a national fa-vorite. We suffered with “The Perils of Pauline” and we puzzled our brow to fathom the “Million Dollar Mystery.” “Pearl White, Marguerite Snow, Kathleen Williams, James Cruse” were followed every week by an interested public. And so it has been through all the industry’s his-tory.

The news reels, too, had come as a definite contribution to the screen, for a long time far back as the inauguration of President William McKinley in 1897, in fact, events of historical importance were recorded on motion picture film, but it was not until the inauguration of President Woodrow Wilson that the news reel became a daily feature of the newspaper. To-day we find a dozen great news reel agencies at work with cameramen in every part of the earth constantly focusing their cameras in every land. They witness the pageantry and the tragedies of nations, show the customs and pursuits of all races, showing up a mirror, as it were, to every phase of human ac-tivity with vividness and accuracy.

But, stepping back to catch the thread and flow of development of the motion picture, with its world-wide distribution and its eighteen or nineteen thousand nickelodeons in the United States and Canada, had not yet reached its full status. It was still a “nickelodeon” business.

Adolph Zukor with his long feature pictures of “famous players in famous plays” was still fighting an uphill battle to find a home for the bigger product with the bigger idea. The old, established interests were holding to the nickelodeon idea and inertia was against the militant opponent of the new conception of the films and their function.

But on April 14, 1914, the Strand Theater opened on Broadway in New York, a theater on a par with the pre-tentiousness of speaking stage houses, devoted exclusively to the motion picture. The opening picture was a nine-reel version of “The Spoilers” from Rex Beach’s novel, produced by William Selig, a member of the Patents Company group who was leaning to the new bigger picture idea. The Strand was under the di-rection of Samuel Leland Rothafel, the man whom the world was in years to come to know as “Roxy,” one of the great showmen of the era. The Strand was the manifestation of a new idea which was to triumph. The Nickelodeon type theater fingers were here and there as a fossil sur-vival like the occasional arcades, and the United States has approximately 20,250 screen theaters, and the world total of them is approximately 50,000.

It would be interesting to relate many movements of the busy, crowded years of this period. There is a fascinating flow of events in the manner in which W. W. Hodkinson and Herman Wober brought over to the new order the best that the older generation could do. They had experience as pioneers, especially as that service was applied to the distribution of the big new feature dramas for Paramount distribution; how J. D. Vidor, maker of potential "theatrical robbery," went over to the feature idea with Famous Players, bearing with him the connecting link with the vast technical lore of the original Edison organization. I would like to tell you the amazing stories of the late William Rock of Vitagraph and his associates, all famous pioneers, and of Sigmund Lubin and of the rise of Stanley Mastbaum, and the ex- colling careers of Richard Rowland, Robert H. Cochrane, Nicholas and Joseph Schenck, Hal Roach and others. They have labored well and achieved much. And I would like, to tell you of Pathé Exchange’s pioneering in the news reel and of First National Pictures, Inc., being formed by exhibitors and the Hammons and the Educational Pic-tures, Inc., but these must be left until another day. The story of the pictures, as must be the entrance of Joseph P. Kennedy into the industry.

I would like to speak of William Hays, the great Western star and hero of boys of all lands, and of Tom Mix, of like fame; of the first efforts of Douglas Fairbanks, that artist, ideal of an age who has brought romance and the light of happiness within the reach of countless listless folk until they, too, share in the glories of a new existence; of Hugo Riesenfeld and the development of music in the motion picture thea-ter; of Jackie Coogan and the child actors of the "fourth war," and, the part the motion picture industry played in it. I would like to talk about Cecil B. De Mille’s “The King of Kings”—the potentiality of which cannot be estimated—about De Mille himself, master craftsman, who has dared to go ahead, blazing his own trail with screen productions of far-reaching consequence. But I must move on with the sweeping tide that brings the motion picture indus-try to an appreciation of its impor-tance and of its opportunities.
Powerful drama!

A MIGHTY, SPECTACULAR EPIC OF MINSTREL LIFE

Get set for The Grand
Marvelous acting!

SAYS PETE HARRISON

"One of the most powerful dramas produced for a long time. There are times when it is hard for the spectator to suppress his emotions. The scenes where the heroine upbraids her husband and tells him that she would rather kill her child than allow it to come into this world is one of the most powerful seen in pictures since moving pictures have come into being. There are other powerfully dramatic situations all the way through. Helen Twelvetrees, as the heroine, does marvelous acting. I doubt if there is another screen actress that would have made the part more realistic. Fred Scott, too, does good work; he has a good voice and in his part as a minstrel he does good singing. Everyone in the cast, in fact, does good work. The story is by Edmund Goulding; it was directed skillfully by Fred Newmeyer. The tone quality is excellent, the lines all being clear.”

HARRISON'S REPORTS

"The Grand Parade in this case is going to be a parade of customers to the box offices for this picture is a natural, made-to-order-hit.”

ARTHUR JAMES in Exhibitors Daily Review

Parade

WITH HELEN TWELVETREES AND FRED SCOTT

WRITTEN AND PRODUCED BY EDMUND GOULDING. DIRECTED BY FRED NEWMEYER
Timely Topics
A Digest of Current Opinion

Better Results Expected From Playing Percentage

PARAMOUNT has announced its decision to eliminate certain pictures and sell another group. The eliminations, it is felt, would prove poor box-office, so they will not be made. On the other hand, the producing unit feels the new additions will bring them in.

This seems to be a potent argument in favor of playing percentage. Paramount has rearranged its schedule because most of its contracts are now made on percentage scale and it is now directly interested in the success of the picture in the individual theater. Percentage makes it a partner in the profits and it is more eager to give the exhibitor profitable pictures instead of figuring the flat rental basis. Of course, Paramount and all other companies always have sought to make a good product to influence bookings for the following season, but now it has a more direct interest in the fortunes of each individual picture and not merely the group.

Jay Emanuel in "The Exhibitor"

Sound and Talking Pictures
No Longer An Experiment

TO-DAY it is no longer a question of experimentation. The success of the sound and talking film is a demonstrated fact. So much so that the footlight theater of Broadway has suffered a stroke of fear and bewilderment from which it is not likely to recover for years. There is a reason for this. The reason is, now that the films speak they provide a more satisfactory entertainment (because of the breadth of their view and the comprehensiveness of their approach) than does the stage, and they don’t cost so much.

Quinn Martin in New York “World”

ALONG THE RIALTO

with
Phil M. Daly, Jr.

PAULA GOULD, returned from Hollywood press-agency experiences, has sold “Smart Set Magazine” a yarn entitled “Easy” and intends to go into this fiction-writing business with serious intent. ……….. Ray Kirkwood, who was associated with Paramount for a decade, which sounds longer than 10 years but isn’t, sails Saturday for abroad with plans to produce talkers in English and Spanish.

“Molly,” hailed in “The Grand Parade” which Pathe made, will be sung by Peter Higgins, tenor, as a feature of the RKO hour over WEAH, a coast-to-coast NBC hookup Tuesday night. ……….. Joseph Santley, recently of Broadway but now of Hollywood, will direct Helen Twelvetrees and Fred Scott in a circus talker which Pathe will make. All the w. k. circus noises will be included and only the aroma of sawdust, peanuts and pink lemonade (if these things have aromas) will be missing.

Chester Conklin will give the girls of the 86th St. neighbor-hood a treat for three days beginning tomorrow, when he appears as the vaudeville headliner at Proctor’s 86th St. ……….. J. P. Goring, the Criterion manager with a penchant for statistics, has figured out that “The Love Parade” is 21,300 tickets ahead of “Wings” in a similar period at the same house.

Ned E. Depinet plans a society premiere for the world debut of “Son of the Gods,” First National color special starring Richard Barthelmess. The class event is to take place in either Palm Beach or Miami. and Barthelmess will return from abroad in time for the doing. ……….. Gary Cooper will be starred, with Beryl Mercer in support, as a special portion of tomorrow night’s Paramount-Publix Radio Hour.

Victor McLaglen, though 6 ft. 3 in., is the smallest of seven brothers, it is chronicled by Walter Winchell.

The Columbia press dept. again breaks into flaming print. Both Hurdleine Schor and Frank Spicker are starting their fourth year with the firm. ……….. W. J. McDonald has finished editing 26 Victor Genus for Columbia and is still cutting other pitchers up for this company.

J. F. Clemenger, who used to be an asset in trade paper work in these parts, is back in New York, now working on the recording of radio broadcasts. He recently was production director for Columbia Broadcasting System.

Do you know the important milestones of the industry over the last dozen years? The FILM DAILY YEAR BOOK for 1930 will give them to you in chronological order.

HANG UP another record for speed in the way of a Broadway opening. The occasion was the gala opening of Tiffany’s “Party Girl” at the Gaiety on Broadway. “Sky Hawk” was playing at this house and scheduled to close at 10:45 P. M. on Dec. 31. Just exactly one hour and a quarter later—the stroke of the New Year—“Party Girl” was opened and greeted the throngs of merry-makers along the Mazda Boulevard. Al Selig, director of advertising and publicity, can take a brace of bows for this publicity stunt. He had his staff on their toes, and the electric signs, lobby displays and all else that goes with a Broadway opening were in evidence as the crowds rolled in.

Martin Starr, as secretary of the AMPAS, speaks for that organization and tenders the members the fol-lowing for the coming year: “That the coming New Year bring unto you the complete realization of all your day-dreams, hopes and ambitions, and that every day of the forthcoming 365 be replete with a new, sublime and beautiful adventure.”

** ** Well, that’s how a guy is affected who works for a concern publishing “True Romances.” And not to overlook Macfadden’s other publication, “Physical Culture,” next year Martin is going to say: “That the coming year bring you an abundance of win, vigor and vitality, and that every day shall be replete with a new, sublime and beautiful muscular development on your vegetarian diet.”

Parts That Stand Out
Ruth Chatterton and Clive Brook in “The Laughing Lady,” Beautiful team work that builds with gripping power to a smash climax and sets their work on a pinnacle that will make it tough for any other leading players to duplicate.

TEN YEARS AGO TO-DAY

Australasian Films reported merging with J. C. Williamson in Aus-tralia.

Republic Distributing gets distribution of Chaplin films from Hall-mark.

Texas exhibitors join M.P.T.O.A. Meeting of First National franchise holders scheduled at Atlantic City.

JANUARY 10—MANY HAPPY RETURNS

Best wishes and congratula-tions are extended by THE FILM DAILY to the follow-ing members of the industry, who are celebrating their birth-days today.

Francis X. Bushman
Douglas MacLean
Pauline Starke
Louis Stern

THEIR FIRST JOBS

GEO. FITZMAURICE
painter
Schenck and Goldwyn
Returning on Tuesday

London (By Cable) — Frederick Londsdale, prominent playwright, is returning to New York with Joseph M. Schenck, and it is understood that he will write talkies for United Artists.

Samuel Goldwyn also is returning with Schenck on the Ile de France, due in New York on Tuesday. Before leaving London it was announced by Schenck that plans had been completed for the erection of a $7,500,000 house in the West End.

Photophone Names Sawin
Sales Manager in Boston

Boston — Chester W. Sawin has been appointed district sales manager of RCA Photophone with headquarters here. H. H. Paul, recently with Westinghouse Electric, also will be attached to the Boston office.

George H. Wiley, has been added to the selling staff and will make his headquarters here.

RCA Photophone Planning
Additional Branch Offices

In addition to the branch offices already established by RCA Photophone in key centers, others will be opened soon starting with Los Angeles, Edward Auger, assistant sales manager of the company, is now on a six weeks’ trip in connection with the proposed expansion.

Tone-O-Graph Appoints
Three Agents in South

Three more representatives have been appointed in the Southern field by North American Sound and Talking Picture Equipment Corp., manufacturers of Tone-O-Graph. Don McD. Eaves will be distributor for North Carolina, with offices at 109 South Poplar St., Charlotte. The Lone State Film Co., Dallas, has been designated distributor for Tone-O-Graph products in Texas. Love B. Herrell, of 721 Walton St., Atlanta, will handle the business in Tennessee, Florida, Georgia, Alabama and Mississippi. This gives the North American Corp. 100 per cent representation in the Southeastern section of the country.

Coleman Leaving “IT”

to Enter Theater Field

(Continued from Page 1)

Universal has been in the sales department in New York. He also filled important positions in the Detroit, Washington and Big U exchanges.

Train Asks Title Injunction

Arthur Train, author of “Paper Profits,” yesterday began suit against Tiffany for an injunction to protect the title of his story now running serially in a magazine. The novelist alleges that his title is registered with M.P.P.D.A. and that Tiffany has partly completed and is advertising a sound picture under the same name.

Free Dough

To make sure that theater owners and managers will see the $34,500 color ad in this week's Street Caper, Technicolor has done a “half Rockefeller” by mailing out 14,000 cards containing shiny new nickels and the admonition to “buy the Jan. 11 issue of the Saturday Evening Post.”

Melincoff Joins Warners

Pawtucket, R. I.—Maxwell Melincoff, who has managed the Capitol and the Music Hall here for the last two years, has resigned to join the Warner Bros. executive staff in Hartford, Conn. Melincoff has been in the theater business for 14 years.

Skowhegan Strand Opens

Skowhegan, Me.—The new Strand, seating 1,000 has opened here with Newall E. Ware as manager. The house was built by Somerset Theaters, Inc.

Twins Admitted Free

St. Louis — When the Godino Siamese Twins recently played at the St. Louis theater, all twins were admitted free upon announcing themselves to the doorman at the house.

To Replace Burnt Theater

Anaconda, Mont.—A new theater will replace the Sundial, recently destroyed by fire. Albert Nadeau has been visiting here for this purpose.

"Muder on the Roof”... Liberty Magazine’s Serial, proved greatest circulation builder since Wings.

Ex. Daily Review

Millions of Thrill fans are boosting this picture based on the Liberty sensation

MURDER ON THE ROOF

DOROTHY REVIER, RAYMOND HATTON and MARGARET LIVINGSTON. Directed by GEORGE B. SEITZ

a Columbia Prosperity Builder
New Yorks -
10 BEST CRITICS pick
Marilyn

Critic No. 1
"As gorgeously glittering as any to reach Broadway"
Critic No. 2
"A luxury of colorful costumes that would be hard to surpass"
Critic No. 3
"Miss Miller is excellent and does some very effective dances"
Critic No. 4
"Elaborate settings, interesting costumes, pretty girls"
Critic No. 5
"Done on a grand scale. Stupendous"
Critic No. 6
"Marilyn Miller is lovelier than most girls who come to the screen"
Critic No. 7
"Most beautiful picture that has come to the screen"
Critic No. 8
"She sang well, danced gorgeously and looked simply swell"
Critic No. 9
"Recommended as diverting and acceptable film entertainment"
Critic No. 10
"Gorgeously technicolored. Entirely eye-filling. Stunning costumes"

FIRST NATIONAL
Has the Big Ones These Days

with ALEXANDER GRAY - BERNICE CLAIRE - LOUISE FAZENDA - ZASU PITTS
LUCIEN LITTLEFIELD - LILYAN TASHMAN - BERT ROACH - MILDRED HARRIS
Directed by Clarence Badger
Adapted from musical comedy by Frank Mandel, Otto Harbach, Vincent Youmans and Emil Nyitray

STAR OF STARS IN THE FULL TECHNICOLOR EXTRAVAGANZA
AS THE YEARS OUTSTANDING HIT

Watch for this one!
it's bigger than "Shanghai Lady"

MARY NOLAN

Presented by CARL LAEMMLE, in "UNDERTOW"

GREATER UNIVERSAL'S NEW SELLING SEASON STARTS NOW!

"SEE and HEAR"
By Will H. Hays
Appearing by Special Arrangement
In Serial Form
EVERY DAY in THE FILM DAILY
Smoothly dove-tailed!
Western Electric Sound System
is manufactured — not merely assembled

Loud speakers, transformers, tubes — all the parts through which the speech current flows — are designed by Bell Telephone Laboratories and manufactured by Western Electric.

Every part is perfectly balanced electrically to work in harmony and at highest efficiency with every other part. Each is designed and manufactured to fit mechanically and electrically into its place in the complete system. The result is electrical teamwork — and quality reproduction — such as no assembled system can hope to equal.

Many of the parts which go into the Western Electric Sound System are similar to those used in the nation’s telephone system. They are the results of more than fifty years of research and experience in the manufacture of voice transmission apparatus.

The Western Electric Sound System is built to produce the highest standard of quality reproduction demanded by a quality conscious public — and to render that service dependably over a long period. It does not sacrifice quality for price.

Western Electric’s undivided responsibility — covering the manufacture, installation and servicing of its Sound System — is your assurance of high quality, trouble-free performance.

Quality and Service protect you in the

Western Electric Sound System

Distributed by
Electrical Research Products Inc.
250 West 57th Street, New York, N.Y.
Chicago Operators and Exhibits Reach Agreement

WIDER SCREENS PLANNED FOR RKO THEATERS

Greater Film Miracles Ahead, Says Harry Warner

Declar es Improvements in
Next Five Years Will
Outshine the Past

RKO WILL DISTRIBUTE
ENGLISH PICTURES IN U.S.

RKO has entered into an agreement with the recently formed Associated Talking Pictures, Ltd., of London, for the American release of the latter's pictures, which will be produced with the technical assistance and cooperation of the RKO organization, it is announced by Joseph I. Schnitzer, Basil Dean, English stage manager (Continued on Page 2)

R-K-O EARNINGS ESTIMATED
AT $2,000,000 FOR 1929

Net earnings of Radio-Keith-Orpheum for the year ended Dec. 31, 1929 are expected to be in excess of $2,000,000, after charges, taxes, etc., but before the deduction of preferred dividends of the company's subsidiaries, Keith-Albee-Orpheum and Orpheum Circuit, Inc. This figure compares with a deficit of $457,434, after all charges, taxes and preferred dividends of subsidiary companies, reported for 1928.

U.S. Devices Lead
Vienna—When the total of
theaters in this city reaches
50 within a week, all but
six or seven will have Amer-
ican reproducing equipment,
thus assuring the domination
of American pictures in this
capital. Vienna has more
sound theaters than either Ber-
lin or Paris, it is claimed. The
socialists and workmen's
houses, however, are remaining
silent to enable them to better
show Russian-German Marxian
propaganda.

George C. Walsh Given
Publix Post in South

George C. Walsh, formerly district manager for Publix in New York State and manager of the Strand in Yonkers, has been promoted to divisional director of the Publix-Saenger houses in the South.

Three Duluth Houses
Taken Over by Publix

Duluth—Publix has taken over the Lyceum, Strand and Sunbeam. This gives the circuit about 10 houses here.

Equipment to be Installed
for Spoor-Bergen
Wide Film

R-K-O plans to equip its theaters from coast to coast with wide screens and projection equipment for showing the Spoor-Bergen wide film, stated Joseph I. Schnitzer Friday.

The new screens, which will allow projection of stereoscopic pictures, will be more than three and a quarter times as large as present screens. The new films will be nearly half again as high as the ones now in use and almost two and one-half times as wide, states Schnitzer.

Construction has started at the RKO Coast studio on a theater specially designed to accommodate the Spoor-Bergen wide screen film.

FRENCH HOUSES DECIDE
TO SUSPEND ON JAN. 25

Paris—Theater and cinema Unions have authorized a shutdown of theaters beginning Jan. 25 pending the outcome of the Government's action on the entertainment tax. Relief promised early in the year has failed to materialize and local managers assert they cannot continue operating at a loss.

Fox Secures 20 Year Lease on 4 Brady Houses

Cape Girardeau, Mo.—Fox Theater Corp. has obtained a 20 year lease on four houses located in southwestern Missouri operated by S. E. Brady, according to reports here. Houses involved in the deal include three in this city and one at Jackson, Mo.

Three Yonkers Houses
Raise Admission Prices

Yonkers, N. Y.—R-K-O's Proctor, Loew's Yonkers and the Publix Strand have raised their admission prices for Saturday evenings, Sundays and Sundays. The boost is 10 cents on most of the tickets, and in some cases only five cents.

OL. 11 No. 9
Sunday, January 12, 1930
Price 25 Cents

Ted Schlanger on Trip to
All "U" Eastern Branches

Ted Schlanger, Universal assistant general sales manager for eastern exchanges, now is on a trip to various offices under his supervision. Harry Taylor, assistant general sales manager of the western division, has returned to New York from San Francisco where he recently presided at the company's western conference.

Blacks Operates Union
Celebrates 20th Birthday

Boston — Gifts of money were given officials of the Operators' Union at the dinner held here recently to celebrate the 20th birthday of the organization. A check for

Projectionists to Hold
16th Anniversary Dinner

A dinner in celebration of the 16th anniversary of projectionists' local No. 306 will be held Jan. 18 at the Hotel Astor.
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NEW YORK STOCK MARKET

STOCKS QUOTATIONS AS OF FRIDAY

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NEW YORK CURY MARKET

Bull. & Katz 26
Colonial Picts. 26
Fox Thea. "A" 46
Gen. Thea. 34
"A" 65
Sub. 14
"A" 31
Loew's Inc. war. 31
Nat. Sci. & Nat. 31
Nat. Thea. Sup. 275
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NEW YORK STOCK MARKET

Keith A O 64 46 76
Loew 64 41 46 41 102
Asa 64 41 46 41 102
Paramount 47 99 99 99 99
Par. By 51 75 101 91 101
Path. 7s 37 41 41 41 41

LAST PRICE QUOTED

New York Long Island City
1540 Broadway 1544 Crescent St.
BRYant 4712 STILLwell 7940

Eastman Films J. E. Brulatour, Inc.
Chicago Hollywood
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Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in
MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES INCORPORATED
1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040

The Industry's Date Book

Jan. 14 Premiere of "Hit the Deck" at the Earl Carroll.
Jan. 15 Warner Coast studio to resume activity.
Jan. 20 Opening of "Across the World With Mr. and Mrs. John Smith" at the Cohen, N. Y.
Jan. 25 Fourth annual frolic of Fox Athletic Club, Hotel Commodore, New York City.
Feb. 1 Meeting of non-theatrical producers at Washington, D. C.
Feb. 7 Paramount Pep Club annual ball a la Astor, New York.
Feb. 19 Annual Benefit Show of Catholic M. P. Guild at Los Angeles.
June 2-7 International Cinema Congress at Brussels.

En Route To Hollywood John W. Considine, Jr., general manager of production for Art Cinema Corp., together with William Cameron Menzies, associate producer for United Artists, and Joan Bennett, one of that company's future stars, are en route to Hollywood. Miss Bennett is to appear next in a Fox production.

Cee Bee Goes Sound Mansfield, La.—Manager Stewart of the Cee Bee has installed sound equipment.

Hays En Route to Coast Will H. Hays left for the Coast Friday on his semi-annual trip.

Paul Ash said to—

Andy Wright

S. JOHN PARK

is a clever writer and his satire "PHILADELPHIA" will make a great "TALKIE"!
WHAT IS YOUR BID GENTLEMEN?
WE OFFER—
for theme songs—

GEORGE POWELL
BILLY HUESTON
BEE HARTLEY
MAE PARK

a clever little girl

HELEN MARTELLE
Ingenue Comedienne
Authors—Composers—Artists

Under Management of

ANDY WRIGHT, Inc.
1560 B'way New York, N. Y.
BRYant 2361 Cable: Wrightbook
WHY TAKE UNNECESSARY CHANCES?

Why Jeopardize the Lives and Property of Your Patrons?

Why Get Into Difficulty with the Fire Departments and Insurance Bureaus?

When it is now possible to secure a Raytone Flameproof Screen which is not only non-inflammable but also possesses the most beautiful projection surface yet achieved in the motion picture industry.

Raytone Flameproof Sound Screens have been adopted by the Electrical Research Products Company for use with Western Electric Sound System, installed in over three thousand theatres in the United States and over one thousand theatres in other parts of the world. No higher tribute to the efficiency of Raytone Flameproof Sound Screens is possible.

EXTRACTS FROM LABORATORY TESTS

Columbia University, New York City.
“In all of the above tests the material charred without supporting any flame either during the application of fire or after removal from the fire.”

“From the above tests it is evident that Raytone Flameproof Sound Screen Material will not support combustion and is non-inflammable.”

Electrical Testing Laboratories, New York City.
“In view of the above we conclude that the material will not of itself support combustion and in that sense can be said to be ‘non-inflammable.’”

The only flameproof sound screen approved by both Fire Department and Motion Picture Theatres Association of the Government of the District of Columbia.

SCHOONMAKER EQUIPT. CO.
Patentees and Sole Mfrs.
611-627 West 43rd St.
NEW YORK CITY
PARAMOUNT TO MAKE TALKER OF HEADS UP

Another New York musical comedy will be transferred to sound pictures. Paramount will make a dialogue version of "Heads Up," Aarons and Freedley show, at its Long Island studio, Jesse L. Lasky announces. Although final production plans have not yet been made it is expected that a number of principals from the Broadway cast will play their parts in the film version and the original chorus may be used.

THREE STUDIOS NOW ACTIVE IN THE EAST

With the RCA Graemeyer studio shut down for extensive alterations in the East is now centered in the Paramount studios in Astoria, the Warner studios in Flatbush and the Metropolitan studios in Fort Lee, N. J.

The latter studio, long idle, has taken a new lease on life with Pathe and others among the list of producers now making pictures there. The Graemeyer studio expects to resume operations in about four months. When remodeled, it will be twice the present size with thoroughly modern equipment that will place it among the front ranks of motion picture studios both here and on the Coast.

Du Pont Plays Host

Officials of Du Pont's sales department threw a dinner recently for the Paramount studio's camera department, at the N. Y. Athletic Club, following which they watched the semi-monthly amateur bouts.

Weiss and Willalt Sail

Max Weiss and Irvin Willalt sailed Friday on the Bremen for England, where they plan to produce a picture at the DeForest studio in London.

Brock at Metropolitan

Louis Brock has signed an agreement with George Orth, manager of the Metropolitan studios, Fort Lee, N. J., to produce forthcoming issues of the "Ginsberg" series at that studio, with Mark Sandrich directing.

Hoey Confined to Home

Herbert Hoey, of the Edward Small agency, is confined to his home with an attack of rheumatism. Hoey takes over the motion picture department of the Max Hart agency on Jan. 15.

Short Shots from New York Studios

By HARRY N. BLAIR

MURRAY ROTH, dean of short subject directors, is going the pace at the Eastern Vitaphone studio, having just spent three days with a color reel made with Eddie Buzzell. He is a model for detail. His hobby is getting unusual "shots" from camera angles.

June Collyer was so enthused about the way Tom Molloy photographed her in "Pleasant Sins" that she wanted to take him back to the Coast with her. But Tom, who is one of the few people really born in New York, wouldn't leave this old town for anything.

Murray Roth, director-in-chief of the Warner Vitaphone studio, directed Lorraine Howard and Florence Newcomb in the Vitaphone Variety, "Life's Like That." started out to be a designer. While studying art in Chicago, her funds gave out, so she landed a job in a night club ensemble on the strength of her ability to design costumes for the show. Not long after she was crooning songs for Columbia records which led to her present success.

Eddie Buzzell, who has appeared in "Good Boy" and other musical comedies, has been taken on by the Vitaphone Corp. to make a new Vitaphone Variety, following the success of his former effort, 'Hello There.'

Making motion pictures may be a trying business but it's much to be preferred to working in a chewing gum factory, according to the "Big Pond" company who recently made some scenes at the American Chicle Co. factory. Both Hobart Henley, director, and Maurice Chevalier, star, returned to the Paramount studio saturated with powdered sugar which had to be removed with an air hose.

"Wedding Belles" is the title of a Vitaphone Variety just completed at Warner Bros. Eastern studios under the direction of Arthur Hurley. Lorraine Howard and Florence Newcomb, of vaudeville, are featured.

Agnes DeMille, daughter of William DeMille, recently made a short at the Paramount Long Island studio. It is called "The Ballet Class," and includes the best features of her original dance recitals given at the Roxy and other theaters. Miss DeMille was assisted by Luigi Alberti, ballet master at the Metropolitan Opera House for fifteen years, as well as twelve "Gamby" girls.

"Desperate Sam" is the title of a comedy short completed by Roy Cozine at the Paramount Long Island studio, directed by Hogan Thompson. The picture was cooked by Roy Gordon. Larry Willians officiated at the camera.

George LeMaire and members of "The Perfect Match" company are resting up after a 24-hour stretch spent at the Metropolitan Studios, finishing up the picture. Ann Butler and George Mayo are featured in AMER. SOUND STUDIOS TO CARRY OUT NEW PROGRAM

The American Sound Recording studio has just undergone a complete reorganization. Charles Steele Peterson is now general manager, with L. Thompson assisting, as business manager.

The management has complete banking arrangements, it is stated, which will enable them to carry on an ambitious production program which includes 12 feature pictures, 18 two-reel "Jimmie Follies" and one reel subjects.

Production has started on "Surprise to All," a short subject by Ben Caron, female impersonator, who will be directed by John Noble.

Fingerlin Cuba Bound


During Mr. Fingerlin's absence, his office activities will be carried on by Arthur Cozine, assistant to the executive manager.

Helen ("Sugar") Kane. Paramount star, joined the great army of commuters last week by appearing at Proctor's theater in Newark as part of her present campaign to make the sandville public "boop boop-dee-dee" conscious.

"Money, Money, Money" is the box-office title of a Vitaphone Variety which Edmund Joseph is preparing to direct at the local Warner Workshop, with Homer Mason and Marguerite Keeler featured.

The weather man must be having lots of fun these days, Irvin Willalt left Hollywood in the midst of a cool spell which necessitated heavy pelts. Upon arriving in New York, he found this buoy enjoying spring-like weather which meant changing back into lighter clothing.

When "The Bubble Party," by John Hobbie, is started tomorrow at the Warner Vitaphone studios, most of the men who played this skit in a recent Lamb's Gamble, will appear in their original roles. Arthur Hurley will put the following in their places: George Sweet, Frank Aitworth, Don Dillaway, Arthur Hartley and Griffin Crafts.
“SEE AND HEAR” By W. R. HAYES

From Chaotic Experimentation to Organized Co-operation

Chapter III

“Organization of an Industry”

SLOWLY, very slowly, the industry was growing into the consciousness of its own responsibility. The first years of the industry’s development were necessity chaotic. When keen men saw the commercial possibilities in it, they set out feverish, hasty on the world-old quest for gold just as the Forty-niners did when word of the discovery came from Sutter’s Hill in California. There was competition of the most erest sort and for that matter there still is. There can be no monopoly of brains, the keystone of picture production. Competition is essential to progress. But the ethics of the competition have evolved. They have mounted constantly. The old careless, helter-skelter days are over. The chaitmen of the motion picture now realize their responsibilities as custodians of not only one of the greatest industries in the world but of possibly the most potent instrument in the world for moral, religious, and educational influence and education, and certainly one of the most universal mediums of artistic expression. They realize that never before has there existed any means by which the genius of a people could be so wittily and dramatically presented to all other people and they govern themselves accordingly.

From a business standpoint, the motion picture industry has settled down and is operating along the old, common sense lines which were followed by the American industries in the latter months of 1921, a period of consciousness of responsibility. Recognition of the motion picture as something greater than a usual entertainment for the masses—began to reveal itself. The industry committed itself to an active policy of betterment. Leaders in the industry met and considered what steps to take. The result was an association of producers and distributors known as The Motion Picture Producers and Distributors of America, Inc.

The purposes of that association were chiefly to foster the common interests of those engaged in the motion picture industry by establishing and maintaining the highest possible moral and artistic standards of motion picture production, by developing the educational as well as the entertainment value and the general usefulness of the motion picture, and by reforming abuses relative to the industry.


Associated with the Motion Picture Producers and Distributors of America is the Association of Motion Picture Producers of California, an organization designed to set into practice the ideals of responsibility and discharge of duty which actuate every branch of the organized and alert motion picture industry of today.

The industry had by now passed beyond the state of an entertainment force only. The screen was being used in many directions. It had become an aid to the educator, an ally of the scientist, the servant of clergymen, the friend of industries. How then those other agencies experimenting with the motion picture to get the best results from the screen? We found isolated instances of schools using pictures to help the teacher. We found a few scientific films in use. Churches were ready to show religious pictures if they could get the ones they wanted. In

industries were beginning to understand that in addition to showing our clothes, office equipment, machinery, automobiles, furniture, architecture to all parts of the world, films could perform certain useful things for industry at home. Motion pictures could teach employees better methods of operation, more skilful use of tools, better ways of living, safety methods. To all these legitimate demands the association turned its attention.

To recite the activities undertaken by the Motion Picture Producers and Distributors of America would almost require the time of their accomplishment. Obviously the first needs were to insure proper entertainment, to insure proper support for the worthwhile pictures, and to lend assistance wherever it was needed in making the motion picture a greater servant of the world.

The first move was to make sure of the improvement in the wholesomeness of the entertainment. The motion picture theater is a community meeting house. There gather the families—fathers, mothers, and children. Motion picture success is based largely upon its ability to please the entire family and the success that has come to the industry, the real affection with which it is regarded by the millions, is genuine proof that the industry is succeeding in that effort.

Many persons have asked, “Why haven’t we seen in the movie many of those recent books and plays that deal in themes and situations and topics which in previous years were discussed only in whispers”? The industry was determined that this type of book and play should not become the prevalent type of motion picture and to prevent this, set up The Formula, which operates as follows:

When any member company of the Motion Picture Producers and Dist-
Academy Surveys Achievements of 1929

REVIEW ACTIVITIES OF COAST PRODUCTION BODY

Conciliation

The Conciliation Committee with the conciliatory power, as the cornerstone of the institution is based on the principle of mutual understanding and is not compulsory in its operation. Complaints may be filed by any person or company in the production industry against any other person or company in the industry who may be carrying on the production industry against any other person or company in the industry who may be carrying on.

Each complaint is first considered by the Secretary who may endorse it or return it to the complainant at his discretion. For example, matters involving actors go to the Actors' Executive Committee, whereas matters involving writers go to the Writers' Executive Committee, and so on. The Executive Committee is thus referred to in examining the complaint together with the response, if any has been received, and endeavors if possible to bring about an adjustment. Failing in that, the Conciliation Committee reports the complaint to the Conciliation Committee of the Academy, composed of one representative from each Branch. The Conciliation Committee may then act upon the efforts at conciliation in the event of a hearing being held. The matter is then referred back to the Conciliation Committee in the event of a hearing not being held. The Conciliation Committee, of the 21 cases during the year which could not be disposed of without further hearing of the complaint, is a member of the Conciliation Committee, "be either complainant or respondent, or in no case in partnership with any person, firm or corporation appearing either as complainant or respondent, who shall have been appointed to sit on the Conciliation Committee. His place shall be filled by the President, from the Branch to which the disqualifying member belongs, as provided by the Conciliation Committee of branch.

Of the 30 cases during the past year which could not be disposed of without further hearing of the complaint, 19 were favorably disposed of to the following at a dinner on May 16, 1929.

First Awards


Harry Carey, for distinguished achievement in directing "Seventh Heaven." Lewis Milestone, for distinguished achievement in directing "Sunrise.

Ben Hecht, for distinguished achievement in writing the original story for "Underworld."

Benjamin Glazer, for distinguished achievement in adapting "Seventh Heaven." Joe W. Farnham, for distinguished achievement in writing the titles of "Telling the World.

Technical Administration

The Academy serves as a clearing house for the colleges and universities engaged in the motion picture production industry and in the motion picture industry and in the motion picture industry.

The Academy's general technical committee and the motion picture industry's technical committee have a number of common activities under the guidance of specific Joint Committees. The technical committee is responsible for the motion picture industry's technical activities.

The Academy's Joint Committee is a number of the Academy's Joint Committee's technical committees, grouped under special and responsible direction in keeping with the importance and responsibility of their phase of service to the industry.

The Producers-Technicians Joint Committee is responsible for the technical administration of the Academy.

Irvings G. Thalberg, Chairman; Sol Wurtzel, Associate Chairman; The R. W. Woods, Jr., L. S., Stern, Sup. H. Slaughter, H. Keith Weeks, William Sisson; Lester Cowan, Sec. The Academy's Joint Committee is responsible for the technical administration of the Academy's technical activities.

The technical Digest is being issued in the form of serial papers and will be distributed to the outlying universities and the motion picture industry.

The Academy's Joint Committee is responsible for the technical administration of the Academy's technical activities.

College Affairs

The Academy's Joint Committee has been extended to a number of the outlying universities and the motion picture industry.

If the Academy is to be continued in the future, the outlying universities and the motion picture industry must be satisfied and the Academy's Joint Committee must be extended to a number of the outlying universities and the motion picture industry. The Academy's Joint Committee is responsible for the technical administration of the Academy's technical activities.

Academy Sound School

With the completion of the tenth lecture demonstration before the fourth section of the Academy Sound School in Fundamentals of Sound Recording and Reproduction for Motion Pictures, the Academy Sound School is now ready to commence the regular courses for the next year beginning December 16. In the fourth section of the school, 365 studio employees had been given two weeks and a half of technical and professional instruction by the leading sound experts in the industry. Attendance in the last four sections, to which enrollment had been limited, continued at an average of approximately 100 students throughout the course and the interest and expressions of satisfaction from the students and practical value of the instruction, the results of the examinations, and favorable testimony from the students.

The first of its kind in the motion picture industry, and a pioneering step in industrial self-education, the Academy Sound School had its origin in a meeting of the technical committee of the Sound Film Section of the Academy, and was recommended by the Academy Board in the words that were made available to studio employees.

Extension of this educational work within the industry is projected for the coming year.

Preview Service

Committees representing national organizations of students and clubs meet daily in the Academy's projection theater by arrangement between the Motion Picture Producers' Association of America, Women's University Club, and the various organizations. These new members of the Projection Service, Women's University Club, D. A. R., Woman's Club, and the American Library Association are invited to the International Federation of Catholic Alumni, and Y. M. C. A.
John Eberson, one of America's leading theatre architects, will edit a special construction, reconstruction and re-equipment section in THE 1930 FILM DAILY YEAR BOOK.

Mr. Eberson's extensive experience as a theatre architect plus the fact that he is the originator of the atmospheric theatre idea makes his statements of such tremendous importance that everyone engaged in the building or operating of theatres will be especially interested in this section of the 1930 Year Book.
GOTHAM GREETS THE

Radio Grand Flagship Drops Anchor at $2 Carroll, N.Y., Jan. 14th...Big Guns Primed to Blaze Away at B'way Gross Records...

Directed by...LUTHER REED who created "Rio Rita"

Music by Vincent Youmans. Story by Herbert Fields; lyrics by Clifford Grey, Leo Rubin and Irving Caesar

JACK OAKIE ON GRAND JOY BENDER

POLLY WALKER and hundreds of singers, players, dancers and beautiful girls...
Shells Los Angeles in Stupendous Opening Week and Batters Orpheum All-time Record to Smoking Smithereens! Shoots Gobs of Coin in All Directions...

Decks aring with the tap of dancing feet... Mighty choruses swelling into the rapturous strains of "Hallelujah" and many new smash hits. Roistering sea ballads... enchanting love songs and haunting spirituals!
Along the Rialto

Phil M. Daly, Jr.

N. D. Golden of the M. P. Division of the Dept. of Commerce, popped in the first thing Friday morn, gave us the low-down on pictures abroad and now is back in Washington.

Dewey Bloom, representative for Gertrude Lawrence, who recently left the Mt. Sinai minus a 'tissue' and now is up in Montreal trying to recuperate. Before leaving Dewey planned a special showing of "Candelight" for the press, scheduled this Wednesday at the Empire. Of course he would pick a matinee.....here's one for the exploiters, M. Witmark & Sons, effected a tie-up with Wrigley & Sons with "Singing in the Bathtub." The Gas Co, in its monthly publication, spread itself with a two color column and suggested an automatic water heater.

Joe Burke, Philadelphia lad, teamed with Al Dubin, is credited with the biggest array of song hits during 1929, so says Witmark. He will admit the kid put over some nifties for the Warner Vitaphone productions. Eddie Dowling had another luncheon cast his way. On Monday Ed will be guest of honor at the Advertising Men's Post No. 2 American Legion, at the Army-Navy Club, N. Y.

Over at the Fox office a national campaign is on for selection of titles suitable for production. Everyone connected with the organization has the opportunity to submit titles and the winner to share in on the dough. Not a bad idea, but we sure hate to wade through some of them ...... Bernard Pollack, sales manager for Witmark, is scheduled to leave on a tour to the Coast soon.

Patie stepped out and signed Maurice Coons, short story writer, who now is en route to Culver City, Pathe producing grounds. Coons, under the pen name of Armitage Trail, rings stuff into many periodicals. He also has a few novels on his list of works......Eleanor Baldwin Cass, fencer, who made a picture for Pathe some months ago, leaves for the Coast Saturday......Dimitri Tiomkin, Russian composer and concert pianist, leaves for the Emanuel Coast studios Saturday where he will begin work on the first of a series of numbers he has composed......Clarence MacKain, formerly connected with the Columbia home office, has resigned.

Don Hancock was operated on for appendicitis Friday at St. Elizabeth's Hospital and was reported doing very nicely.

Who's Who in the various companies in the industry is comprehensively covered in the forthcoming 1930 Film Daily Year Book.

--AND THAT'S THAT--

By PHIL M. DALY

Since we published that article about Warren Nolan's flair for literary style in his publicity for United Artists, we have been swamped with manuscripts from aspiring authors all over the United States. This kolyum certainly goes east, north, south and west, and it is all we can do to keep it from going to the devil. This morn we are in receipt of the following:

3 Rivers Ranch, with Pepples Gayle, Mont.

Dear Editor: I am enclosing several poems of my best work which I thought you as much as that manuscript from Mr. Nolan. I don't think it was so hot, but then you're the editor, and probably know more about it than I do. I will accept your usual rates, but of course will expect more after it is printed. I am known as the Poet Laureate of Butte and the West is proud of me. Yours truly, Hubert Englebert Block (Poet Laureate).

Mr. Block sends us four poems hitherto unpublished. They are "The Birthplace of a Soul," "Murder," "October Evening on the Butte," and the one appearing below. After you read "Regret," you will probably want to read "Murder," or feel like it. Then if "Murder" goes good, we will try "The Birthplace of a Soul" on you. This poet Block certainly has something. What it is we're not quite sure. So we're into...

Regret

Why should I live?
The world is cold;
Why should I live
Till I am old?
'Tis best to die
In bleak despair
As well in Butte
As anywhere.

(EDITOR'S NOTE: WHY NOT?)

Ten Years Ago To-Day

In the Film Daily, January 12, 1920

TEN YEARS AGO TO-DAY

In the Film Daily, January 12, 1920

Famous Players reported dropping Industrial Dept.

"Madame X" screen rights reported purchased by Sam Goldwyn.

Maxwell Karger, Metro director general, coming to New York to produce.

B. S. Moss secures control of Dyckman theater, New York.

January 12th

Lew Collins
Milton Sills
Nicholas Grinde
Marvin Schenck
Hank Linet

January 11th

Porter E. Evans
Earl Baldwin
Chester Conklin
Agnes Christine Johnston
Ernest Pascal
Warner P. Richmond

January 11th

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

B. S. Moss

THEIR FIRST JOBS

Eddie Quillan

Worked in vaudeville

New York "World"

PhD in Music from University of California

Harvard University

J. J. Evista

A. E. Quaxter

Harvard University

DAILY

THE Flm

DAILY

Sunday, January 12, 1930

Timely Topics

A Digest of Current Opinion

The most unfair attack upon the critics is upon the score of trying to be entertaining and personal. Just why dulness should be regarded as one of the requisites of dramatic reviewing it is difficult to understand, since it is the gravest sin in the theater, one might expect it to be thought equally heinous in play reporting. Unless the reviewer is reasonably lively, unless he provides something of a side show, no one is going to pay any attention to him, and he may be gentle and constructive all over the place and you won't be able to perceive it. As for being personal, it must be obvious that a piece of criticism can be nothing else, and that the franker it is in that respect the fairer it will be in the opportunities provided for checking upon it.

Richard Watts, Jr., in New York "Herald Tribune"

Remarkable Progress Made

By Talkers in One Year

There was no stage comedy in 1929 so uproariously funny as was the film "The Cock-Eyed World." "Bulldog Drummond" and "Madame X," with voice and sound, were brilliant dramatic productions. And "Married in Hollywood," "The Broadway Melody," "Rio Rita" and "Hallelujah" represented an astonishing variety of musical productions of the first order. Nothing on Broadway surpassed them. This is worth notice, since it must be remembered that little more than a year has been devoted seriously to the application of the sound device. If the best of the spoken drama and musical comedy can be equaled in the audible pictures after one bare year of progress, what may five years bring?

Quinn Martin in New York "World"

January 11-12---Many Happy Returns

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

January 11th

Porter E. Evans
Earl Baldwin
Chester Conklin
Agnes Christine Johnston
Ernest Pascal
Warner P. Richmond

January 12th

Lew Collins
Milton Sills
Nicholas Grinde
Marvin Schenck
Hank Linet

Quinn Martin in New York "World"

The Film Daily

DAILY

10
**SOVKINO NEGOTIATING FOR RCA SOUND-ON-FILM SETS**

Moscow—Sovkino, officials producing feature films in the U.S.S.R., are negotiating with RCA for the purchase of a quantity of sound-on-film machines. E. O. Heyl, London executive of RCA, said that negotiations are being conducted.

"White Shadows" Now Silent

Berlin—"White Shadows in the South Seas" will now be distributed in Germany as a silent film, it is reported.

India Taxes Imported Films

Calcutta—The government of India has decided to levy a tax of a little over six cents per foot on all films imported to India. The trade is expected to be hit heavily by this new tax.

56 Censored in Great Britain

Washington Bureau of THE FILM DAILY Washington—A total of 56 new films were censored in Great Britain during 1929, according to statistics to the British Board of Censors.

P. C. T. House Closed

London—The Long Row Picture House on Market St. has closed as a result of talkers. The house was too small to install sound equipment and could not keep up with wired houses. P.C.T. owned the theater.

Flier Appointed Manager

London—S. Flier has been appointed manager of the Palladium, Petersfield, recently acquired by Messrs. H. Flier and S. Shleibeam. He will also manage the Electric Cinema.
“No, No, Nanette”  
with Alexander Gray and Bernice Claire  
(All-Talker)  
First Nat’l Time, 1 hr., 31 mins.  
SURE-FIRE ENTERTAINMENT  
MAKE DECENT MUSIC!  
MUSICAL ARCH THAT HAS  
ABOUT EVERYTHING,  
BERNICE CLAIRE A KNOCK-  
OUT STAR.  

Musical.  

A scene from the stage  
page, given modern trimmings and  
produced with pep and general high  
quality. Bernice Claire, the “Nanette” of the story, looks like star  
material. She has got a big  
time stuff. The plot deals with a  
Bible manufacturer who gets in all  
sorts of jams, innocently enough,  
while his wife, an ex-singer,  
has become an attractive femm  
e in a musical show. The situ  
ations, although familiar, are the sort  
that can’t miss, especially when given  
the brand of acting this picture sells  
to the audience. Color sequences for  
the most part are splendid but some  
times blurry. Altogether it’s a talle  
er which is mighty good entertainment  
from first to last reel.  

Cast: Bernice Claire, Alexander Gray,  
Lucien Littlefield, Louie Gowe,  
Cornel Wilde, Francis Clark,  
Lee Shumway, Heidi Hoke,  
Audrey Tashman, Bert Roach,  
Zasu Pitts, Mildred Harris,  
William Tabbert, Helen Stiles  
and Jocelyn Lenz.  
Director: Clarence Badger; Author: Otto  
Harbach; Adaptor: Howard Emmett Rogers;  
Dialogue: Beatrice Veazie; Editor: Frank  
Mandell; Cameraman, Sol Polsito;  
Monitor Manager: J. H. Bowers.  

Direction, okay; Photography, generally  
good.  

Eddy  

“The Farmer’s Wife”  
(Silent)  

Ufa East. Dist. Time, 1 hr., 7 mins.  
BRITISH LIGHT COMEDY  
THERE LIFE HAS CHARM AND  
FINENEERACTERIZATION.  
WILL PLEASE INTELLIGENT  
AUDIENCES.  

Light comedy, produced by British  
International. Adapted from the  
novel by Eden Phillpotts. Here is  
a delightful character study of Eng  
lish rural life of the present day. It  
moves with a grace and quaint charm  
that is refreshing.  
But it does seem as if the director had missed  
some of the finer shadings of humor  
and droll touches that the famous novel  
ist’s work contains. As the conceited  
elderly farmer, in search of a wife,  
James Thomas appears far too  
refined and intelligent for the role.  
It is surprising that he was able  
to make this characterization very  
telling in spite of the photoplay miscasting.  
Cutting from 11 reels to a short  
seven has spoiled some sequences.  
But allowing for all this, the quaint  
English scenes and customs, and  
the typical Devonshire characters are  
delightful. A fresh, charming offering  
that should please those who favor  
light comedies.  

Cast: Jameson Thomas, Lilian Hall Davis,  
Gordon Harker, Maud Gill, Louise Pounds,  
Barbara O’Hara, Harry Hume,  
Annie Ellis, Alfred Hitchcock and  
Robert Armstrong.  
Director, Alfred Hitchcock; Author, Eden  
Phillpotts; Adaptor: Philo D. Brown,  
Editor, Alfred Booth; Title: same;  
Cameraman, Lucien Littlefield.  

Direction, satisfactory; Photography, very  
good.  

Eddy  

“Glorifying the American Girl”  
Paramount. Time, 1 hr., 15 mins.  
(All-Talker)  
A TRADE PULLER ON ITS  
TITLE AND NAMES. SPOTTY  
AS ENTERTAINMENT. HAS  
SOME GOOD HIGHLIGHTS.  

Because the plot is the same  
short story of a dancing team and the cus  
tomary professional and love affair  
difficulties they encounter on their  
next stage tour. But, while its  
variant is safely out of Hollywood to  
Broadway, this picture inevitably will  
be compared with other productions  
about backstage life. And it will suf  
f by comparison. Besides its  
familiar story, which is badly broken up  
to permit inserts of singing, dancing,  
posing etc., the film has the added  
trouble of cut reels that are only-so-so,  
while the comedy end has been neglected and the heart  
interest is mild. But there is a fairly  
long Edward G. Robinson-type of role so  
that is a comedianscary, and several  
big girls tableaux in Technicolor that  
rank high as pictorial art. Ruby  
Valentine and Helen Morgan do  
a brief number apiece. Though the picture  
as a whole may disappoint, the  
Curtain and Alice Faye do a good  
job of selling the idea that they got their money’s worth.  

Cast: Mary Eaton, Edward Crandall,  
Oliver Hardy, Edward G. Robinson,  
Ruby Valentine, Helen Morgan,  
Kathryn Hays, Fred Crane,  
Virginia Bruce, Kay Hammond  
and Red Skelton.  
Director, Millard Webb; Authors, J. P.  
McEvoy and Millard Webb; Adaptors, Same;  
Editor, Joe May; Music, Norman  
Scribner; Adapts, “Cuckoo in the Crown”  
by Philip Barry; Cameraman, George  
Gossey; Monitor Man, Ted McCord;  
Direction, fair; Photography, satisfactory.  

Eddy  

“Mexicali Rose”  
with Barbara Stanwyck, Sam  
Harrak and William Haines  
(All-Talker)  

Columbia. Time, 1 hr.  
GENERALLY SATISFACTORY  
PICTURE ABOUT GAMBLING,  
HERE INDEED BE  
LOW THE BORDER.  

Drama with a Mexican gambling  
resort background. The proprietor  
(Sam Hardy) kicks out his wife  
(Barbara Stanwyck) for being  
so wild. But when he finally  
ets his wife, she hikes up to a Calif ornia college and marries the  
gambler’s nice kid brother (William Janney),  
who thinks the elder boy is in the  
goldmining business down below the  
border. The newlyweds pick the  
Mexican resort for their honeymoon,  
and the proprietor has sworn this  
joint for a real goldmine in order  
to keep the innocent girl from getting  
away. In the end, the newly married  
girl is driven off a cliff, a rather  
weak climax since it is only reported  
by word of mouth, and the whole  
activeness of Miss Stanwyck is  
bound to walk off with the audience’s  
sympathy. Otherwise nicely directed,  
and Janney is the strong note.  

Cast: Barbara Stanwyck, Sam Hardy,  
William Janney, Louis Natheux, Arthur Rankin,  
Harry Vejar, Louis King, June Bohanans  
Director, Erle C. Kenton; Author, Gladys  
Lehman; Adaptor, Norman Houston;  
Assistant Director, Leon Barsha; Cameraman,  
Ted McLeod; Musician, John T. Lively.  
Direction, okay; Photography, good.  

Gillette  

“The Racketeer”  
with Robert Armstrong, Carol  
Heiss and William Seiter  
(All-Talker)  

PATHE. Time, 1 hr., 6 mins.  
RATES AVERAGE PROGRAM  
NUMBER WITH FAMILAR  
PLAYS OF ROBERT ARMSTRONG,  
GOOD WORK OF ARMSTRONG  
AND LOMBAR HOLD IT UP.  

Drama of the underworld. This  
is a relash of several racketeers,  
very much in demand. It’s  
nothing noteworthy to pull it out of  
the rut. The action is rather thin,  
and it is overloaded with dialogue.  
Robert Armstrong is good as the  
racketeer who befriends the girl  
and helps her dope addict sweetheart  
to stage a comeback, for which the  
girl promises to marry him. She  
sticks to her promise, but the cops  
get the racketeers with their bullets,  
leaving the girl free to marry her  
loved one. Carol Lombard proves a  
real surprise, and does her best work  
to date. In fact this is the first  
opportunity she has had to prove  
that she has the stuff to go over.  
With a good and long running song,  
she also has the personality.  

Cast: Robert Armstrong, Carol  
Lombard, Roland Drew, Jeannette Loff, John  
Loder, Jeanne Candelora, Harry Vejar, Richard  
Kit Guard, Al Hill, Bobbie Dunn, Hadda  
Hopper, Bob Fine.  
Director, Howard Higgins; Author,  
Paul Gangelin; Adaptor, the same; Dialogue,  
Alfred Hitchcock; Editor, Dave  
Folsey; Cameraman, Sol Polsito;  
Monitor Man, D. C. Auffer  

Direction, ordinary; Photography, good.  
Harrover
Short Subjects

SOUND

"Screen Snapshots"

Time, 10 mins.

Columbia

Another Hollywood Visit

With Eddie Lambert as guide, this is an issue of the snapshot series consisting of informal shots of Joan Crawford and hubby, Douglas Fairbanks, Jr., Paul Whitman, Carl Lamelle, Miss Martha Ternahan, Minna Gombell, Candida, John Wayne, Marjorie Rambeau, and some other glamorous stars. It is a smooth-cut, well-timed comic musical with all the right touches of pathos. Miss Crawford, with her usual good humor, makes an interesting appearance as a comic "starlet," and both Wayne and Gombell give their best performances. A very interesting and amusing comedy.

“Ship Ahoy"

Pathe

Time, 7 mins.

Aesop Fable

Cartoon creation with an ocean locale, holding well to the average in the matter of ingenuity and entertainment value. A clicker of its kind.

“The Fallen Star"

Vitaphone

Fair Dramatic

Time, 8 mins.

George Rosener goes through his emotional stuff in this dramatic playlet which is fairly good entertainment. He plays a Civil War veteran who recalls the big skirmish as the parade goes by outside.

SILENT

“Cat, Dog & Co."

M-G-M

Good “Our Gang” Comedy

Time, 20 mins.

The Hal Roach gang of gunfighters is imbued with the spirit of being kind to animals. So they go around and open up chicken coops, mice traps, dogcatcher wagons and other prisons for members of the dumb kingdom. With the miniature menagerie running wild around the town, lots of comedy results. One of the boys, having been unkind to the pets, has a dream that he is on trial, with an owl as judge, a monkey as prosecuting attorney and a flock of egg layers as jury. Clever and humorous.

West Coast’s Stereoscopic House

Stockton, Cal.—What is believed to be the first stereoscopic entertainment of its kind is opening up in the far west especially designed for the new stereoscopic films, is now going up at Main and Joaquin Streets for Fox West Coast chain. The new house will cost about $600,000 and will seat 2,200.

Ultraphone Being Installed

Truman, Minn.—Ultraphone is being installed at the Cozy, according to manager John Thiemer. Reopening of the house is expected Jan. 29.

The Executor of the Last Will and Testament of JAMES OLIVER CURWOOD will take appropriate action against unauthorized use of his books, stories, and scenarios.

Detroit and Security Trust Company
Fort Street Opposite Post Office - Detroit
Chicago Operators, Exhibitors Reach Contract Agreement

(Continued from page 1)

there is no change in the wage scale for projectionists in silent houses. Operators in sound houses will receive an increase of $2.50 per week during 1930 and an additional $2.50 during 1931.

Provisions of the agreement follow:

Where operators are paid for time not consumed on schedule extra time may be used for any additional work necessary in the booth including maintenance of batteries on that day.

One man to be called with service men on sound equipment on inspection and paid for time worked one week.

Operators shall appear on the job 30 minutes before the advertised starting time to put the equipment in condition for that day and run any tests or do such work as cleaning lenses and equipment and greasing and oiling machines.

Twice a week operators shall run 10 minutes past regular closing time without additional compensation.

Overtime caused by breakdown due to the negligence or carelessness of the operator shall not be charged for.

Where operator is called to cue film before show one operator to be credited with time worked.

Any condition arising over the installation of new equipment in the operating room which would in any way change the conditions of the operators shall be discussed by the business manager of the operator's union and the business managers of the exhibitor's associations and if these men cannot make an amicable settlement the wage committees of both organizations will work out a solution.

Midnight shows to be paid for at the regular scale up to 12:00 P. M. and double time after 12:00 P. M. and all other conditions to remain the same.

Greater Film Miracles Ahead

Harry M. Warner Declares

(Continued from page 1)

described the new story technique made necessary by the talkers.

"The perfection of synchronization is here," Warner declared. "While we are bringing the present inventions to a constantly higher plane of performance, the mechanical brains of the production companies are concentrating on such problems as full natural color and the three dimensional tone. The latter will make the screen seem, not a flat surface, but a complete room or country side with perspective in all its true values. A sculptured quality will be added to movement, sound and color. The stereopticon of childhood days is under going a magical transformation. "I do not believe there is a responsible ex- perience in the production picture industry who has not ceased to concern himself primarily with the making of movies and who does not put a great personal investment in the develop- ment of a high service to mankind on the part of the medium with whose custody our work and lives are in the hands of the people we have trusted us.

"The story who stands outside the great motion picture industry and cavalts at it must be very inisiore or very ignorant. The day is wide open for him to come inside and help. What he may tell us of merit and practicality in the improvement of pictures is entertained in "The open door," that expressive phrase which Will H. Hays contends not mere gesture but as motion pictures are con- cerned. We invite the leadership of such people as are interested in helping us to make motion pictures increasingly better."

Boston Operators' Union Celebrates 20th Birthday

(Continued from page 1)

$500 was given President Thad Barrows and Jerry Burke, business representa- tive, received $1,000. Speakers included William Canavan, N. D. Golden of the M. P. Division, Dept. of Commerce and William McGurk of International Projector. Joe Cifer was in charge of the banquet which was held at the Copley-Plaza.

Kewaskum House Closed

Kewaskum, Wis.—A Behm, man-ager of the Kewaskum, has closed the theater until spring because of poor business.

Sound for Tomah, Wis.

Tomah, Wis.—Sound equipment has been installed at the State, man- aged by Roy Smith.

Remodeling Park Falls House

Park Falls, Wis.—The Rex is being remodeled. Work will be completed in two weeks.

Expect to Install 250

Melodion Sound Devices

Barcelona, Spain — Two hundred and fifty theaters are expected to be wired here for the new sound device, Melodion, which already has received the sanction of Warner Bros., according to Jose C. Maiz, of the company. Sound-on-film and sound-on-disc installations in this city now total 24, and sets are being turned out at the rate of four a week.

W. E.'s for Dollar Steamships

With the installation of a Western Electric device on the world line at the Fillmore, announcement is made by the Dollar Steamship Lines, that all passenger steamers to the Orient and round the world will be equipped for sound pictures. All will be equipped by W. E.

Woodlaw Adds Two More

Portland, Ore.—Col. G. T. Woodlaw, veteran exhibitor, has reopened the Columbia as a sound house. He recently acquired the Irvington and after equipping the house for sound, reopened it. He also owns the Circle.

Presentation

CHESTER FREDERICKS IS HIGHLIGHT AT PARAMOUNT

Chester Fredericks, a youthful step- per with a lot of nifty tricks in his feet, is one of the chief shining lights on the current Paramount stage pro- gram, a Boris Petroff musical show labeled "Modes and Models," headed by Andy Vallee and his Connecticut Yankees. With his individual routine and agile movements, Fredericks brings a heavy round of applause. Another strong number is offered by Montrose and Reynolds, who do a neat line of comedy patter that keeps the audience laughing from start to finish. Brenk's Golden Harp, a per- fectly timed act, with the animal and its train- er all painted up in gold effect, also score big in an artistic presentation of statutory subjects. For vocal enter- tainment, in addition to the crooning of Vallee, who draws his usual hom- age, there is some delightful stuff from Angela, with Cleo Dunn and Draper also sing and dance in a pleasing ani- mated rag doll number, while the Fred Evans Lightening Steppers provide strong reinforcement in the way of an ensemble background. The Jesse Crawford's pipe some selections from "The Love Parade" and throw it in if I Had A Talking Picture of You" for good measure.

Windsor Moves Headquarters

Windsor Picture Plays, Inc., has moved from 318 E. 46th St. to larger quarters in the Godfrey Bldg., 729 7th Ave.

Arthur McHugh, well known Broadway press agent, has been added to the press department staff, of the organization which is preparing the talking picture, "Her Unborn Child," as a road show attraction. McHugh is a member of the same travel with the B. S. Moss Motion Picture Corp. He has also been in charge of Arthur Hammerstein and Aaron's and Fredley productions both in New York and on the road.

AD-VANCE-AD

"I have been using another service for many years but I like your service and I shall continue to continue to use the service I intend to use your trailer service as long as I am in the film business."

Granada Theater
Portland, Ore.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3580

Sunday, January 12, 1930
Building Expansion Under Way at U. A.

Work Started on First Two Sound Stages—Spoor-Bergen Process Film in Work at RKO—Warners Renew Contracts With Four Scenarists — Paramount Adds Three New Writers to Staff — Ralph Wilk’s Notes

A Little from “Lots”
By RALPH WILK

EMIL HILB, who for the past two years assisted Dr. Hugo Rieseneif at the United Artists studio here, and in New York, has resigned. Before coming to the Coast he synchronized several pictures for RCA Photophone, Tiffany and other companies. With Dr. Rieseneif he scored several United Artists pictures here. He is an honorary member of the Association of Conversing Artists, which includes Richard Strauss and Rachmaninoff among its members.

During the World War, Hilb conducted a symphony orchestra for the Crown Prince of Germany. Hilb was also a war prisoner in England and led a symphony orchestra of German musicians-soldiers, who were prisoners of war in England.

Charles G. Brannan, Wellyn Tottman, Richard Arlen, Sam De Pas and Jim Keele are among the members of the industry who took much interest in the sale of the “Duluth News-Tribune” to the “Duluth Herald.” Brannan is a former city editor of the “News-Tribune,” while the others were reporters on the paper.

RKO PREPARING ‘DIXIANA’
IN COLOR AND WIDE SCREEN

Preparations now are under way at the RKO studios for the production of “Dixiana” featuring Bebe Daniels. This is scheduled to be the company’s first feature, with Spoor-Bergen process and in addition to wide film will be produced in technicolor. Music for the film has been prepared by Harry Tierney and books and lyrics by Ann Caldwell.

Love in “Louis Berrett”
Edmund Lowe has been given the leading role in “Louis Berrett” which John Ford will direct for Fox.

THE Doorway of Hospitality

Enter the doorway of this popular hospitatlity and you feel at home. There’s an atmosphere of cordial welcome which marks the difference between the Hollywood Plaza and ordinary hotels.

Your room, too, has that added touch of distinction. Pictures on the wall, an area of the finest furniture, a floor lamp and reading lamp... these are a few of the features that make you feel at home.

Pig’s Whistle Dining Service insures the best of food. Therefore, when you are in Los Angeles be sure to investigate.

THE HOLLWOOD PLAZA HOTEL

325 West Hollywood Boulevard

MORLEY.”

THE FILM DAILY Sunday, January 12, 1930

Building Expansion Under Way at U. A. PLANT PLANNED

The ensuing year will witness a fresh spurt of building activity at the United Artists studio, including at least four more new sound stages and other structures required for the making of the latest production.

Work already has been launched on the first two sound stages on the 1930 construction program. Within the U. A. studio production activities of four major groups are carried on, Feature Productions, Inc., a Joseph M. Schenck organization; the Pickford and Fairbanks companies; Samuel Goldwyn, Inc. Among some of the stars, directors and producers engaged for the forthcoming productions are: Mary Pickford, Norma Talmadge, Gloria Swanson, Dolores Del Rio, Vilma Banky, Charlie Chaplin, Dinah Shore, Jean Harlow, Louise Brooks, Marjorie Rambeau, Mack Sennett, Dore Schary, Frank Capra and Sidney Brice.

Among Those Present
Claire McDowell, John Lederer, Crawford Kent, Judith Vosselle, Kyle Burrell and Sidney Bricce are among the featured players in “The Agony Column” which Roy Del Ruth is directing for Warners.

“Bright Lights” in Production
“Bright Lights” has gone into production at First National studios. Dorothy Mackaill heads the all-star cast with Frank Fay, Noah Beery, Inez Courtney, Eddie Nugent, Daphne Pollard and Frank McHugh in the supporting cast.

Universal Buys Two Storles
Universal has bought “The Car of Mine,” drama in original by Gertrude Stein, who is doing the adaptation and continuity. This company also has signed Paul Gangelin to write “Wise Wives.”

Joan Marsh Contract Renewed
Joan Marsh, 15-year-old discovery, has had her contract renewed by Universal.

Four Scenarists Signed by Warners for 30 Films
With the opening of the Warner studios on Jan. 15 and preparations well underway for the new season’s product, four scenario writers have been offered renewals of their contracts. Among the first to be given contracts were: Joseph Jackson, Harve Thaw, J. Grubb Alexander and Gordon Rigby.

Yola D’Avril Added to “U” Cast
Yola D’Avril has been added to the cast of “All Quiet on the Western Front,” Erich Remarque’s war novel now in production at Universal.

Judges for “Big Party”
Charles Judels has been cast for “The Big Party” John Wraystone production for Fox. In addition to playing one of the leading character roles, Judels also will assist Harlan Thompson in writing the dialog.

The GOLDF scenes for “The Cohens and Kellys in Scotland” are being shot on Glendale links. The scenes do not interfere with the Glendale Club members’ activities on the links. The script called for George Sidney, as “Cohen,” to collect as many balls as possible. When George returned the pebbles to the picture supervisor, that official was aghast. “This is funny,” he said. “I only gave you 12 balls and you’ve returned with 20.” “I don’t think we’d better come back here tomorrow,” said George.

Frank Lloyd, preparing to direct “Sin Flood,” and Mervyn LeRoy, preparing to direct “Jail Break,” flipped a coin for the services of a certain extra actor. The extra’s name is Jason Smith.

Our Passing Show: Dave Epstein and Bill Plant indulging in a spirited handball match; Phil L. Ryan motoring to the Metropolitan studio; Bernice Claire, “the youngest prima donna,” spending the holidays with her family in Oakland.

More Pashing Show: Irving Berlin, Dr. Hugo Reisenfeld and Ted Reed discussing picture problems at United Artists; Al Grey observing the holidays in Hollywood.

3 New Screen Writers Added to Paramount Staff
Three new writers have been added to the Paramount scenario department. Joseph March has been assigned the adaptation on a forthcoming production, Jack Kirkland and A. Harold Noon, both former newspapermen, complete the group.

Get Roles in “Calhoun”
Marjorie White and Richard Keene have been assigned roles in Fox’s “The Calhoun.”

Foy Directing “Done in Oil”
Bryan Foy is completing “Done in Oil,” a Potters Vitaphone Variety.

Hollywood WIRE SERVICE

Our More Sound Stages

Four More Stages

Golf scenes for “The Cohens and Kellys in Scotland” are being shot on Glendale links. The scenes do not interfere with the Glendale Club members’ activities on the links. The script called for George Sidney, as “Cohen,” to collect as many balls as possible. When George returned the pebbles to the picture supervisor, that official was aghast. “This is funny,” he said. “I only gave you 12 balls and you’ve returned with 20.” “I don’t think we’d better come back here tomorrow,” said George.

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THE HOLLWOOD PLAZA HOTEL

325 West Hollywood Boulevard

MORLEY.”
Proper Functioning of Horns is Outlined by A. I. Abrams

There are two types of speakers which are commercially available: the electrodynamic cone type and the other is the electro-dynamic unit with exponential horn. Aside from the fact that the electrodynamic cone is about 25 per cent as efficient electrically as the electro-dynamic unit with the exponential horn, and aside from the fact that the cone horn carries a good deal of booming, sieving and cracking which is due to the diaphragm resonating, we do not think the cone horn is a proper speaker to use in a theater, inasmuch as the high frequencies are reflected in a very narrow band from the center of the cone. Therefore, the high frequencies come from the edge of the baffle, which is quite a distance from the speaker. Besides the response being slightly out of phase, if we step off this narrow band, we lose all of the highs entirely while maintaining sound. An electrodynamic horn unit with an exponential horn is extremely directional, forcing all the sound directly in front of the speaker. The air front of the speaker becomes a perfectly smooth, full mass, which fills the theater completely with sound. Where speech is being reproduced, it is evident that the horn is completely out of phase, that the speaker and the horn are distinct and individual instead of being joined.

With reference to the exponential type of horn, this particular type is used in preference to the conehorn. It has been shown experimentally that all horns have a given size, a given length and a given area terminal, the exponential horn projects sound uniformly over the complete frequency range. Just what is an exponential horn? It is a horn which extends exponentially, or to put it more simply, it is a horn whose areas are double at equal intervals along its length. These intervals determine the low cut-off of the horn. If these intervals are short the low cut-off is high, if the intervals are long the cut-off is low. It is unnecessary in this article to go into the conditions which are necessary in the expansion required for a given cut-off, but we will mention that if every 12 inches of cycles is desired, it is customary to double the horn diameter every 12 inches. With a horn of 128 cycles is desired, the areas double every 6 inches, and etc. In addition to the horn's area, if a very low cut-off frequency is desired, in order to prevent resonance of the horn, the horn must be made of a different material and in a thickness to conform to the cut-off for which the horn is designed. A horn with a cut-off of 64 cycles must have a bell opening approximating 2100 square inches. If this bell opening is made considerably smaller, there will be a good deal of resonance at the bell which will be very unpleasant.

Inasmuch as low cut-offs are necessary for horns built for theater use, these horns require extremely long air columns, from about 10 to 20 feet. It is necessary, therefore, to coll these horns up in some way in order to save space. The bells that are made should be made at points where the sound is very narrow, so that the inside travel and the outside travel of the wave front are equal. Inasmuch as a horn is a carrier and projecting sound which is a complete whole in itself, having all the harmonics and qualities of the individual instruments being reproduced through it, it is essential that it have no resonance of its own. For this reason, very many horns on the market are failures owing to the fact that the walls of the horn are extremely resonant. Paper, plaster, thin metal, thin wood, combinations of any of these will all make for extremely resonant horns. Of course, if these particular types of material could be prevented, but this would result in horns that are commercially impractical on account of extreme weight and cost. Wood should be a minimum of 1" thick, paper about 2", plaster about 4" and metal at least 1¾". From this can be seen that horns manufactured from any of these types of materials become extremely too bulky and too expensive to produce.

The Raco, for theater use, employs a material of cloth which is impregnated with a gelatine substance, and it can be cut to any temperatures of over 350 degrees, where the moisture is driven off and the horn is baked hard. Owing to the fact that this horn is made over a metal horn, which horn is taken out after the horn is completed, the interior of the horn is an unbroken surface from its initial opening to its bell. This method of manufacture is patented by this company and gives an extremely light and extremely rigid horn, and one that is adapted for all types of hard usage without fear of damage. It has practically no resonance owing to the fact that it is made out of cloth, and it is therefore an ideal sound projector.

Since horns are only projectors of sound, it is necessary to have some device on the small end of the horn to create a sound and wave motion. This, for theater use should be an electrodynamic type of unit, and must be of very high quality, as the horn like the unit, which is a speaker complete, must give projection of sound in a moving picture theater that is as nearly perfect as it is possible to obtain, as otherwise it would be evident in the proceeds of the box office.

A electro-dynamic horn unit manufactured by Raco for use with the horn has a marvelous frequency response, can withstand the complete undistorted output from the commercial amplifiers, can pass thru the conditioned potatyped diaphragm that it utilizes, and can give good reproduction, will stand under continuous use for an unlimited time without damage.

Claims New Film Coating Process Stops Breakage

Triple life can be given to prints at no more expense than ordinary processing by a new indestructible coating is claimed in a patent by Dr. Albert Fiedler of Weehawken, N. J., and used by Empire Laboratories of New York. The coating is incorporated in the gelatine over projectors only and is a hard permanent lubricant that rides smoothly and silently through the projector and does not wear off as in the case of waxing. Use of this coating is especially designed for the sound track to prevent breaking and smearing of pictures, thus reducing troubles to a minimum.

New Contner-Ross Lens Installed

Uniontown, Pa.—The State here has added the new Contner-Ross projection lens apparatus to their Western Electric equipment. This is a new invention designed to improve the viewing cinema, it is claimed, and does away with the necessity of "masking" one side of the screen giving the audience a full sized picture throughout the performance.

No unsightly Perforations

Clear, realistic pictures, freedom from eye-strain, and natural tone quality is necessary to win and hold your patronage.

To insure projection as good as you had before Sound, to get the best reproduction from your sound equipment, you must have the right kind of a screen.

Vocalite Sound Screen is proven best by scientific test. Many successful installations have proved it to be superior in light, definition, and tone quality. It is the only screen optically and chemically correct for the projection of Colored Pictures.

Full information will be sent on request, cost no higher than any good screen.

Vocalite Sound Screen
The First Screen Scientifically Perfected for Sound Pictures

LOW-COST TINTS

that match every mood in

SOUND PICTURES

The widest range of tints ever offered the industry is embraced by Eastman Sonochrome Tinted Positive Films. They can be used to match every mood in the story, or to reproduce the one lighting or tone that predominates throughout the picture.... In either case Sonochrome gives beautiful color. It gives faithfully reproduced sound. And it costs no more than regular black-and-white positive.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York Chicago Hollywood
The Movie Year in Review

A Tabloid Survey of People and Pictures in 1929

By Frederick James Smith

Of the best box office pictures of the year are FOX—
THE COCK EYED WORLD IN OLD ARIZONA

SUNNY SIDE UP THEY HAD TO SEE PARIS

Of the best four-star (extraordinary) pictures of the year are FOX—
THE COCK EYED WORLD IN OLD ARIZONA

January 8, 1930

The Nation

The Nation's Honor Roll for 1929

The News Reel Theater, for the establishment of a unique institution where one may enjoy the talkie-newspaper

Showing FOX MOVIE TONE NEWS and HEARST METROTONE NEWS

—just watch FOX take all the honors again in 1930
Fox Will Use New Color Process in 1930 Program

WIDE SCREEN FOR THREE CHAINS

Says Talker Material Shortage Will Spur Remakes

CINEMA CHIPS

Cinema Chips
from the film wood pile
— By Jack Allicote

THE ISSUE of the “Saturday Evening Post” of Saturday, Technicolor steps right out with both the oldest and flashiest single adver-

tiseent in the history of this breezy little industry. Three pages of ad-


ingent matter at a simple cost of $8.00. Try that on you zither.

* * *

YESTERDAY we did a little detec-

tive work. We asked several promi-

nent theater executives how their Friday business compared to last

year. The answer each shot back: “Bigger and better than ever.”

And why not? See we.

* * *

ITH A DRIVE on all over the

suntry it is estimated that no fewer

than twenty-five million paying cus-

tomers will patronize the Loew

Theaters during the month of January:

quite a tribute to that great little

man who insisted on giving the pub-

lic what they wanted in the way of entertain-

ment.

* * *

CHECK-UP of the financial staf-

ements of the various companies doing

their stuff for and in behalf of the indus-
try leads us to the definite conclusion that never in its history

as the business been in better shape finan-
cially than at present. One out-

it alone, Warner Bros., turned up

over seventeen million to the merry

during the past year.

* * *

THE DAY of the Indic producer

is about over. Like the five cent

cigar there are very few of ’em left. Poverty Row has long since

pased on. Sound and has made their troubles doubly difficult. In these days of

screen conversation and melody it takes more than a second hand cam-

era and megaphone to be a producer.

Universal Is Going in for
Sound Reissues on
Big Scale

Shortage of story material for

talkers, as well as a gradual reali-

zation that important silent pictures

of years ago may again draw pay-

ing business in sound version, will

remove the “prejudice against re-

making pictures” and lead to con-

siderable activity in this line, says

Carl Laemmle. Universal is going

(Continued on Page 2)

PRODUCTION IN FRANCE
IS LOWEST SINCE 1924

Paris (By Cable)—Production of

features in France is at the lowest

ebb since 1924, according to a check-

up which shows a total of 52 in 1929

against 9 in 1928, 74 in 1927, 55 in

1926, 73 in 1925 and 68 in 1924. Total

releases in France last year also de-

creased to 437 from a high mark of

(Continued on Page 2)

Four Engineers in Italy
Now Employed by Pacent

Pacent Reproducer Corp. an-

nounces that it now has four sound

engineers on duty in Italy. The

most recent appointment was Gio-

(Continued on Page 2)

$1,000,000 Laboratory for
Color Work Nearly Completed

West Coast Bureau, THE FILM DAILY

Hollywood—A new color process

known as Fox Color will be used by

Fox in a number of pictures on its

1930 production schedule, states Sol

M. Wurtzel, who says that it is pos-

sible that within a year, every Fox

Movietone picture will include Fox

color. The process is the result of

three years’ experimentation, he

states.

$1,000,000 laboratory is nearing

(Continued on Page 2)

KALLMAN TO REPRESENT
SONO ART IN SO. AMERICA

George Kallman has been appoint-

ed special representative for Sono

Art Productions in South America,

with headquarters in Buenos Aires,

(Continued on Page 2)

RECORD PROFIT EXPECTED
FOR LOEW’S 1ST QUARTER

Loew’s, Inc., for the first three

months ended around Nov. 30, 1929,

is expected to show an increase in

earnings over the $2,102,033 net in-

come, after charges, depreciation and
taxes, shown in the corresponding

period of 1928, according to the

“Wall Street News.” Since the 1928

first quarter earnings represented the

peak for the company’s fiscal year,

the profits for the 1929 period will

(Continued on Page 2)

Von Stroheim Is Signed
for Vitaphone Film Role

West Coast Bureau, THIS FILM DAILY

Hollywood—Signing of Eric Von

Stroheim for an important role in

“The Face East,” Vitaphone pic-
ture, is announced. Von Stroheim

will probably have the part of the

German spy in this production to be

directed by Roy Del Ruth. It is un-

(Continued on Page 2)

CLAUDE EZELL PRESIDING AT
WARNER REGIONAL MEETS

Claude Ezell, general sales mana-
ger of Warner, on Saturday pre-
sented over the first of a series of

regional meetings scheduled for the

sales personnel of Warner and Vita-

tophone organizations at Atlanta.

Members of the Charlotte and New

Orleans exchanges were present for

the conference.

The second of the series of meet-
ings is scheduled Friday, at the Co-

(Continued on Page 2)

Acquaint Yourself With the
Background of the Industry
by Reading

“SEE and HEAR”
by Will H. Hays
Running Serially

EVERY DAY
in
The FILM DAILY
Three Major Circuits Will Install Wide Screens

(Continued from Page 1)

oped by Arthur Howard of the Loew Theaters equipped are: Capiti,
ol, N. Y.; Pitkin, Brooklyn; Valen-
cia, Jamaica, Paradise, N. Y.; King’s,
Brooklyn; Jersey City, Jersey City.
All Public Theaters will have been
equipped with Magnascope and
installations are being made in
other houses in the chain. De luxe thea-
ters equipped are:

Paramount, N. Y. and Brooklyn, Rivoli,
N. Y.; Paramount, New Haven, Boston,
Westfield, Mass., Chicago, Seattle, Seattle,
Uptown, Boston; United Artists, Los An-
egles; Worth, Fort Worth; Paramount, To-
deo; La Claire, Moline, Ill.; Paramount;
Youngstown; Paramount, Marion, Ind.; Para-
mount, Anderson, Ind.; Paramount, Newport,
L. I., World, Omaha; Strand, Dorchester,
Buffalo, Buffalo; and one in Rochester.

French, Chicago; Grand Central, New York;
Atlanta; Paramount, Los Angeles; Parete.
Springfield, Mass.; Century, Minneapolis.

All are ready to receive the
Installation of record. Warner Bros. late Sunday evening

Says Shortage of Talker Material to Spur Remakes

(Continued from Page 1)

in for remakes on a broad scale, with
"The Phantom of the Opera" al-
ready completed, six others definite-
stated for reissue with sound and
This will be a continuation of
fol low as soon as negotiations for talk-
er rights have been completed.

The Phantom," now being given its
first show was almost 50 per
cent remade to provide the sound
and dialogue features. The pictures
already set to follow are: "The
Storm," "The Flirt," "Lasca,
"The Signal Tower," "Under Two Flags,"
and "The Virgin of Stamboul."

Production in France Is Lowest Since 1924

(Continued from Page 1)

704 in 1925 and 583 in 1928.
The deadlock between French producers
and American firms is assigned as
the principal cause. American firms
in 1929 number 211, compared
306 in 1928, 441 in 1927, 444 in
1926 and 577 in 1925. It

German released 130 features.
numbers in 1929; compared with 122
1928; 91 in 1927; 29 in 1925. While
British films held their own by
leasing 23 in 1929, the same
in 1928. The number in 1927,
achieved seven in 1925, two in 1926, seven in 1925
and none in 1924.

Record Profit Expected for Loew's 1st Quarter

(Continued from Page 1)

establish a new record for any like
term, continues the financial publi-
cation.

Spanish Version Premiere

The Spanish version of Eddie
Dowling’s "Blaze O’ Glory," called
"Sombras de Gloria," will have its
New York premiere at the 85th St.
Mar., 15, announces George W. Weeks.
"SALLY" and "NO, NO, NANETTE" are making new record profits that these three great First National specials will break.

2 weeks New York Strand more to follow!
2 weeks Brooklyn Strand and just started!
2 weeks Stanley in Phila to sensational business!
Set for extended run Orpheum, Los Angeles!
Ten days Strand, Albany then moved to Ritz for indefinite run!
2 weeks at Olympia, Boston, day and date with the Uptown!
2 weeks at Pantheon, Toledo and not through yet!

with ALEXANDER GRAY - BERNICE CLAIRE LOUISE FAZENDA - ZASU PITTS
LUCIEN LITTLEFIELD - LILYAN TASHMAN - BERT ROACH - MILDRED HARRIS
Directed by Clarence Badger . . . . Adapted from musical comedy by Frank Mandel, Otto Harbach, Vincent Youmans and Emil Nylroy

RICHARD BARTHELMESS in "SON OF THE GODS" with Constance Bennett. Rex Beach's great novel. Supreme Sensation Of The Century. TECHNICOLOR

BRIDE of the REGIMENT
All Technicolor. With Vivienne Segal, Allan Prior, Walter Pidgeon, Myrna Loy, lupino Lane, Sigmund Roberg music.

SONG OF THE FLAME
All Technicolor with Bernice Claire, Alexander Gray, Noah Beery, Alice Gentle. 5,000 extras. George Gershwin music.

FIRST NATIONAL FIRST!

"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its products.
A ready-made audience of millions is waiting for your announcement that Liberty Magazine's greatest mystery thriller is now an All-Talking Picture

WITH
DOROTHY REVIER  RAYMOND HATTON
MARGARET LIVINGSTON  DAVID NEWELL  PAUL PORCASI

DIRECTED BY  GEORGE B. SEITZ
ON THE MILLIONS thrilled to the story in Liberty Magazine
Millions read the novel

with COLUMBIA
Interesting Facts About the Development of the World’s Greatest Amusement

Organization of an Industry

To insure support for the better type of pictures, the industry invited great national citizen organizations with millions of members interested in social service, education, religion, cívics, to associate themselves with the organized industry in bringing about the results desired. The result was an organization which was unique—a Public Relations Committee.


The committee had its own officers, a paid secretary, and a smaller executive committee. For nearly three years the Committee was a functioning body. Under its inspiration great interest was aroused throughout the country in supporting the best pictures. Children’s performances, known as The Saturday Morning Movies, developed and prospered. In its own office, the Motion Picture Producers and Distributors of America, in co-operation with the Public Relations Group, selected fifty-two complete programs of pictures of special interest to children. They were shown in many theaters throughout the country on Saturday mornings with a standard admission price of ten cents. When the programs became outmoded, they were withdrawn but the movement continued. Now in many cities and towns special Saturday morning performances are given under the auspices of interested public groups who co-operate with the exhibitors, the pictures being selected from the current output of the studios.

In the spring of 1925, the Public Relations Committee, finding the work it had sponsored had become a permanent and actual part of the organized industry, asked that the committee be dissolved and a Department of Public Relations be established within the association. This was done. A small active committee remained and the advice and assistance of the larger group are still gladly received. The policy of the new department became immediately that of “The Open Door.” This meant that every individual and every organization wherever located was cordially invited to bring constructive advice and suggestions to the industry. The response has been most gratifying and out of the cooperation have come splendid advancements in many lines.

In 1926, a Department of Industrial and Public Relations was opened in an effort to make sure that the working conditions of motion picture employees were kept the best in the world and to develop suitable material for use in the pictures and its treatment. A Studio Committee was organized, with a representative from every studio responsible for what goes into pictures. In advance of production expert advice is asked, from our State Department, from ambassadors from foreign countries. Harry, church groups, education officials, civic leaders, and others whose opinions can be accepted.

One very concrete example of how the Open Door has helped is to be found in the establishment in Hollywood of an institution that is unique in business—a free casting bureau for extra people. The free casting bureau is operated, without cost to the employees, by the producing company and there are registered eighteen thousand persons who are qualified to work as extras. Some are qualified because they are known, others because they possess a fine growth of whiskers, some because they look like Italians or German or French, some because they own dress suits and can wear them in a distinguished manner, some because they own horses and can ride them.

These extra work from day to day. Each day's work is a job: 330-397 jobs were given in one year—average daily placement of 905 at an average wage of $8.59—all with a net profit to the employee. Their total wages for the year was $2,838,192.

Of the average daily placement last year of 905, the number of men per day was 603, of women per day 292, and of children per day 33.

These figures are a blow to the beautiful girls who believe that Hollywood is longing for their art, and for mothers who think their children would add distinction to the movies. An average of only twelve children a day is employed through the casting bureau. These children when at work are under the care of teachers assigned by the Los Angeles Board of Education and paid by the producers. No children may act in the movies unless they are well ushered in their school work. School hours are maintained in the studio.

In its desire to increase the general usefulness of motion pictures, the industry is cooperating with a church committee in the use of pictures for religious education. After several years of intensive cooperation, great educators, several companies are preparing teaching films for use in schools. This method of education will have an enormous effect for good upon the teaching methods of schools and colleges.

Pictures are being shown to immi-grants. The films give the newcomers a concrete idea of the country to which they are coming and outline ways and means by which they can become good citizens. Films have been sent to leper colonies in the Canal Zone and to the Philippines and to Eskimos in Alaska. Entertainment is furnished gratis to thousands of “shut-ins” in prisons, hospitals, orphanages and homes.

One of our companies in cooperation with the American College of Surgeons has just completed the first two of a series of pictures for use in clinics and hospitals. Pictures will be made of surgical operations, performed by the masters, in color, in slow motion or magnified so that the details of the most intricate operations can be studied by surgeons in all parts of the world and over again until they are able to duplicate the work of the masters.

In the matter of commercial arbitration, the industry has shown its progressive spirit. Disputes arising over contractual relations are necessarily inevitable in an industry of this sort where millions of contractual relations obtain for the showing of hundreds of thousands of pictures. Delays, one thing or another, may bring disappointment. The natural inclination is to rush to court. Pictures can’t be tied up by courts. Time is too precious. And so the industry has adopted the arbitration system. In the key cities, there are arbitration boards, each composed of three exhibitors and three distributors.

In the last five years, the arbitration boards have disposed of 73,652 cases involving $17,724,380.82. Only negligible few cases were litigated. After submission to arbitration.

(Continued Tomorrow)

Copyright, 1929, by Motion Picture Producers and Distributors of America
**Timely Topics**

*A Digest of Current Opinion*

Artistic Standards Today Finer Than Before the War

The pictures, as pictures, are finer, artistically speaking, than those made before the war. And it is a little early for pessimism about the lost silent cinema. After all, an art fifteen years old is still very young, and lusty plunges and starts in various directions, trying out its strength, ought to be signs of health rather than decay. Perhaps a real cinema art may come out of it all.

New York "Times"

"A Magnificent Success!"

Quinn Martin Calls Talkers

There is no way in which to dodge the audible cinema. It may as well be faced now as later. It is a magnificent success, and so why not be a good sport and admit it?

Quinn Martin in "New York World"

Talking Newsreel Credited With Most Marked Progress

Up to the present, the most marked progress brought to the screen by the advent of the talkies is to be found, not as one might expect, in the realm of feature production, or even in musicals or short subjects, but in the newsreels. For this progress, I am told, the industry is indebted largely to one man, Percy Howard, editor of Fox Movietone News and Hearst Metrotone News. Mr. Howard’s choicest subjects may be seen daily at the Newsreel theater and in the various houses showing one or both of these pictorial reels. They are the best explanation of his success.

Pierre de Rohan in "Morning Telegraph"

**ALONG THE RIALTO**

*with*

Phil M. Daly, Jr.

Major Edward Bowes, who finds time to labor both as vice president of M-G-M and managing director of the Capitol, has accepted the chairmanship of the entertainment committee for the 30th annual charity ball of the New York Chapter, K. of C., scheduled Feb. 11. The Bremen is going to have a lotta laughs on its current trip across the Big Brink. Will Rogers is on board. Before gangplanking the champ gum-chewer and humor-slinger announced that he is going to the naval conference at London as a "surprise" delegate.

Anita Loos and John Emerson, hubby and wife, have gone to Miami to spend the winter and whatever else they spend at that Florida resort. Playwrights, like the weather, change their minds. Frederick Loewe, the truck writer of dramas, started for the U.S.A. to write for the talkers but decided that, after all, good old England, was good enough for him. So he left the Aquitania at Cherbourg and returned home.

After finished with vacationing at Havana Bryan Foy, director-in-chief of short production for Warners at the Coast, is New Yorking, along with wife and child. He'll stay in the East about two weeks before trekking Coastward. Angelo Soriero, who used to be a page boy at the Capitol, is back at the theater this week, this time as a member of the Six White Lillies Act.

After three weeks at the organ console of Warner Bros. records, Stuart Barrie, guest organist, has returned to Philadelphia to officiate again at the Mastbaum. Louise M. Roesch, the Beckou’s regular organist, becomes soloist at the theater. Jack Benny, who mastered-of-ceremonied for M-G-M’s "Hollywood Revue," is a current offering at the Palace.

Kewpie Love, a stage eyeful years ago when "beef trust" pulchritude flourished, but who has been doing characters in the films these last few years, will again go into her song and dance if the head of a charmer troupe, none of whom weigh less than 175 a.d.d. (after the Hollywood diet), in First National’s "Bright Lights." Latest developments in theater circuit changes are listed in the 1930 FILM DAILY YEAR BOOK

**1930 FILM DAILY YEAR BOOK**

**TEN YEARS AGO TO-DAY**

*(Fla.)*

Coolidge used to weigh his words. Now he counts 'em.—Leesburg (Fla.) Commercial.

Well, now that Coolidge is in the insurance business, he probably figures they are at a premium. If he was in the talkers, he'd time 'em.

Henry Ford purchased an ancient popcorn wagon off a Georgian for his Dearborn museum. Must be assembling a family tree for the tin Lizzie.—Atlanta Constitution.

Or experimenting on a new talking picture sound device.

New York, we read, has the largest floating population in the world. Evidently they are trying to get in the swim.—Kay Features.

Ralph Stitt claims they are just the overflow from "The Mighty" at the Rivoli.

**AND THAT'S THAT**

By PHIL M. DALY

S. A. SERWER of M. Witmark & Sons informs us that Frederick James Smith, morning picture reviewer for "Liberty" magazine, made an apology to Warner Brothers regarding a statement in a previous number about the music in "Show of Shows." His apology follows:

"My apologies to Warner Brothers for saying that 'Show of Shows' has no song hit. A second visit proves 'Sing in the Bath-Tub' is a hit, if I ever heard one."

Doggon if we didn’t have the same experience as Frederick. The first time we heard "Sing in the Bath-Tub" we didn’t fall for it at all. The second time we were so impressed we went home and took a bath. The third time the thing got to be a habit, and now we take a bath regularly every week. And we SING. Witmark has our permission to use this testimonial freely, with proper credit.

Coolidge used to weigh his words. Now he counts 'em.—Leesburg (Fla.) Commercial.

**NEWSPAPER OF FILM DOMINATION**

Americanization Drive via films to get under way Feb. 12.

United Picture Theaters take over Triangle exchanges.

Ned Wayburn retires as producing director of the Capitol, N. Y.

Al Lichtman plans Famous Players national convention at Chicago.

**THEIR FIRST JOBS**

ALAN HALE

*ALAN HALE *

Cub reporter on Philadelphia Evening Bulletin

**JANUARY 13---MANY HAPPY RETURNS**

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

Joy Auburn

Ruth Taylor

Kay Francis

Louis Payne

O. F. Spahr

Fred R. Zweigle
The New
CHAMP!

SUNNY
SIDE UP

Now holds the world's record for breaking more house records than "The Cock Eyed World":

Knocked 'em cold at

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(Second run over $18,000)

Opens at ROXY for Indefinite Run
January 17th
Warner Bros. Installing Wide Screen Equipment

$55,000,000 NET BY 5 COMPANIES IN 1929

Ontario M. P. T. O. Disbands; Members Join Pool

Independent Exhibitors Tie up with Booking Organization

Toronto—Ontario Branch of the M. P. T. O has passed out of existence with the affiliation of local independents with the Exhibitors Co-operative of Canada, film buying handled by Earl Lawson, a member of the Canadian Federal Parliament. Sixteen community theatres comprise the group for which R. Cannon, former exchange manager, is buying agent.

NATHANSON CHAIN COST FIGURED AT $25,000,000

Montreal—Total of $25,000,000 will be expended by N. L. Nathanson on a theater chain, plans for which have not been changed. This is the statement Nathanson made to a ILM DAILY representative yesterday. He said plans are now being prepared for 5,000-seat houses in both city and Toronto.

Rooley Ass't Zone Mgr. of Stanley-Fabian Houses

Paterson, N. J.—Charles L. Dooley, formerly with Fabian interests in this city, has been appointed assistant general zone manager in the Northern New Jersey district with offices in Newark. Dooley in his new capacity will have supervision over 46 Stanley-Fabian houses, under control of Warners in this state.

35 Warner Bros. Theaters Already Have Wide Screen

Pittsburgh Palace to Show Newsreels, Shorts

Pittsburgh—Harris Amusement Co. has completed arrangements for the showing of newsreels and short variety films, exclusively at the Palace here. Sound equipment is being installed; the house, seats 400. J. L. White is manager.

Butterfield Withdraws from Michigan M. P. T. O.

Detroit—W. S. Butterfield has resigned and withdrawn his theaters from the Michigan M. P. T. O. In the following statement he gives his reasons:

"Fifteen years ago, I encouraged the forming of an association of Motion Picture Theater Owners and Managers into a State organization with the idea that the organization should be operated on "One for all and all for one." That was the motto of the organization and its by-laws were drawn up on this basis. I have stood by the organization through thick and thin and have

Miniature Phonofilm for Narrow Film Developed

Dr. Lee De Forest, research engineer for General Talking Pictures, has developed a miniature Phonofilm for reproducing sound on 16mm narrow width film. The total weight of the sound reproducer and projector is less than 20 pounds, it is claimed. Patent applications have been filed for the device and preparations are under way for the manufacture of the apparatus for use by amateurs and commercial photographers.

Desberg Again Manager for Loew in Cleveland

Cleveland—Fred Desberg is understood to be returning as general manager of Loew's 11 houses in this city. He succeeds Howard Price Kingsmore who, it is expected, will be transferred to another territory.

Devaney pinch-hitting in U's Detroit Office

Detroit—Leo Devaney, district manager for Universal, is temporarily handling the local office, following the resignation of Ray Moon, who has joined the Co-operative Theater Service Corp. Upon appointment of a Detroit manager, it is understood Devaney will assume new duties in the home office.

Aggregate Earnings Last Year More Than Double 1928 Total

Aggregate net profits of five leading companies, Paramount, Warner, Fox, Loew and RKO, as already reported or estimated for 1929 amount to $55,270,584, which is more than double the $26,160,617 netted by the same firms in 1928, according to a summary compiled by "The Wall (Continued on Page 2)

Coast Bank Survey Cites Greater Activity in 1929

West Coast Bureau, THE FILM DAILY—A higher level of activity in the film industry during 1929 as compared with 1928 is reported in the January business summary of the Security-First National Bank of Los Angeles, which says:

"The motion picture industry is reported to have operated at a greater level of activity during 1929 than during 1928, due largely to the more extensive production of talking and (Continued on Page 2)

New British Company Will Distribute in U.S.

London (By Cable)—With contracts for distribution of its product in the United States, as well as in the United Kingdom and Colonies, a new British film company, Artistic Sound Productions, Ltd., has been formed. Alexander Esway will be producer for the firm, which plans (Continued on Page 2)

"See and Hear" by WILL H. HAYS

Gives You the Highlights of the Industry's Progress.

RUNNING SERIALLY
Every Day in The Film Daily
The Industry's Date Book

Coast Bank Survey Cites Greater Activity in 1929

(Continued from Page 1)

Coast Bank Survey Cites Greater Activity in 1929

(Continued from Page 1)

coast pictures. The production programs of most of the other companies were finished early, however, and activity during November and December of 1928 was under that of these months of 1929. The number of extras cast during November, 1929 (the latest period for which figures are available), totaled 18,949, as compared with 20,850 for November, 1928, and 27,557 for October of this year.

New British Company Will Distribute in U. S.

(Continued from Page 1)

to make four or five pictures a year.

The first feature is to be "The Mide-

West Watch," by Ray Hay and Stephen

King Hall. The company also is un-

derstood to have arrived with com-

petitive concerns for making multi-

lingual pictures.

Livingston En Route on Foreign Trip for Pathe

S. M. Livingston, special representa-

tive of Pathe International Corp.,

is en route on the George Washing-

ton for London, his first destination on an extensive trip abroad in the interests of the company. He will visit all the principal cities of Europe and the Far East.

Formby Editing Atlanta Paper

Atlanta—William G. Formby is now editor and manager of the "Weekly Film Review," which was recently acquired by Associated Pub-

lications. Anna Aiken Patterson con-

tinues in an editorial capacity.

"Fox Night" for Guild Meet

The Catholic M. P. Guild featured "Fox Night" at the monthly meeting last night at the Hollywood Columbian Club.

AMALGAMATED VAUDVILLE AGENCY

Attractions for Picture Theaters

Standard Vaudeville Acts

1600 Broadway, New York City

Phone Penn. 3860

OAKLEER

SILENT PRE-COOLING
KOOLER-AIRE, INC. 108 E 42nd St. NEW YORK, N. Y.

"This one will stand the acid test with any of 'em."

Hollywood Filmograph
The Birth and Growth of Motion Pictures and Sound

Chapter III—Continued

Organization of an Industry

The motion picture, more than any other medium of expression, has hampered and beset by place legal restrictions on its realization that the integrity of motion pictures was as just as the integrity of our churches is protected and that the quality of pictures must be described as "wholly and unqualifiedly defeated by public opinion.

The only time the people of a state have voted 344,921 to 125,000,000 dollars in favor of censorship is when, in the State of Massachusetts where the censorship of motion pictures was enacted directly to the people in 1922. The citizens of that state defeated the proposed censorship 553,173 to 408,252—a majority of 344,921 against censorship.

Motion pictures remain the most typical and American of American productions. So in thirty-three years, all the major industries in this country, the motion picture industry stands first probably in the percentage of the world's supply of a single commodity. These figures issued not long ago by the Department of Commerce at Washington are surprising:

Per cent

Of the world's land, United States possess

6

Of the world's coal we dig up

40

Of the world's telephone, we use

75

Of the world's automobiles, we make more than

80

Of the world's motion pictures, we produce more than

85

Two hundred and fifty-five thousand persons are permanently employed in the industry in this country and more than $125,000,000 is spent annually in production. Last year, 823 feature pictures and several times that number of shorter subjects, news reels and travelogues were produced. It is estimated that approximately one hundred million Americans go to the movies weekly. Our pictures are shown in seventy countries with titles translated into thirty-seven tongues. Last year, we distributed 325,585,000 feet of film and every day approximately twenty-five thousand miles of motion pictures are handled, examined, stored, and shipped by employees in the exchanges of members of the Motion Picture Producers and Distributors of America.

The future of the industry one hesitates to predict. So great has been the advance in the narrow envelope of art in which it was possible to attempt the future appears futile. One can see only expansion, development, progress. The motion picture will not retain its present popularity but will of course add immeasurably to it. It will add also to the list of benefits which it already is performing. Producers are taking the best men available into the studios and training them in the methods of production which cannot help but result in a steady flow of finer and finer pictures. Universities and colleges are offering courses in motion picture technology and appreciation. All of literature, all of modern writing, provides a market for motion pictures. New mechanical developments are coming every day. Theaters are marvels of comfort and amenities and if the custodians of the motion picture in every branch of the industry are aware of the responsibility upon them.

Thoughtful people are agreeing with our persistent contention that the motion picture is one of the greatest forces yet given to man to bring a happier understanding not only between men but also between nations. And herein lies the greatest possibility, the only one of the greatest future possibilities of the motion picture. The motion picture knows no barriers of distance, no language. All men, wherever they may live, can see, on the screen a story they can understand. If we can only have understanding, we shall not only be peaceful and kindly among ourselves, but we shall remain in symbiosis with all nations. When we understand, we do not hate and when we do not hate, we do not war.

I hope to make this international understanding by sympathetically telling the story of the nationals of every country to the nationals of all others. It is the determined purpose of our Association.

The great need of the future of course, is manpower. The motion picture business is built largely upon personnel. Take away the directors, actors, writers and nothing is left but a lightly organized production, distribution and exhibition force with nothing to keep it running.

The greatest difficulty in progress has been in those phases of art in which it has been necessary to develop the talent completely. And there has been the most significant development. Irania, Ireland, and in thirty years from the time man first began to construct buildings, the Woolworth Building was erected; as if in thirty years after the invention of the violin we had produced Kreisler, Kubelik and Mischa Eisman.

In the late months have come forward these and other great talents, skilled writers and talented actors that the motion picture is producing at least a story that is in favor of the best in art, in the drama and in literature. It is merely a question of finding men and women who have the talent necessary to make always the very best. Motion picture producers are trying to employ only the directors and writers with whom they can work. They are doing their utmost to develop them. Directing and scenario writing are two of the great professions that are a part of this and no other enterprise. Applications by the thousands come from persons who are not qualified to pass even the first test. The result will be a very marked movement upward. Men and women will come to the industry already prepared in the fundamentals of the business to follow and improve on the time and their talents to this great new art.

Recognition of the motion picture as an art by the great universities marks the beginning of a new day in motion picture work. It paves the way for the motion picture's Shakespeares.

I wish it were possible here to draw aside the curtains of the future and to show what is to come for the future, I have no fear, will be great.

William Kennedy and Laurie Dickson, Edison's early laboratory assistant, far back in 1896 forecast the future of the motion picture.

"It is the flower and fruit of the nineteenth century magic," he said, "the crystallization of eons of groping enchantments. In its whole-some, solid success there are possibilities undreamed of by the art lovers of the East; the conservatory, the Academy, the jealous conservatories of the mysteries of Delphic and Eleusinian shrines. It is the earnest of the coming age, when the great potentialities of life shall no longer be in the keeping of the cloister and college, of money bag, but shall overflow to the nethermost portions of the earth, at the command of the humblest heir of the divine intelligence." I agree with Terry Ramsaye when he says, "Will Hays himself could say more, to-day.

(Continued Tomorrow)
WITH the advent of talkies, the States Rights market has become pretty well shot. Many of you independent exchangemen have been marking time, hoping that some development in the film industry might give you a chance to do business at the old stand.

THAT DEVELOPMENT IS HERE NOW—TALKIES FOR THE NON-THEATRICAL FIELD! It is made possible by the use of STAN-A-PHONE PORTABLE TALKING PICTURE EQUIPMENT!

Here is your chance to set yourself up in business again, without being worried by unbeatable competition. Here is your opportunity to cash in on the demand for talkies in the non-theatrical field, in which there are 50,000 outlets for distribution.
Independent Exchanges

Schools, colleges, churches, halls, community centers, Y. M. C. A.'s, women's clubs, etc., all over the country, are going in extensively for the exhibition of entertainment, educational and industrial talking pictures. AND THERE'S PLENTY OF PRODUCT AVAILABLE FOR THIS TREMENDOUS FIELD.

The unique portability of Stan-a-phone Talking Picture Equipment enables you to transport it in a taxicab, set it up in fifteen minutes and give a talking picture show in a school room, assembly hall or a business office. It attaches to any type of standard projector—portable or stationary.

Costing but a few hundred dollars, yet giving the same results as theatrical installations costing thousands, Stan-a-phone Talking Picture Equipment gives you an unusual opportunity to cash in on the experience you've accumulated in the film business. Here is a golden field for you to exploit. Write for particulars on how you can become the agent in your territory for Stan-a-phone.

STAN-A-PHONE
Equipment Distributing Corp.
220 West 42nd St., New York City
Party Girl' Is Daringly Different Motion Picture

By REGINA CREEK

Tiffany has taken the jazz atmosphere of movie college stories and transferred it, theme songs and all, to a tale of modern business. "Party Girl," now at the Gaiety, preaches a little sermon on the business methods of this country. If, as it would seem, the wheels of industry are turned only by gin, the Wall Street crash came none too soon.

Excitement Aplenty

Against this background is discovered a triangle consisting of young Douglas Fairbanks as the wild son of a manufacturer who declines to do business through party girls, the father’s secretary, Jeanette Loff, to whom the son is engaged, and Judith Barrie, one of the party racketeers. The boy is tricked into marrying Judith, who, it is explained, is rather badly in need of a husband just at the time. There is plenty of excitement and lots of “it” in the picture.

Miss Loff, one of the screen’s most beautiful blondes, contributes the best work she has thus far offered, and in addition surprises even her friends with the local qualities of her most imitative voice. Doubt

The New Photoplay

"Party Girl," Jazz Story of Modern Business, on View at the Gaiety.
HERE'S THE PROOF!
ALL RECORDS SMASHED
AND SWEEPING THE COUNTRY

CONWAY TEARLE
VIRGINIA VALLI
RICARDO CORTEZ

A Smashing Special For Exploitation, as Shown by Boston Run Where All Records Were Broken.

CASH IN NOW!

Recorded by RCA Photophone.

With

THE LOST ZEPPELIN

A Smashing Special For Exploitation, as Shown by Boston Run Where All Records Were Broken.

CASH IN NOW!

Recorded by RCA Photophone.

BOSTON GLOBE

"The Lost Zeppelin," Cinema Leader at the Park

Tiffany's thrilling special, "The Lost Zeppelin," with Conway Tearle, Virginia Valli and Ricardo Cortez, is at the Park Theater. It is the "Lost Zeppelin," now to be seen at the Park Theatre. Even the Park Theater.

BOSTON HERALD

With Conway Tearle, Ricardo Cortez, Virginia Valli

BOSTON AMERICAN

THE LOST ZEPPELIN PACKS 'EM IN AT PARK

SAN FRANCISCO EXAMINER

An idea of some of the hardships that Commander Byrd encounters during his present expedition to the South Pole is given in "The Lost Zeppelin," which today opened on the screen at the Marion Davies.

Tiffany's thrilling special, "The Lost Zeppelin," with Conway Tearle, Ricardo Cortez, and Virginia Valli, is at the Park Theater. It is the "Lost Zeppelin," now to be seen at the Park Theatre. Even the Park Theater.

BOSTON HERALD

"THE LOST ZEPPELIN" LIKED IN ST. LOUIS—WET XMAS

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BURTON HOLMES, whose travelogues were known to every picture-going person about 10 years ago, was the attraction at Carnegie Hall yesterday with his film depicting the 1929 season in and about London. Zius, associate Brykind, who once received his pay checks for writing p. a. stuff for the Rialto but nowadays writes books for musical shows, did such work on "Strike Up the Band," which opens tonight at the Times Square. The cast of this Broadway arrival, incidentally, includes Clark & McCullough, who have been talkedher, and Joyce Coles, who has done much dancing in de luxe houses along Incendescent Lane.

Bertram Bloch, Eingeeen scenario expert, is author of "Even in Egypt," comedy which is going through the tryout process at Werba's Flatbush, Brooklyn, this week. The cast, by the way, is headed by George Jessel, "The Kat's Meow," latest release of the Krazy Kat series, recently has a theme song written especially for this cartoon. The lyrics are by Jimmy Bronis and the music by Joe DeNat, musical director of the Winkler studios.

John Briggs, scenic artist, the other day threw a respectable but devilish little party all for the sole purpose of having the gang visit his new hide-away on 50th St. Harry Takiff, acted as mental gymnast, phrase juggler or ceremony guy. Here is the latest line-up of steady house talent at the Beacon, J. J. Byrne, manager; S. Zinn, assistant manager; T. Clinton, treasurer; and M. Kaplan, head usher.

Joseph Litau has assumed direction of the Roxy Symphony Orchestra, Joseph was born at Elizabeth, N. J., in 1899. Capt. Lisandro Garay, of the Honduras Army, who will attempt an air-mail trail between New York and Honduras in April, will be a guest of honor at Warners tonight. Well, Capt., hit or miss, we're with you. Jimmy Gleason just raked in three more contracts. One each with Warners, Pathe and Tiffany.

Arthur Forde has been appointed Eastern representative for "Hollywood Filmograph," which Harry Burns guides. H. M. Warner paid a visit to John J. Raskob at Wilmington, Del., the other night. So the Ivan Abramson case will have to manage without the services of Senator Brookhart.

Ed Delaney, Loew publicity chieftain, is back in town after a trip to Boston to publicize Gene Dennis, psychic, who opens at Loew's State in that city Monday. She gave a demonstration to Boston newspaper men which Ed vorns was a wow.

The production personnel of every feature released in America in 1929 will be included in the forthcoming FILM DAILY Year Book.

AND THAT'S THAT

By PHIL M. DALY

H. W. HIGGIN, director of "The Racketeer," has sent us a wittled orchid by air mail from Hollywood. You can imagine how our heart went pitter pitter, thinking Clara Bow, or perhaps Louise Fazenda, was flitting around with it. Then we saw Howard's name at the bottom of the letter, and were disillusioned. He sent the exhibit a way of proof of the following story:

During the making of a scene in this production it was necessary to use real orchids. The intense heat of incandescent lights wilted the flowers almost as rapidly as they were exposed. The orchid supply of seven florists, at six snackers per were used before the scene was photographed. * * * Oh, well, that's Mr. Higgin's story, so we have written him:

Dear Howard: Next time please send the six bucks. Phil.

The National Association of Aubudon Societies has caused a bill to be introduced in Congress to prevent killing bald eagles. -News Item.

We know a film executive who is a bald Ebl who was almost murdered by his wife for coming home late from the Elks Club, but nobody did anything about it. * * *

"What's Trump?" (See Jack DeLacy)

Over a no-trump on your right, don't bid a long established or establishable suit with weak or worthless side cards. In other words, a hand that holds a sure or good defense against loss of game at no-trumps, and no sure defense against loss of game should opponents shift to their best suit, as they do when warned.

Add Spelling Bee: Syzygy. Yclept.

TEN YEARS AGO TO-DAY

IN

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

Bebe Daniels
A. S. Kirkpatrick
Clara Beranger
Edward Bowes

Ray Hallor
Mary Ann Jackson
Hugh Saxon
William Livingston

More than 300 theaters join First National Exhibitors of Ohio.

Alexander Pantages reported forming producing unit.

Ackerman & Harris plan 3,000 seat house in Los Angeles.

The Mirror
—a column of comment

CARL LAEMMLE goes down on the record as favoring the remaking of box-office silent pictures into talkers. Adoption of this plan, he points out, will alleviate the current shortage of material for talking pictures.

Unquestionably this is an idea which is going to put a lot of good American dollars into exhibitor pockets. Material which has proven its commercial value in silent form is likely, in most instances, when given proper dialogue and sound effects, to repeat its audience appeal. And probably with renewed strength. Good screen story material, like good music, is well worth more than one presentation.

FOUR MAJOR chains are equipping their theaters for wide-screen pictures. Exhibitors should not interpret this statement as an indication that enlarged pictures are going to panic the industry before it regains its financial health after the sound avalanche. So far only a few pictures are definitely set for wide-screen production and these are largely experimental in objective. General distribution of enlarged-visibility pictures is still some distance off.

A PITTSBURGH house joins the ranks of theaters showing newsreels and shorts exclusively.

Ideas that are new and different provide the gas which keeps the machinery of exhibition running smoothly—and profitably. Small-house operators who are diligently trying to compete with de luxe neighbors might do well to inject some in their business by adopting a grind news-reel and shorts policy. Houses with similar policies are clicking loudly, we hear.

Preliminary Plans Show 63 in Dialogue, Sound, and 98 Silents

A total of 265 short subjects already are set for production by Universal in 1930, with plans for additions to the list later in the year. The schedule, as far as it has been determined, comprises 40 all-talking two-reel comedies; 26 one-reelers, sound; 26 one-reelers, silent; 52 two-reelers, silent; 12 two-reelers, “Sporting Youth” series, all-talking; 7 serials, sound.

In the two reel comedy division, there are all starts, and ten star Sunny Jim. These are all talking. The silent’s only group comprises ten Sid.

Six All-Nighters

Detroit—This city has gone in for all-night picture shows in a serious way. Six houses, four of which are in the downtown district, have adopted this policy. The theaters are: the LaSalle, Republic, Rosebud, Blackstone, Colonial and Fine Arts. In no case where an all-night policy was adopted has it been abandoned.

P-F-L FOREIGN BUSINESS

AIDS NET 40 P.C. FOR ‘29

Technicolor for the year ended Dec. 31, 1929, is expected to show net earnings of approximately $1,000,000, according to a statement in "The Wall Street News." Since the forthcoming annual statement will be the

FIGURE TECHNICOLOUR NET

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N. Y. Houses of Publix Chain

SHOW RECORD RECEIPTS FOR JAN.

SAYS SOUND TECHNIQUE

HOLTS GERMAN PRODUCERS

West Coast Bureau, THE FILM DAILY

Hollywood—Reaction of talking films has resulted in disorganization of German film production, according to Fred Zinnemann, who is here from Berlin studying sound technique. Zinneman, who has been responsible for many German trick camera angles, believes that if Germany is to regain its film markets it will be

West Coast Bureau, THE FILM DAILY

Los Angeles—Theater attendance in Publix houses has increased to 15,000,000 weekly, according to B. P. Schulberg. The company’s principal houses in New York City, namely the Paramount, Rivoli, Brooklyn Paramount and the Criterion, reported record receipts for the first week in January. The revenue and excess over previous record for each of the houses were as follows: Paramount, $94,146, excess $8,000; Rivoli, $77,252, excess $21,000; Brooklyn Paramount, $73,168, excess $8,000; and Criterion, revenue $19,080, excess $7,000.

Of the total gross revenue of the

About $19,000,000 is to be expended on production.

West Coast Bureau, THE FILM DAILY

Hollywood—With a budget calling for expenditure of between $19,000,000 and $19,500,000, Paramount will make about 65 features and 22 shorts for its 1930 production program, states B. P. Schulberg. Estimated production costs for the year are approximately $1,750,000 more than those in 1929.

LONDON SUBURB HOUSES

MAY BE BUILT BY U. A.

Erection of several suburban houses in the London district is under consideration by United Artists. Following completion of the de luxe house already planned for the downtown section of the English capital, a

"Hit the Deck"

Heave to mate for here’s a trim and pretty bark but a few days out of Hollywood Harbor carrying a cargo of iron men that should prove an attractive and welcome addition to any exhibitor’s port. “Hit the Deck,” the latest addition to the Radio Pictures’ fleet made its bow to Broadway at the Earl Carroll Theater last night. It is elaborate enough to be compelling. Clean enough to remind one of the old home town and musical enough to send ‘em out whistling. After all why be critical with a production that provides a splendid wholesome and colorful evening of entertainment. Your customers generally will like it and a theater owner who can’t make money with pictures of this kind does not belong in this business.

ALICOTE.
P-F-L HAS ABOUT 65 FEATURES ON 1930 LIST according to the company's Coast general manager of production.

The feature lineup, which is understood to be tentative as yet, will total about the same as that for the 1929 production schedule. Total number of shorts is substantially decreased compared with the past year. About 10 of the features will be produced at the Long Island studio, at which all shorts will be made. Says the statement. The remaining 55 features will be made at the Coast.

WESTERN ELECTRIC LOSES APPEAL AGAINST PACENT

An appeal by the A. T. & T., Western Electric talking picture interests against Pacent Reproducer Corp. and Pacent Electric Co., Inc., from dismissal of the infringement suit brought by the telephone group against Pacent companies, was dismissed in the U. S. Circuit Court of Appeals for the Second Circuit. G. C. Pratt, head of Western Electric's legal department issued the following statement on the outcome of the decision:

"The dismissal by the Appeal Court was on formal matter only and the appeal may be renewed. In any event it can be stated that we shall continue the prosecution of this suit until it can be brought before the court and a decision rendered upon the merits of the patents involved."

Louis G. Pacent, President of the Pacent Companies, commenting on the decision of the Court and the statement of G. C. Pratt representing A. T. & T., Western Electric in part said:

"The result of the appeal is in line with the decisions by courts in this litigation in the past. The merits of the patents are still undecided, although this is no fault of our own.

"We are more anxious than the telephone group to have a speedy determination upon the merits. We are fully prepared for such a determination and are as confident of the result of any trial of the issue of infringement as we have always been of the favorable decisions which have been uniformly ours in the whole history of this litigation. We do not infringe any valid rights of the telephone company. We have stated so from the beginning and as time goes on our statement becomes more emphatic and should be accepted in view of our successful conduct of the litigation in its technical aspects thus far, as the real truth of the situation."

Publix Attendance Up to 15 Million Weekly (Continued from Page 1) company produced in this country, about 75 per cent is received from theaters owned or controlled by Paramount Schniberg said.

Today: Warner theo studio to resume activity.

Jan. 18 M. P. Projectionists Local No. 30 celebrate 16th anniversary at Astor Hotel, N. Y. N. Y. to Premier of "The Locked Door at the Rivoli.

Jan. 20 Opening "Across the Wrie. With Mr. and Mrs. Martin John son" at the Cohen, N. Y.,


Feb. 1 Meeting of non-theatrical producers... Paramount Pep Club annual ball at the Astor, New York.

Feb. 19 Annual Benefit Show of Catholic M. P. Guild at Los Angeles.

Mar. 5 First Day of Lent.

June 2-7 International Cinema Congress at Brusells.

Hoyt Production Head for Equitable Pictures

Harry O. Hoyt has just been selected by George W. Stout, president of the Equitable Pictures, as production manager. Hoyt is in Hollywood now, working on plans for Equitable production schedule, due to get under way within a few weeks.

New W. F. Weekly Record

All weekly records for the installation of Western Electric sound systems were shattered when 146 installations were completed the week ending Dec. 28, according to C. W. Bann, general sales manager of Electrical Research. Hoyt tops the previous record of 114 installations during the week of Sept. 21, 1929, an average of one every 87 minutes.

AD-VANCE AD

"We have been using your trailers for only two months, but wish to state that they are satisfactory in every re

pect and will continue to use the service."

—Palace Theater, Brown Field, Ind.
Rockefeller in 'Talkies' for First Time

Standard Oil Anniversary Address New 'Running at Embassy Theatre.

John D. Rockefeller, the world's richest man, who at ninety years of age has given more than $300,000 to public benefactions, has succumbed to the lure of the talking motion pictures. After two years of effort, C. E. Engelbrecht, of the Fox-Hearst Corporation, induced Mr. Rockefeller to pose before the camera and talk into the microphone for the first time for Hearst Metrotone News.

The Standard Oil Company yesterday celebrated the sixtieth anniversary of its existence at Cleveland. Mr. Rockefeller, as is his custom, is spending the winter at Ormond Beach, Fla., and could not brave the change in temperature to attend the Cleveland celebration in person, so it was arranged for him to appear through the medium of the talking motion pictures.

ROCKEFELLER IN
'TALKIES' FOR
FIRST TIME

The negative was made at Ormond Beach 'on Monday' and rushed here, where a print was turned out and sent by air mail to Cleveland. It was shown last night at the gathering of the Standard Oil Company executives, and simultaneously at the Embassy, the Newsreel Theatre here, as part of the new programme.

Mr. Rockefeller's voice is amazingly strong and clear, and the recording is without a flaw. It is shown seated on the veranda of his home at Ormond Beach, in the course of his talk, which is addressed to the executives of the Standard Oil Company, he says:

**Expresses Gratitude.**

"I am grateful beyond measure for all these long, happy and prosperous sixty years now drawing to a close. I have no words to express my appreciation of all who have had a part in making the company the success it has been—far beyond our fondest dreams at the time of its beginning."

"We cherish the memory of the multitudes of our dear associates who worked so closely in their time of service and have passed on with unclouded records. We who remain are to carry on the work which they established, with the highest ideals, sharing with each other our успехs, and even our failures, with ever growing confidence and an increasing desire to be of the greatest service to mankind."

The pictures of Mr. Rockefeller also are being shown at leading theatres everywhere by Hearst Metrotone News.

Typical Nationwide Hearst Promotion for Hearst Metrotone News and M-G-M International Newsreel. It sells your public!

WHEN THE WORLD'S LEADING PERSONALITIES TALK

They pick the world's leading Talking Newsreel

HEARST-METROTOPE NEWS

a live-wire Sound News from the live-wire company

Metro-Goldwyn-Mayer
“SEE AND HEAR” By D. W. Griffith

An Engrossing Resume of the Industry’s Progress

Chapter IV

The Coming of Sound

T

HE rapid and amazing adaptation of sound to motion picture entertainment since the fall of 1926 has led to the entirely erroneous belief that talking pictures are something new under the sun, when, as a matter of fact, the development of sound was certainly corollary with, and, some say, was even the forerunner of the moving picture.

We know that Thomas A. Edison was looking for eyes for his phonograph when he produced what turned out to be the first marketable motion picture machine. And there is much evidence to prove that scientists here and abroad were engaged more than fifty years ago in making photographs of sound. There was, for instance, a Doctor Czermak, of Vienna, who in 1862 succeeded in photographing the vocal chords in action although he did not, it is true, attempt to record the sound vibration, and there was a Professor Eli Whitney Blake, of Brown University, who sixteen years later is reputed to have patented the vibrations of a microphone diaphragm by means of a mirror which cast a light on a photographic plate.

Instances of other experiments, similar rather, which resulted in the invention of a commercially possible moving picture, were from time to time recorded, leading up to the time of Professor Demeny’s “Chronophotophone” in 1892, about which very little is known, and to the time of Edison’s “Kinetoscope” in 1894 which, however, never was done, certainly synchronized sound with pictures. Like the peep-show pictures, the Kinetoscope was a one man device, ear tubes being used to catch the sound. Public demonstrations were held at Raff and Gaumont’s amusement parlors at 1199 Broadway but the demand for the first “talkie” was so slight that the device was soon withdrawn.

In the years that immediately followed the withdrawal of the Kinetoscope, scientists continued their investigations. They worked quietly, as is the way of science, out of the public’s eye, being, for the most part, content to wait until they had learned the essential facts about recording sound before making known their discoveries. When they did speak they were able to speak of a commercially successful article; they were ready to turn out an almost finished product. That is why sound has come into universal use with such amazing rapidity. It was delivered on a silver platter in 1926 and the industry had only to adapt itself to its use. To me the most interesting phase in the whole development has been the ease with which the producing companies and the theaters have adjusted themselves to so revolutionary an addition.

Almost every invention is within the scope of an article of this nature to go into the claims of various inventors as to their share in the development of talking pictures. Much has been said recently about men like Eugene Augustin Lauste, formerly an employee of Mr. Edison, and about his synchronization of the pictures, but it seems that much of the credit goes to the inventors.

Unquestionably the work of many men has gone into the perfect present talking devices. Almost every great invention is the result of the combined efforts of scientists. There can be in these pages, therefore, no attempt to place final responsibility. Such a matter is for the inventors, the patents office, and the users of sound to decide. It is sufficient to say that there never was a time when Lauste, about 1907, was demonstrating a sound and film device in London. He did not meet with great success, but recently has been able to market his product for any widespread use. In an interview printed in the New York World, Mr. Lauste attributed his failure to the breaking up of his company during the war. Most of his stockholders were Germans, and the necessary capital for future developments was not forthcoming.

Carl Laemmle, president of Universal Pictures Corporation, tells an interesting story of his early experiments with sound. Twenty years ago he imported from Germany a device which he advertised as the “greatest improvement in the moving picture.” The name of the instrument was Synchroscope and the first exhibition was in Chicago for the benefit of exhibitors and representatives of the press. Confidentially Mr. Laemmle explained that the “crave for talking pictures will be greater than the present crave for ordinary moving pictures.”

There were others who rather more recently advertised the Universal Company’s president, Billboard, for instance, in an editorial at the time asked: “Is the moving picture business about to be revolutionized? Has the time arrived when vaudeville houses can put on a whole bill by machinery?...” “I was fairly stunned the other day,” said the Billboard writer, “when I witnessed a performance that was so startlingly realistic that I began to wonder how many listeners already are answered in the affirmative.”

For a time the Synchroscope was highly successful. Many exhibitors put in their orders and deliveries were accelerated. Other exhibitors who did not order the talking device made provision for it by means of sound, and the day of the song-sides came into popularity. Still others attempted to make their own devices. An instant was not long enough off-stage noises.

At last the Synchroscope failed and was withdrawn. The difficulty was that the public was not sufficiently anxious to meet the market’s demand. The supply was exhausted. Another reason for failure was that the phonograph was capable of holding material for only two reels while the theaters were demanding four and five reels.

About 1908, Edison again turned his attention to the talking picture, this time with a device known as the Cameraphone which coupled a phonograph to a film strip driven by a motor attached to a wire belt. Making a Cameraphone picture was very simple. A phonograph record was selected and photographed until the synchronization was at least passable. Of course the synchronization was never perfect, but it was instantly rejected but in those days close-ups had not come into popular use. Nobody had thought of it at that time. Head and face on a full screen and lip-movement was not regarded as important. Proponents of the Cameraphone argued with some justice that the combination of perfect synchronization was not imperative.

For a short time the Cameraphone flourished. It was admittedly a novelty, however, and while the world was always interested in novelties, it soon tired of them. The Cameraphone ceased to be popular, and since improvement was not forthcoming the device vanished from the market until 1913 when Mr. Edison again launched a talking device.

Another story is told of the premiere of the Cameraphone, or the Kinetophone as it had come to be known. It was on a Friday afternoon, February 17, 1913, that three men set out to judge the audience reaction to Edison’s newest invention. Those three were: Mr. Edison, John J. Murdock, and Martin Beck. Four theaters had been chosen for the experiments—the Colonial, the De Forest, the Bal Tabarin, and the Alhambra. On the program of each of those theaters was the announcement: “Thomas A. Edison presents talking pictures and great silent pictures, including motion pictures, or the Kinetophone.”

The New York Times reviewed the events which led up to that afternoon’s experiment. Mr. Edison had perfected his invention in his shops at Orange, N. J., and had tried out the results on a small theater adjoining his studio. A scene from Shakespeare’s Julius Caesar was photographed with sound. Then there was a four-reeler, a tale of the Orient concluding with the breaking of a china dish. A violinist, a singer, and a pianist were on the program, and the whole was concluded with the barking of a dog.

A review of the showing in the papers of the day reveals the following interesting comment: “For the present at least the prophecy that the ‘talkies’ soon will supplant grand opera or the legitimate drama seems to be fantastic. It was stated that soon well-known players of the legitimate stage will be seen and heard in the ‘talkies.’ Then no doubt the invention will give greater pleasure to critical audiences.”

The reviewer’s comment was, for the time being at any rate, accurate. The Cameraphone may or may not become a sensation. Exhibitors shied away from it and within a short time it was withdrawn from the market. Not until 1921 was there another definite attempt to reach the public with talking pictures.

In 1915, D. W. Griffith, always a pioneering spirit, showed his picture “Dream Street” at the Town Hall in New York City with a sound accompaniment. The device he used was known as the Photokinema and the dialogue consisted of 200 feet of film. It was an interesting experiment and many of the leading exhibitors in the industry were in the Town Hall for the showing. Griffith was warmly applauded for his efforts but the general belief was that talking pictures were still far off in the future.

Another name appears in the early history of sound—the name of Dr. Lee de Forest. Dr. de Forest in 1907 is said to have perfected a vacuum amplifying tube. About 1923 reports became current about the Phonofilm. Since then law suits have developed relative to patent rights, and those suits are still pending. Whether the outcome may be, the name of Dr. de Forest is an interesting and important one in connection with the history of talking pictures.

(Continued Tomorrow)

TO-MORROW

Chapter V

“The Modern Talking Picture”

Amazingly rapid development of a new and great industry

Related in this interesting serial

EVERY DAY

in THE FILM DAILY

Copyright, 1929, by Motion Picture Producers and Distributors of America

Wednesday, January 15, 1930

THE FILM DAILY
United States

East Hampton, Conn.—The Majestic, which has been closed for a month, was purchased recently by Deputy Sheriff Roy Young from Paul Marchand. The new owner of the small house plans to remodel the 300-seat theater and equip it for sound presentations. William S. Powell, operator of a chain of small houses, recently sought to purchase the house but the deal fell through.

Akron, O.—Scale of admission at the Keith-Albee has been cut, according to Manager Herb Jennings. Matinee prices now are 25 cents for the main floor and 25 cents in the balcony, except Sundays when all seats are listed at 50 cents instead of 75 cents.

South Bend, Ind.—Three new directors have been named to the board of the Mishawaka Theatre. The house is operated by Twin City Amusements Co.

Middletown, N. Y.—Purchase of a house on Broadway for the purpose of a 2,000-seat theater has been announced by Harry Lynch, head of a Cincinnati real estate firm.

Chicago.—"Flight," Columbia picture, which played the Studebaker for six weeks at $2 and then moved into the Oriental at popular prices, is being held over for a second week at the latter house, where the regular policy is for a week's run only.

New York

Six hundred seats are in the new house, which opens Jan. 20, at 42 ast 58th St. Harry Creighton installed the house along lines of Tudor architecture. Programs, which will include both silent and sound pictures, will be changed twice a week.

T. S. Delaney, of Pathé International, states that prints of the Spanish version of "Her Private Affair" are now being shipped to Spain, Mexico and Cuba and that the remaining Spanish speaking territories will be supplied shortly. The Pathé one hundred per cent Spanish version of "Her Private Affair" was directed by Emile de Roat.

Installation of the Brel sound system has been made at the Nassau Graham and Metro theaters in Brooklyn, according to Charles Merkle, acoustical engineer.

The British production, "The Farmer's Wife," is being held for a second week at the Carnegie, and is being distributed by Ufa Films throughout the United States.

With the installation of Pacent apparatus at the Temple Methodist Church, New York, recently, the total installation made by the company already has passed the 1,000th mark.

Foreign

Madrid.—The Grand Cross has been awarded Santiago Reves Sanz for extraordinary heroism in the disastrous Novedades Theater fire here last November.

London.—Plug earphones which will enable the deaf to hear talking pictures are being installed in local theaters. The Capitol, Queen's, Pavilion and Park Hall Cinemas, Cardiff, have already found the new invention attractive.

Jeanette Loff Signed to Star for Universal

Los Angeles.—Jeanette Loff, who appears in the Paul Whiteman film, "King of Jazz," has signed a long-term contract to star for Universal, as announced by Carl Schneider, Jr.

Same Film at Strand and Beacon

"Show of Shows" will open simultaneously Friday at the Strand and Beacon, both Warner houses on Broadway. The picture will play the Strand, Brooklyn, at the same time.

Coast Showmen Hold Ball

Los Angeles.—More than 300 members of the Pacific Coast Showmen's Assn., embracing every branch of the motion picture industry, held their 33d annual ball and banquet at the Alexandria Hotel last evening.

Syracuse Fans Select "Ten Best" Films of 1929

Syracuse.—The "Ten Best" poll conducted by "The Syracuse Herald," under direction of Chester B. Bahn, dramatic and picture editor, has concluded, with Syracuse fans voting and members of the "Herald Tri-C Club" as well. In the general vote the following pictures were selected as the best shown in town during 1929:


The Tri-C list follows:

**Timely Topics**

**A Digest of Current Opinion**

**Imti**...ed Tastes Predicted

For 1930 Talker Stories

**NOW** that we've found Hemingsway, Bromfield, Bernard Shaw and others of like standing, perhaps we can call the season coming "the better movie season" and let the "bigger" slide. The intelligentsia has invaded cinema manufacture. Of course, that isn't saying that the result will be entirely intelligent but it's step in the right direction. The main drawback of the silent picture was the exaggeration of all emotion or rather the superlative quality in which every emotion had to be played in order to get over. There were no dynamics—one had to go the full swing of the pendulum. The sarcastic husband was the bully in silent, and the irritating wife must needs be the shrew. Stories emerged like as peas in a pod, and the audiences ate them up. The audiences, sad to say, didn't progress visibly to any extent. Give a group of people who have not enjoyed the advantages of music a series of popular concerts and by the end of the season you will have a definite indication of trends in taste. At five seasons there will be a marked progression. A ripple of applause may greet anything touching on the musical composers. Mollie Merrick in *New York Evening Word*

- - -

**Seasonal Alternating Between Talkers and Legit**

ALTHOUGH some producers predict confidently that in the next few years there may be much seasonal alternating of the same stars between the talking picture and the legitimate stage, not many of the new Hollywooders who have made good in a big way seem interested in a return to Manhattan boards even for a legitimate farewell season.

"New York Times Magazine"
Don't Shave for Six Days--
then look in the mirror--Then shave and take another look. Boy, what a difference. You will soon have your old friends back.

Don't Clean Your Theater for a few Years--
Then clean it, re-construct and re-equip and watch the same result as that of shaving--Old friends return and bring new ones with them and they all mean dough to you.

Read the EBERSON section of the FILM DAILY YEAR BOOK for some real valuable ideas.
Coast Wire Service

Hollywood Happenings

Warner Studio Resumes; Three Specials Started

Work has been resumed at the Warner Studio, with three Vitaphone specialties already started. One of the productions in work, being made under the working title of "Viennese Nights," the first operetta written especially for Vitaphone. It is the work of Oscar Hammerstein II and Sigmund Romberg, and Alan Crosland is directing. The other two units are "The Agony Column" under Roy Del Ruth and "Dumbbells in Ermine" under John Adolphi.

Blythe Stone To Direct Fox Super John Blythe will direct "Fox Movietone Follies of 1930," the second Fox production to feature a mass of big name players. Owen Davis, Sr., is writing the story and several sequences will be in color.

Albert Gran in Dove Picture

Albert Gran has been cast for parts in the next Billie Dove film, "Sweet hearts and Wives," with Sidney Blackmer and Clive Brook, now in production at First National Studios.

William Courtenay for "Sin Flood"

William Courtenay will play a role in First National's "Sin Flood," directed by Frank Lloyd. Douglas Fairbanks, Jr., has the leading role and Robert Edeson also is in the cast.

Gleason Completes Dialogue

James Gleason has finished the dialogue for "Dumbbells in Ermine," Warner picture directed by John Adolphi.

Addition to Sound Studio

Metropolitan Sound Studios have started work on a new administration building located on Las Palmas Ave, which will house the executive departments.

"Little Accident" Being Adapted

"The Little Accident," being adapted for the talking screen by Gene Towne for Universal.

Denny Starts for Sono-Art

Reinald Denny has been cast for his first Sono-Art picture, "Sono-Art. It will be based on an E. R. Rath story and is tentatively called "I'm a Bum."

"So This Is London" for Rogers

"So This Is London," the George M. Cohan stage hit of some years ago, has been bought by Winfield Sheehan for Will Rogers' next picture.

"I" Signs Jean Lang

After playing a small part in "The King of Jazz," Universal has signed Jean Lang to a long term contract.

A Little from "Lots"

By RALPH WILK

CLAUD ALLISTER has become one of the busiest actors on the Coast. He has been signed for one of the three important roles in "The Flordora Girl," which will star Marion Davies. The English comedian has also appeared in "Bulldog Drummond," Three Live Ghosts" and "Ladies Love Brutes." He came to the Coast to support Guy Bates Post in "The Play's the Thing."

Valance Fox at Pathe;

where he will direct his original story, "The Romance of the West. It will be a talking, singing outdoor production. Fox was with RKO for several months before joining Pathe.

A. Karl Kramer, who furnished the musical arrangements for "Oh, Susanna," the stage musical production which is playing in Los Angeles, is free-lancing. He was with M-G-M before entering the free lance field.

Our Passing Shows: Genial Ray Colvin hurrying to Hollywood, Berylvaud; Max Hart at First National on business; Paul L. Stein, who has been loaned to United Artists by Pathe, visiting his old studio.

M-G-M Buys "Red Rust"

M-G-M has purchased the talking picture rights to Wilson Collinson's play, "Red Rust."

Buys Story for Gaynor-Farrell

Fox has bought "The Princess and the Plumber," a "Saturday Evening Post" serial by Alice Door Miller for Janet Gaynor and Charles Farrell.

"Fu Manchu" Sequel Starts Soon

Paramount is about to put into production "The Return of Dr. Fu Manchu," with Rowland V. Lee directing.

Laemmle to Direct Mary Nolan

Edward Laemmle will direct "What Men Want" for Universal. Mary Nolan has been assigned the leading role.

Alice White Returns

Alice White has ended her vacation and returned to the First National Studio to begin work on her next picture, "Sweet Mama."

161 SHORTS SET BY "U" FOR PRODUCTION IN 1930

(Continued from Page 1)

Saylor and 10 Arthur Lake starring shorts.

Of the 52 one-reelers, 26 are Oswald Cartoons in sound. The rest are comedy reissues, silent. Among the 35 series presented in the latter group are Bert Roach, Slim Summerville and Nelly Edwards.

In the 25 short Westerns, such players as Joe Bonomo, Ted Carson, Josie Sedwick, Sully Selenoff and Edmond Cobb will appear.

The 12-two-reelers comprising the "Sporting Youth" series, produced as a successor to the "Collegians," have a featured cast which includes Tom Chelstom, Tom Carr, Sumner Gates, John McAvoy and Robert Foster. The five serials are "Terror of the Tiger," "The Jade Box," "The Lightening Express," "Terry of the Times," and another to be announced later. The last three names will be in 10 episodes, while "Terror of the Tiger" is a 15-episode serial. Four episodes were released in 1929.

There also will be 14 issues of the Universal Newswrap Network with Graham McNamee as the Talking Reporter. The first of the 14 issues will be released early this year.

In addition to the pictures enumerated above for production in 1930, other groups of comedies, already completed, are important in the Universal short subject list. These are the two reel comedies starring Pat and Marion Rooney, and the one reeler, with Benny Rubin as star. There are six "Rooney subjects and seven of the Rubins.

J. V. Cremonini Expands Export, Import Activities

Expansion of his export and import business through opening offices in Hamburg, Germany, and Padova, Italy, is already in preparation, and one has already been established. It has appointed Dr. L. Forno as manager of the foreign department. The firm has also taken over foreign representation of a number of manufacturers of equipment, including the Mid-Continental Electric Co. of Denver and the Macy Manufacturing Co. of Brooklyn. The company is also experimenting in the formation of a bureau to develop radio receivers and to supply the Bush & Lane Piano Co. of Holland, Mich. Offices of the company, 236 W. 55th St. have been enlarged.

Oscar Strauss Sails for U. S. to Write Film Score

Berlin—Following the example of Franz Lehier, Viennese author of "The Merry Widow," Oscar Strauss, owner of optolana, is entering the American motion picture industry and will write a score for a film. Strauss sailed yesterday on board the Southern Pacific, arriving next week in New York. Upon his arrival he will leave for Hollywood to take up his new work.

Says Sound Technique Halts German Producers

(Continued from Page 1)

necessary for them to produce pictures with English dialogue. He expects to remain a year studying technical methods, and then return to Berlin to act as instructor to German technicians.

Roxy Hospital Busy

A total of 12,900 cases, of which more than one in five were theater patrons while the remainder belonged to the army of 600 house employees, were treated by the Roxy Theater Hospital in the past year.

Columbia Launches 10th Anniversary Sales Drive

Columbia Pictures has launched an exhibit of the operetta "Sorina," as part of its 10th anniversary. The campaign will last 13 weeks with 16 offices in the country being divided into two groups, each headed by a leading ex-Rube Jacker who has charge of the Ti man and Gregory divisions including Western and Middle States; Ben E. Berkin will take in New England. Greater N. Y. and Eastern division under Abe Monogame and Joe M. Coopel, Jack Bellman and George J. Jeffries, while Hal Hodes has under his supervision the mid-western and Canada district, under William Minder and Cecil Maberry.

"Sally" Sets Records in Hartford and New Haven

New house records have been established by "Sally" at the Strand, Hartford, and the Roger Williams New Haven, according to First National.

Film Co. Buys N. Y. Property

Attica Film Corp., of which R. Kahn is treasurer, has purchased 5 1/2 acres at 431 S. W. 23rd St., consisting of a three-story garage, a three-story building and three five-story structures.

POWERFUL

"The Grand Parade" PATHE

"One of the most powerful dramas produced for a long time."

Pete Harrison
A. Houses Working to Prevent Police Regulation

INTERNATIONAL CENSORSHIP CONFAB

Tri-State Exhibs Affirm Faith in M. P. T. O. A.

The Big Three

-a column of controversy

By JACK ALCIOATE

YESTERDAY we bent our good
in the general direction of a
newt provocative discussion that
only arrested our attention but
immediately brought us into the
dilemma of the center of the argu-
ment in the role of a friendly and
reasoned listener. The question be-
discussed was "What three men
most important to the welfare
of the motion picture industry?"

As a MATTER of minor inter-
it might be added that among
all crossing word-swords over the
industry there were some of the most
ably paid if not the most analyti-
ical brains of the industry. Now i
hypothesized questions: What
are these three men that have
been the cost for the industry?" or
perchance that three men are best known
in the industry?" the answer would have
been comparatively simple and
a.

atorial relatively easy solution. It
is not and so we found ourselves
back where we started with
question being "What three men
are most important to the welfare
of the motion picture industry?"

The argument waxed long
and merry. Among those present
were: ZUKOR, because of the
over organization that he has built up,
AYS, because of his international
influence and guiding influence,
OX, because of his sound and
wired accomplishments, KATZ,
cause of his tremendous theater
tivities, SARNOFF, because of his
association with technical develop-
ments, HARRY WARNER, because
of his pioneering of sound, HEARST,
cause of his publicity influence,
OX, because he is the industry's

Vote to Hold Spring Conven-
tion in Memphis,
April 6-7

Memphis—Renewed allegiance
to the M. P. T. O. A. was pledged here
by directors of the M. P. T. O. of Arkan-
sas, Mississippi and Tennessee at
their first 1930 meeting held at the
call of President J. F. Norman, of
England, Ark. The directors voted
to hold the spring Tri-State conven-
tion here on April 6 and 7. This is
contrary to precedent, as all spring
conventions heretofore have been
held in Little Rock, and the fall meet-
ings in Memphis.

Henley Assigned

Hobart Henley, who has just
completed direction of "The
Big Pond," starring Maurice
Chevalier, for Paramount at
its Long Island studio, has
been assigned to make the next
Chevalier talker. It will be
based on a Broadway stage
success.

LOEW 12 WEEKS' EARNINGS
SHOW 33 PER CENT JUMP

Earnings of Loew's, Inc., for the
12 weeks ended Nov. 22, 1929, are
reported at $3,151,954 by David
Bernstein, vice president and treasurer
of the organization. This is an increase
of 33 per cent over the $2,102,033 re-
ported for the same period in 1928.
Operating profit for the 1929 period
(Continued on Page 8)

Brookhart Definitely
Out of Abramson Case

Washington — Senator Brookhart
told THE FILM DAILY yesterday
that he had withdrawn from the Ivan
Abramson case and would not rep-
resent Abramson in the suit against
producers in the Hays organization.

Meeting on Film Problems
to be Held Next Fall
in St. Louis

St. Louis—An international confer-
ence to discuss censorship and
similar problems is expected to be
held next fall under the auspices of
the Civic Union of St. Louis. Mrs. 
Robbins Gilman, president of the
Federal Motion Picture Council of
America, probably will conduct the
meeting, and it is expected that vir-
(Continued on Page 2)

FOX SECURITIES CORP.
TO AID REFINANCING

Fox Securities Corp. has been
formed and will issue notes to aid in
the Fox refinancing plan. Just what
amount these notes will represent is
understood to have not been deter-
mined up to the present time.
David A. Brown, chairman of the
board of the Broadway Bank and
(Continued on Page 8)

Fox Urges Stockholders
to Accept Scrip Payment

In commenting upon the issuance
of scrip instead of a cash dividend of
$1 a share by Fox Film Corp.,
William Fox, president of the organ-
ization, yesterday said: "The corpora-
(Continued on Page 8)

"See and Hear"
by WILL H. HAYS

Fascinating Facts of
Historical Importance
APPEARING SERIALLY
Every Day in
The Film Daily

Exhibitors in Los Angeles
Fighting Proposed Ordinance

NEW FILM STORAGE LAW
BEING FRAMED IN ONTARIO

Toronto—New regulations govern-
ing the storage of films are to be
prepared following conclusion yester-
day of the Ontario government's of-
icial inquiry into conditions sur-
rounding the handling and storage of
(Continued on Page 8)

West Coast Bureau, THE FILM DAILY
Los Angeles—Exhibitors here are
working quietly to prevent the pass-
age of a police commission ordinance
calling for regulation of theaters. The
fire department was first to submit an
ordinance, which was aimed against
Main St. honky tonk houses. The
police commission measure also is di-
rected ostensibly against these honky
tonk, but exhibitors fear the ordi-
nance would provide loopholes for
stringent regulation of theaters.
Financial

NEW YORK STOCK MARKET
High Low Close Sales

Am. St. 17 17 17 17 200
Com. Fm. Ind. 17 17 17 200
Carnegie 17 17 17 200
East. Kodak 178 178 178 200
Ford 234 234 234 67 500
Keith A. 234 234 234 67 500
M-G-M Pd. 234 234 234 200
Param. P. I. 234 234 200
Pathé 3 3 3 1,000
Pathé 178 178 178 600
R-K-O 28 28 28 1,000
Univ. Pict. 31 31 31 1,000
Walter 9 9 9 2,000
W.R. 8 8 8 3,000
Warner Bros. 19 19 19 200

NEW YORK CUMB MARKET

Bal. & Katz 28 28 28 1,000
Columbia Pec. 24 24 24 1,000
Fox The. 29 29 29 1,000
Gen. The. 29 29 29 1,000
Inter. Pict. 29 29 29 1,000
Loew’s, Inc. 29 29 29 1,000
Nat. Ser. 29 29 29 1,000
Nat. Thea. 29 29 29 1,000
Univ. Pict. 29 29 29 1,000

NEW YORK BOND MARKET

Keith A. 66 66 66 1,000
Loew 66 66 66 1,000
Loew’s, Inc. 66 66 66 1,000
Param. 66 66 66 1,000
Pathé 66 66 66 1,000

LAST PRICE QUOTED

The Big Three
—a column of controversy
(Continued From Page 1)

standout showman. MYERS, because of his exhibitor influence. And several others.

IT'S RATHER interesting, this thought. Try it yourself when next you meet out with cinema friends (Male). You'll find it much more enjoyable than charades or charades. Perhaps it's none of our business anyway. We have our own ideas on the subject but space, plus diplomatic reasons (mostly the latter), suggests that we hold our tongue, or type-writer as the case may be, and hurry on to tasks—less mental and of more stability.

Butterfield Now Controls
Four Consolidated Houses
(Continued From Page 1)

this city, the W. S. Butterfield Theaters, Inc., has complete control of that company’s four houses, the Majestic, Powers, Kent and Isis.

Wittmark Offices Open Jan. 21
Official opening of the Wittmark & Sons offices in the new Cunningham Building, New York, is scheduled for Jan. 21. The offices contain space for 15 pianos, a radio and concert bureau and special band and orchestra rooms.

New Color Film Reported
Geneva (By Cable)—A new color film, known as the Berthou process, has come to light here with the announcement that a corporation is being formed to exploit the invention.

Bromfeld Leaving for Coast
Louis Bromfeld, novelist, leaves today for the Coast where he will work with Sidney Howard on the “Raffles” script for Samuel Goldwyn. Work on the Ronald Colman starring picture has not been halted until Goldwyn returns to Hollywood. Harry D’Arrast is slated to direct.

John M. Mulvihill Dies
Denver—John M. Mulvihill, 61, owner of the Broadway, is dead following an illness that grew out of a cold contracted while in New York last month. Mulvihill also controlled the Elitch Gardens theater, oldest outdoor playhouse in the country.

COLUMBIA PICTURES CORPORATION
Announces that it now has in the course of production
TRADE PAPER HEADLINES tell the story of PARAMOUNT SUPREMACY!

"THE MIGHTY" IN 3rd WEEK AT RIVOLI, NEW YORK (2100 seats) BEATS HOUSE RECORD BY $19,300!

VARIETY'S ANNUAL POLL SHOWS GEORGE BANCROFT FILMDOM'S LEADING BOX OFFICE STAR!

"THE LOVE PARADE" PLAYS TO S. R. O. 9th WEEK $2 CRITERION, N. Y. SMASH OPENINGS IN OTHER CITIES!

PARAMOUNT THEATRE, N. Y., WITH "POINTED HEELS" TOPS ALL PREVIOUS RECORDS BY $6,200!

"VAGABOND KING" ACCLAIMED AT COAST PRE-VIEWS GREATEST ALL-TECHNICOLOR HIT TO DATE!

SMART EXHIBITORS GRABBING PARAMOUNT'S NEW 11 HITS FOR SPRING RELEASE AT RECORD SPEED!
The Modern Talking Picture

So far we have traced, however sketchily, the history of sound. Now we come to the great new volume in the history of motion pictures which is the record of the commercial development of talking pictures as we know them today. Here we enter into an entirely new phase of the motion pictures. Henceforth let no one make the mistake of regarding sound simply as an embellishment. Sound today is far more important than an effect. The talking picture is, in itself, a distinctive art-form.

In order to understand fully how and why talking pictures developed as quickly as they did, it is necessary first to review the motion picture situation as it existed early in 1926, at a time when motion pictures had reached what appeared to be a peak in popularity. One hundred million of our people each week were patronizing the 20,000 motion picture theaters; the studios in Hollywood, in an effective endeavor to meet the demands of the market for 800 feature pictures a year, were operating at their maximum capacity. Competition had never been keener. Every company was vying with every other company to attract the ablest writers, and the most efficient technicians. Hundreds of thousands of dollars were being spent on new effects, while an insatiable public demanded always something new.

In the larger cities competition had become so keen that the theaters forced to fill their seats, inaugurated a system of stage presentations which for a time threatened to relegate the picture to a position of secondary importance. One elaborate revue after another was cast as bait before the public. Overhead costs mounted as a consequence, while the margin of profit showed slight tendency to increase. A physician looking at the industry would have been forced to report that, while the patient was fundamentally sound and healthy, he was suffering from local disorders of a decidedly uncomfortable nature.

It was into such a situation then, that sound was destined to project itself. Sound came at the opportune moment. The field was fawed. Early in 1926 engineers, who had been quietly and persistently studying the application of sound to moving pictures, began to hint that they had progressed far enough in their experiments to warrant the belief that commercially successful talking pictures could be produced and marketed. The producers themselves were the first to hear such reports; but the producers, with few exceptions, received the sound proposals, if not with indifference, at least with incredulity. They were not overcautious, but in the past they had been the victims of glittering reports of sound. They chose wisely to wait for developments. The engineers, however, were insistent.

For five years—that is, since 1921 they had been studying the use of sound with pictures, hoping to devise ways and means of applying what they had learned about the transmission of sound via the telephone, the radio, and the phonograph to the development of a special technique relating to talking pictures. The problem was not primarily one of synchronizing sound and moving pictures. That was a mechanical problem which could readily be solved. Their real problem was to produce satisfactory qualities of sound in adequate volume. By applying the identical principles which they had used successfully in transmitting the voice over great distances on the telephone, the engineers succeeded in recording and amplifying sound in conjunction with motion pictures.

As so often happens, several groups of scientists, each working independently of the other, began their experiments at about the same time. One group consisted of the engineers of the Bell Telephone Laboratories; another group consisted of engineers of the General Electric Company. The findings of both groups reached the present perfection approximately at the same time, but since the devices emanating from the Bell Laboratories, jointly owned by the American Telephone and Telegraph Company and Western Electric, were given to the public first, it will serve our purpose here to consider that development initially.

The Bell Laboratories development was carried forward on two major lines: firstly, the recording of sound on disc records operating in synchronism with the film; and, secondly, the recording of sound on the edge of the film itself by means of a photo-electric cell.

TO - MORROW

Another installment about the early days of the talkers—and the first speech ever recorded for the screen

Read it in This Serial

EVERY DAY in THE FILM DAILY

WILL H. HAYS

As I have indicated, when the net of the new sound device reached the industry, there was a definite tendency to leave sound alone. To one man, however, sound with pictures made an instant appeal. That man was Sam Warner, one of the few Warner brothers who had been producing pictures for a number of years. Sam Warner liked mechanical devices. He was an early radio enthusiast, and it was not difficult to induce him to visit the Bell Laboratories for a sight of the new talking device. Mr. Warner saw and appreciated the talking device. He wanted it. He wanted it badly, and immediately he planned to interest his device his three brothers—Harmer, Major Albert Warner; and Jack Warner. Harry Warner, president of the company, shook his head. He knew pathetic stories about men who had dabbed in sound. But he persisted Sam Warner succeeded. By being his brother's constant visitor he managed to attend a demonstration.

That demonstration was destined to make a revolutionary change in the motion picture industry, for Harry Warner, like his brother Sam, and so was convinced. He was read to throw the entire resources of his company behind talk devices, to stake everything, including his future, on one high赌注. He became convinced that the success which has come to his company is attributable to the courage which Harry Warner displayed on that occasion.

The immediate result of the twodays' demonstration for Sam Warner and one for Harry Warner was that, in April, 1926, the Warner Electric Company licensed Warner Brothers to talk pictures under its system and patent. The Warners elected to use the disc method and the name they chose for their device was the Vitaphone. The first experiments were made in the old Vitaphone Studio in Flatbush, Brooklyn.

At that time Warner Brothers were completing the new John Barrymore picture called Don Juan. The production represented a large investment. Convinced that the success of the Vitaphone depended largely on its proper introduction to the public, the Warners decided to make the Barrymore film their first Vitaphone picture, and to show it at the only theater in the world equipped for the Vitaphone—their own theater at Broadway and 32nd Street, New York City. The New York Philharmonic Orchestra, under the direction of Henry Hadley, was engaged to make the synchronized musical accompaniment of the picture.

(Continued Tomorrow)
United States

Baltimore—New releasing policy is being watched with interest by local exhibitors, with the showing of “Gol- diggers of Broadway,” at the Royal, colored house, before it was re- served to the residential houses an
sale it was being shown at Keith’s

downtown.

Cleveland—Jack Flanagan, presi-
dent of the Tri-State M. P. C., has
returned from the west coast where
recovered from a severe illness.

Portland, Me.—With the acquisi-
tion and taking over of management of
the Strand by Public, William E.
seves, manager of the house for the
past 17 years has resigned. An
tively new staff is being installed
in the new operators.

Findley, O. W. L. Peacock, for-
erly manager of the Grand Opera
House, Wilmington, Del., is now
managing the Harris here for Harris
theaters. Ken Hoel, who was at the
local house, has succeeded Peacock
in the Grand Opera House, also
used by the same chain.

Madison, Wis.—A. P. Desormeaux,
so far for many years has been engag-
ed in exhibition, is operating the
Western which recently opened
there with a seating capacity of
600. An organ and Western Elec-
tric sound equipment are features of
a new structure.

Moultrie, Ga.—Charlie Powell has
opened the new Moultrie, which has
ten under construction for the past
several months. The house has a
rating of 1,000.

Detroit—Frank Reisenberg has
taken over operation of the Strand,
former Kunsky house. He formerly
is booker for the Woodward The-
er Co.

Kansas City, Mo.—L. B. Sponsler
is replaced Henry Ellenberger as
manager of the Waldo, a Fox house.

Jackson, Mo.—C. C. Payne has
been appointed manager of the Cir-
é here and the Broadway and Park,
ape Girardeau, Fox houses.

New York

Park Ridge Theater Co. has taken
over the Mirror, formerly the Park,
d operated by Barr Bros. The
house is now being repainted and
and equipment is being installed.

Fox Metropolitan has disposed of
Brooklyn theaters. The Irving
been taken over by Joe Quittner
and the Gem has been acquired by
Nelson and Remmer Circuit. In a
latter house Western Electric is
being installed and will be ready for
reopening shortly.

Work has been completed on the
first four of a series of 52 one-reel
ducational subjects produced by
the American Sound & Talking Picture
Equipment Corp., makers and dis-
ributors of Tone-O-Graph, which
has the exclusive distribution rights
in this country. The shorts are in-
tended for use in schools and col-

The Kaiser in War and Peace,”
compilation of newsreel material
showing the ex-ruler in the highlights
of his career, will open Jan. 25 at the
Film Guild Cinema.

Recent sales by North American
Sound & Talking Picture Equipment
Corp. include orders for their Tone-
O-Graph device for the Nettlefilm of
Berlin; Victory, New Haven; Elite,
Manor, Pa.; Victoria and Princess,
Baltimore; Star, Lafferty, O; Rialto
and Mahoning, Youngstown, O.;
Orange Hall, Columbus, O.; Old
Home, Six Mile Run, Pa.

West Orange, N. J.—J. P. Wolfe
has taken over the Park.

Marboro, N. Y.—The Advance
has changed hands. W. G. Stout ac-
quired the house from E. H. Faust.

Woodcliffe, N. J.—The Broadway
Theater Corp. has purchased the
Broadway from 991 Broadway Thea-
ter Corp.

Hillside, N. J.—J. Unger is now
operating the Mayfair.

E. Rutherford, N. J.—The Rex
has been taken over by H. Blumenthal
of the E. & B. Amusement Corp.

Foreign

Strassburg (By Cable)—Only films
made in France are to be shown here-
after to children in the school of
Alsace and Lorraine, according to an
order just issued. Until now the
pictures, dealing with geography
and natural history, have been sup-
plied from Germany.

Tunis—Because of the language
problem and small theaters, sound
pictures have not as yet made their
appearance here, Consul Leland L.
Smith declares.

Paris—A charge of 50 francs is
now being asked for permits to film
pictures in the streets.

Australia—Markopoule is the name
of the new sound device which will
soon be put on the market for $7,500.

Berlin—First National has secured
the screen rights to “Schissbude,” by
Alice Stein-Landsendam and Carl
Miehnard.

18 Noted Music Writers
on First National Roster

Eighteen prominent composers
and lyric writers are now on the First
National lot. They are Charles
Jerome Kern, Otto A. Harbach, Oc-
car Hammerstein II, Sigurd Rom-
berg, Edgar Wade, Allen Ayres, Har-
ton Clark, Con Conrad, Sidney
Mitchell, Archee Goettler, Al
Dubin, Joe Burke, M. Jerome, Harold
Berlinkis, Victor McLaglen and Ed-
mund Lowe will be co-starred.

Regis Toomey in “Framed”

Regis Toomey has been signed from
the male lead opposite Evelyn Brent in
radio’s “Framed” which is to be di-
rected by George Archainbault.

A Little from “Lots”

By RALPH WILE

By WALTER KEEFE

Hollywood Happenings

Coast Wire Service

WALTER KEEFE, South Bend, Ind.,
boy, who made good in New York
and Hollywood, has been cast in an
important role in “High Society
Blues,” which David Butler will
direct. Walter is a song writer and
master of ceremonies. He was mas-
ter of ceremonies at the Colony, New
York, before coming to Hollywood,
under contract to Pathe.

Jackie Keller, late Orpheum artist
has been signed by M-G-
M for a series of shorts. He
will start the first under the di-
rection of Marty Brooks, at an
early date.

Roumnd V. Lee is busy at Para-
mount, where he is directing George
 Bancroft in “Ladies Love Brutes.”

Our Passing Show: Jack
Warner, Daryl Zanuck, Roy
Del Ruth, Bill Koenig, Lloyd
Bacon and other members of the
Warner producing forces re-
cently enjoyed a weekend duck hunting trip; Wells Root

James Gleason With Tiffany
James Gleason has been engaged
by Tiffany for a leading part in
“Cyclone Hickey,” talker adaptation
of a story by A. P. Younger.

Harrigan Replaces Lee Tracy
William Harrigan has replaced Lee
Tracy in “On the Level,” Fox pro-
duction directed by Irving Cum-
nings.

F. N. Completes “Back Pay”
Corinne Griffith’s latest for First
National, “Back Pay” has been com-
pleted. In the cast are Grant With-
mers, Montagu Love, Vivenoka
and Hallam Leucker.

Allison Skipworth Signed by M-G-
M Allison Skipworth has been signed
by M-G-M for the part of Lady Kity
in Somerset Maugham’s play,
“The Circle.”

Fields’ Daughter to Write Music
Dorothy Fields, daughter of Lew
Fields of Weber & Fields, will arrive
in Hollywood shortly to write music
for M-G-M.

Bernice Claire for “Jail Break”
Bernice Claire has been cast for the
leading part in “Jail Break,” First
National production. Raymond Hac-
kett has the leading male role.
Along The Rialto

Harry Tierney, who is a member of the Coast film colony, is represented on Broadway by "Son O' Guns," musical hit, the music of which he composed. Harry, now with Radio, wrote tuneful pieces for such successes as "Irene," "Rio Rita," etc. His Booth of Vitaphone and its development will be discussed by Albert S. Howson, Warner scenario editor, at a meeting of the Women's Club of Bronxville tonight.

Sam Datlowe, writing in behalf of Mike Mindlin, avows that 112 barrels of beer (near) and 138 pounds of pretzels have been consumed by Fifth Ave. Playhouse customers who have come in to see "The Royal Box," Warner all-talking feature in German dialogue. The opus soon enters its fifth week.

Charley Giegerich is happy over the treatment given "Wild Waves," Celebrity cartoon, at the premiere of "Hit the Deck" the other night at the Earl Carroll.

Joseph M. Schenck, on his return trip from dear of Lunnon, occupied the same suite aboard the Ile de France that was used by Mayor Jimmy Walker on his famous jaunt over there.

Samuel Goldwyn, who with Mrs. Goldwyn (Frances Howard of "The Best People") was with the Schenck party, has been over and back so many times that the trans-Atlantic vessels are beginning to look like ferry boats to him. In spite of this, Goldwyn says he's always glad to get back here.

Vera Steadman also is among those just returned from abroad—in her case it was Paris. Birth of Yip Bote and others.

And among those who excursioned down the bay to greet the various arrivals were Warren Nolan, Lynn Farnol and William Keeffe. Lawrence Schwab is taking the longest way round to California, being scheduled to sail on Jan. 25 for Los Angeles to help talkify "Follow Thru" for Paramount.

William James Craft, directing George Sidney and Charlie Murray in "The Cohens and Kellys in Scotland," has been capitalizing on the constant rains in California by incorporating some of the atmosphere in the picture and calling "Scotch mist."

Marie Prevost, who is seen as a "whoopie queen" in Tiffany's "Party Girl" now raking them in at the Gaiety, N. Y., began her cinema career as a bathing beauty, same as Gloria Swanson, Phyllis Haver and others... Erno Raper, joining Warners as musical director, will be the guest of honor at today's luncheon tendered him at Sardi's... "Good Medicine," Educational-Coronet talker comedy, was the first short selected for the opening of the bill at the L. A. Orpheum upon adoption of its sound policy.

Complete list of all fireproof screens will be found in the Buying Guide of the 1930 Film Daily Year Book.

-AND THAT'S THAT-

By PHIL M. DALY

A PRODUCTION that runs off the screen for less than five minutes, took two years to line up, an features in his first talking role the richest man who ever appeared before a camera, is by way of being real achievement, you will admit. C. E. Engelbrecht of the Fox-Hears Corp. takes credit for the achievement, and the actor in question—no less than John D. Rockefeller Jr. If you were a producer and had to pay this notable personality what his time is worth per minute, you'd probably go in the red for the entire season.

Referring to that bill in Congress to take the bounty off killing hawks, eagles, why not put it on reform, and other illums meddlers? Ever their relatives would go out gunning for them.

Overheard at a neighborhood house: Little Boy: "Oh, dad, why does that man clutch the lady around the neck?"

Dad (an absent-minded jewelry salesman): "He's just measuring her for a pearl earring, my boy."

Nursery Chimes
Sing a song of sixpence,
A pocketful of rye,
The Indie Producer
Have gone bye-bye.

Modern Fairy Tales
The president of a sound equipment concern admitted that a rival company had a good product, too.

TEN YEARS AGO TO-DAY IN

Zukor denies Famous building theaters; says Wall St. does not control company.

First National members have 73 theaters under construction in various sections of the country.

Alan Dwan reported leaving Mayflower.

Col. Levy seeks to rid features of scenes containing commercial advertising.
Wow! What A Book.
Now On The Presses.
Out On Time As Usual.
Larger Than Ever.
More Advertising.
1200 Compelling Pages.
Covers Everything.
Goes Everywhere.

We are talking about the annual Film Daily Year Book—the recognized standard reference, informative and statistical volume of the motion picture industry.
Original Roxy Company Sued by Stockholders

Charging that Herbert Lubin, Harry G. Kosch and other directors of the Organizers Holding Corp., which succeeded the former Roxy Corp. and the Associated Holding Corp., original owner of the option on the site now occupied by the Roxy, has made large secret profits, Benjamin and Herman Waren-dorf have filed a stockholders' action in Supreme Court seeking to prevent dissolution of the company and asking for an examination of its books.


Harry J. Cohen, has been made special foreign representative of Columbia. The appointment was close on the selection of Milton J. Schwartz as Columbia's European sales manager and offices in Paris and London. Cohen takes over his new post immediately and will make his headquarters in New York. He is represented with Pacent, which he represented abroad, and previous to that he held positions with Warner, Metro, and the old M. S. Selznick studios.

Chicag—Rialto Wired

Chicag—The Rialto, a burlesque house, now is equipped with Western Electric apparatus.
City Committee Investigating Studio Hazards

COMMITTEE TO FIX WIDE FILM STANDARDS

Given Time Extension in Fireproof Screens Edict

The Mirror
— a column of comment

FORTY-EIGHT LESS foreign pictures were imported to the United States in 1929 than during the previous year. Quota systems can't be used for this reduction in the number of foreign film emigrants to America. It's directly attributable to and— the same sound which plays havoc with the foreign markets American distributors. When European producers master this business of consistently making good boxoffice pictures the chances that they'll find a receptive market for their product over on this side of the Atlantic. Pictures that fit into American public's idea of entertainment will never find trade barriers to obstruct them.

* * *

CASH CUSTOMERS in Publix uses have increased 15,000,000 weekly. No finer tribute can be paid an industry than this statement emanating from one of its major chains. Indirectly it tosses honors on all branches of the business—collectively, they have worked through enterprise and diligence. Not only is it a compliment to Publix operation but, beyond that, to the men who make product in all the studios.

* * *

SIX DETROIT theaters are giving all-night picture shows and, saying from reports, find that it's a paying business. Doesn't that make you wonder whether such a policy ought go over with a bang in your use, providing you're situated in a lively business section?

Philadelphia—Exhibitors of this city now have until Jan. 31 to install fireproof screens, an extension having been granted by Fire Marshal James Mulhern. Originally theater owners were allowed a two-weeks period in which to make the change.

A committee representing the M.P.T.O. of Eastern Pennsylvania is cooperating with the fire department officials in an effort to adjust the situation. Unless houses carry out the department's instructions, they are liable to be forced to close as their licenses expire within a few days.

NEW L. A. ORDINANCE
WILL OMIT CENSORSHIP

West Coast Bureau, THE FILM DAILY
Los Angeles—Following wholesale criticism of the recent order for an ordinance governing local theaters, the Police Commission has instructed City Attorney Werner to draft an ordinance devoid of any censorship and Sunday closing features. The measure will seek to suppress Main St. hokey tonks and others that violated the obscene production ordinance.

Predict Gaumont Merger with Aubert-Franco-Film

Paris (By Cable)—Eventual merger of Aubert-Franco-Film with Gaumont is predicted in local film circles. According to the reports, an agreement to this end already has been reached. The activities of both companies cover production, distribution, and marketing of apparatus.

S.M.P.E. Body Scheduled to Meet in New York on Jan. 27
Efforts toward standardization of wide film will be made at a meeting of the standardization committee of the S.M.P.E. scheduled for Jan. 27 at the Engineering Bldg. Providing an agreement is reached as to a practical width, recommendation will be made to the Society that it be adopted as a standard. Fixing of a standard by the Society is regarded as

(Continued on Page 2)

LEAPER NAMED PUBLIX
NEW YORK CITY MANAGER

E. I. Leaper, manager of the Paramount, New York, since its opening, has been appointed city manager for Publix in New York and soon takes over his duties. His jurisdiction covers the Broadway houses and the Paramount in Brooklyn.

A number of changes are being

(Continued on Page 8)

Widow Takes up Battle in Non-Union Akron House

Akron, O.—Mrs. Lucille Palmer, widow of Parker J. Palmer, whose recent death is laid to worry and desperation over outrages against his

(Continued on Page 8)

Studio Survey Preliminary to Changes in Ordinances

FAMINE OF SILENT FILMS IS FEARED IN AUSTRIA

Vienna (By Cable)—Owing to the world demand for talkers and the consequent fall in demand for silent-made in Austria, this country fears

(Continued on Page 2)

For the purpose of recommending necessary amendments to the city code of ordinances as a safeguard against film studio fires, a special committee of experts composed of representatives of the fire department and insurance companies is making a survey of all studios in the metropolis area. The RCA Granarcy and the Paramount plants already have been inspected. Special attention is

(Continued on Page 8)
S.M.P.E. COMMITTEE TO FIX WIDE FILM STANDARDS

(Continued from Page 1)
equivalent to its adoption by the industry.

At present the film in use varies in width. Film used by Fox in connection with Grandeur is understood to be the widest, being 70mm in width.


Fox Controls Over 780 Houses in United States

Theaters owned by Fox Film Corp. and Fox Theaters in the United States now total more than 780, says the prospectus issued in connection with Fox Securities Corp., which is issuing $35,000,000 in three-year 7 per cent notes. Fox enterprises own a "substantial interest" in more than 300 theaters in England, states the prospectus, evidently referring to the Gaumont chain. Distribution is through 131 offices throughout the world.

Alexander S. Kempner is treasurer of Fox Securities Corp. and Emanuel Newman is secretary.

Maurice Baron Becomes Conductor at the Roxy

With the promotion of Joseph Litau to the post of director of music at the Roxy, New York, Maurice Baron has been elevated from staff composer of the house to the position of conductor, together with Mischa Violin.

Eisenstein to Make Talker for Franco-American Co.

Paris—S. M. Eisenstein, Russian director, has been signed by the Franco-American company headed by Robert Kane, to direct its first talker, it is reported here. The company plans 20 productions a year in English, German and French versions.

FAMINE OF SILENT FILMS IS FEARED IN AUSTRIA

(Continued from Page 1)
a famine of silent films unless the contingent on imported pictures is abolished. The inland market for native pictures is insufficient to keep the industry working, while the cinemas are allowed to import only 20 pictures for each one made in this country. Production here has fallen off so fast that the available supply of foreign product is insufficient. Theater owners are appealing to the government for relief.

Judge Blocks Straw Vote on Sunday Show Question

Columbus, Mo. — On application filed by the Columbia Theaters Corp., Circuit Judge Collier has issued a permanent injunction to prevent the Columbus City Council from deciding a straw vote over Sunday shows.

Gaumont Plans to Issue Super Sound News Reel

London (By Cable)—A new edition of the Gaumont Sound News is scheduled to make its appearance twice weekly beginning Jan. 20, an official announcement of the company states. The present Gaumont Sound News will be continued, but this also is to be issued twice a week.

"Rouge's Song" Opens Tonight

West Coast Bureau, THE FILM DAILY—"Rouge's Song" will have its premiere at the Grauman's Chinese this evening. Lionel Barrymore directed the picture which marks the screen debut of Lawrence Tibbett, Metropolitan Opera star.

Projection Dinner Tomorrow

The 16th anniversary and dinner to the media's local No. 206 will be held at the Hotel Astor, New York, tomorrow.

The Industry's Date Book

Jan. 18 M. P. Projectionists Local No. 6 celebrate 16th anniversary at A Hotel, N. Y.

Jan. 20 Opening of "Across the W. With Mr. and Mrs. Martin J.

Jan. 25 Fourth annual frollic of Fox Athletic Club, Hotel Commodore, York City.

Jan. 27 Opening of "Hell's Harbor" at Tamps, Tampa, Fla.

Feb. 1 Meeting of non-theatrical producers at Washington, D. C.

Feb. 7 Paramount Pep Club annual ball at the Astor, New York.

Mar. 5 First Day of Lent.

Mar. 20 Annual election of M.P.T.O. Maryland.

Election of officers of Maryland M.P.T.O. at Baltimore.

April 6, 7 Spring convention of Trify, M.P.T.O. to be held at Men.

June 2-3 International Cinema Congress, Brussels.

Premiere of First German Made Talker on Jan.

First American showing of a German man made talker, "Because You," is scheduled for Jan. 24 at Mansfield, New York, states American General Film Co.

Safron Back from Tour

Jerry Safron, general manager, short subjects for RKO, has returned to New York after a tour of the company's exchanges.

The Executive of the Last Will and Testament of JAMES OLIVER CURWOOD will take appropriate action against unauthorized use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY
Fort Street opposite Post Office - Detroit

The Grand Parade

You have in this picture a positive audience attraction"
DACLANOVA arrives on the Paris Tuesday. The picture in which she was to star abroad has been cancelled. Previous to gangplanking for Europe some weeks ago, Daclanova thrilled RKO vaude enthusiastic. As a matter of record Bert Adler gets credit for conceiving and carrying out the Fanchon & Marco Manhattan talent quest in which the "Evening Graphic" cooperated. 

Major Edward Bowes gave Allister G. McDonald, son of the British premier, an intimate glimpse of the Capitol yesterday afternoon, escorting him on a tour of the house. Via Buffalo trickles word that Billy Sunday, former evangelist, is considering an offer to enter pictures. 

Larry Lipton has joined the publicity staff of Fox Metropolitans, under David Flimm. Lipton, a brother of Dave Lipton of Balaban & Katz, was in charge of publicity at the Fox Detroit, prior to coming here. Joe Banono, serial artist and strong man, has completed a vaudeville tour of the RKO theaters in Bklyn. First National Pictures received quite a break in the "ad" campaign carried on by Technicolor in Sat Eve Post. Two Pathé shorts are hitting their stride on B'way. "Rubesville" is at the Hupp while "Fifty Miles From Broadway" is holding forth at the Cameo, N.Y. 

George Bancroft, Paramount's big man of "The Mighty" now at the N.Y. Rivoli, will be the highlight of the Paramount-Publix weekly radio hour Saturday night at 10 P.M., Judith Barrie, one of the leads in Tiffany's "Party Girl" once was a model for James Montgomery Flagg. The Tiffany opus is her first picture effort. "Disraeli" and "General Crack" both Warner highpowered vehicles are still holding up on N.Y.'s B'way, while in Sydney and Melbourne "Gold Diggers of Broadway" is catching the gold, says the report. 

Hazzard Short, musical comedy producer, now is at Fox Movietone City preparing to start work on his first production for the company. "Round Robins" is the name of the new Robins Music Corp. house organ, which is being edited by George D. Lottman, head of the advertising and publicity department. Erno Rapee said good-bye to the newspaper and trade paper people at a luncheon at Sardi's yesterday. He will go to the Coast via the Canal, leaving New York Jan. 25.

Final selection of the ten best pictures of 1929 appear in the forthcoming issue of the 1930 FILM DAILY YEAR BOOK— which will be out shortly.
Presented by Joseph M. Schenck

The most amazing drama ever screened.
The most heart-stirring story ever told.
The greatest picture of a great director.
And a screen performance that will bring cheers from millions.

‘LUMMOX’

That tremendous novel by Fannie Hurst is the picture
HERBERT BRENON
The man who gave to the world such stupendous successes as "Beau Geste" and "Sorrell and Son" is responsible for this heart-stirring All Talking sensation.

WINIFRED WESTOVER as the heroine of this gripping story of a mother's love gives a performance the equal of which has not been seen on the screen in many years.

T'S UNITED ARTISTS'
10TH Consecutive All Talking HIT!
Also in the Cast
BEN LYON — EDNA MURPHY
WILLIAM COLLIER, Jr. Myrtle Stedman
From Small Beginnings to World Magnitude and Influence

Chapter V—Continued

The Modern Talking Picture

It was about this time that Harry Warner telephoned me to tell me of his plans. He had decided to offer half a dozen Vitaphone short subjects as a prelude to the feature picture and he wanted me to speak from the screen on behalf of the industry. I consented, of course, and a few days later I accompanied Mr. Warner and other officials of his company to the Manhattan Opera House where I stood in front of a microphone and camera and said my piece—with gestures.

Because it was the first speech ever recorded for talking pictures, I shall hereafter repeat the words I spoke. It went like this:

"No story ever written for the screen is as dramatic as the story of the screen itself.

"Tonight marks another step in that story.

"Far indeed we have advanced from that few seconds of the shadow of a serpentine dancer thirty years ago when the motion picture was born—to this, the first public demonstration of the Vitaphone which synchronizes the reproduction of sound with the reproduction of action.

"And farther and farther ahead is the future of pictures, as far-flung as all the tomorrows, rendering greater and still greater service as the chief amusement of the majority of all our people and the sole amusement of millions and millions, exercising an immeasurable influence as a living, breathing thing on the ideas and ideals, the customs and costumes, the hopes and the ambitions of countless men, women and children.

"In the presentation of these pictures, music plays an invaluable part. Too, the motion picture is a most potent factor in the development of national appreciation of good music. Now that service will be extended as the Vitaphone shall carry symphony orchestras to the homes of the homeless.

"It has been said that the art of the musician is ephemeral, that he creates but for the moment. Now, neither the artist nor his art will ever die.

"Long experimentation and research by the Western Electric and the Bell Laboratories, supplemented by the efforts of Warner Brothers, have made this great new instrument possible, and to them and to all who have contributed to this achievement I offer my congratulations and best wishes.

"To the Warner Brothers, to whom is due credit for this great premiere, marking the beginning of a new era in music and motion pictures, I offer my felicitations and sincerest appreciation.

"It is an occasion with which the public and the motion picture industry are equally gratified.

"It is another great service—and service is the supreme commitment of life."

"A few sultry summer weeks then passed and in the meanwhile New York City was being made acquainted with the new and mysterious name, Vitaphone. The newspapers carried display advertisements; billboards were inundated with the title. A skeptical industry looked on with interest, and with doubt. Then on the evening of August 6, 1926, the Vitaphone had its premiere.

"There were many distinguished persons in the audience at the Warner Theater that night. It was not more than a usual first-night gathering. It was an occasion. Promptly at the appointed hour the curtain parted and I saw myself on the screen. I heard my own voice speaking the same words I had spoken in the studio weeks before. In the darkness I said to myself, "A new miracle has been wrought and I have had a part in it."

"In addition to the feature picture and my introductory speech Martinelli and Marion Talley sang. Miska Elman and Zimbalist played their violins. Anna Case, assisted by a famous dancing team and by the Metropolitan Opera chorus, offered a Spanish song. The entire first half of the program was sensational; the second half was more than sensational. It was reassuring. The next day the newspapers commented favorably, some of them enthusiastically. The industry was interested but it was not completely convinced. Synchronized music—yes; singing—maybe; talking pictures—well, that was not likely. It was an interesting experiment, a more than ordinarily fine novelty, a great improvement over anything attempted in sound before; but for general use—well, very few people could believe it. The theaters were not equipped. It would cost money—too much money; it would revolutionize the business.

"The gamble was too great. The four Warner brothers, however, were certain in their own minds that pictures with sound had come to stay. They had a faith that would not be shaken. They proceeded to synchronize other pictures with music, to make short subjects with operatic and Broadway stars. They proposed to equip other theaters as fast as they could.

"By heroic efforts one hundred theaters were equipped for talking pictures within six months. Then the Warners learned with a shock that the cost of equipment was much greater than they had anticipated. They found it necessary to form a financing corporation which would buy the equipment from Western Electric and sell it on deferred payments to the theaters. Their investment in sound increased. They were in it to the limit of their resources.

"Several months hobbled by another affair. The Warners made another epochal picture. It was called "The Jazz Singer" and Al Jolson was the star. In it Jolson, one of the most popular musical comedy stars of the times, not only sang but actually spoke from the screen. The opening was set for the evening of October 6, 1927—a little more than a year after the first Vitaphone picture had been shown. All plans were con- sidered. Then occurred one of those inexplicable tragedies with which life is filled.

"During the last week in September Sam Warner complained of no feeling well. He had a bad cold, but it was not of any great consequence he thought, but when the time came for him and his brothers, Jack and Albert, to leave New York to attend the premiere of "The Jazz Singer," he decided not to go. Jack went alone. Albert stayed with Sam. Two days later Sam Warner went to the hospital. A sinus was infected. Quickly the poison flowed. A surgery was performed. A surgeon who had been called to the men's room. Jack Warner turned around and rushed home immediately. Harry Warner forgot the premiere and caught a train for Hollywood. At the last minute he learned that the Warners would not be able to be there. Jack was slated to be there, so Jack went alone. Albert stayed with Sam. Two days later Sam Warner died.

"Fiction writers and playwrights have always been fond of the theme which says that "the show must go on," though the players are sick a heart. By an odd coincidence Jolson's picture, "The Jazz Singer," was based on that very theme. It was the theme of another Warner Brothers picture, "The Singing Fool." The show had to go on. Plans for the premiere were continued. On the success of the Jolson picture rested largely the future of sound. Yet the man who had first seized upon the idea of sound pictures lay dead, and his three brothers who had backed his plan were hobbled with his body. But the show went on.

"The premiere was a startling success. Within a few weeks the picture was to be a sensation and attracted more people to the theater than almost any other picture ever produced.

"Continued Tomorrow"

TO-MORROW

The great rush to sound gets under way in earnest—Movietone follows Vitaphone into the excited field

Told in this Interesting Serial

E VERY DAY in THE FILM DAILY
Many millions of people will soon know all about The Ten Best Pictures of 1929 through the newspapers and periodicals represented by 400 of America's foremost critics, editors and reviewers who are now sending in their ballots to The Film Daily.
What—No Marquee?

Detroit—Imagine a theater without a marquee and posters in its lobby. Well, Grosset Park, fashionable Detroit suburb, is going to have one. In order to keep the house dignified and ritzy, the theater will only tell about the bill through a small plaque on the front of the building.

Leo Brecher’s New Plaza Opening Next Monday

Gala opening of Leo Brecher’s new Plaza on East 88th St will take place Monday evening. The house has a seating capacity of 600 and will exhibit both sound and silent pictures. One of the features of the theater is a wide screen. Programs will be changed twice weekly.

$25 Top for Tiffany’s “Journey’s End” in N. Y.

Premiere of Tiffany’s “Journey’s End” in New York early in April will be presented at $25 top. No theater has been selected as yet.

Widow Takes up Battle in Non-Union Akron House

(Continued from Page 1)

non-union house, the Ideal, has taken up the reins and will continue to operate the theater under the same policy instituted by her husband.

City Committee Now is Investigating All Studios

(Continued from Page 1)

being given to any possible hazards of late origin as a result of new equipment used in the making of sound pictures.

Rene Caron Completes Short

Rene Caron, internationally known female impersonator, has just completed a short, “Surprise to All,” at the American Sound Recording Studios. A featured member of the cast, will be Ruiz Delano. Caron, who with his manager shortly leaves for Hollywood for an indefinite stay, is at present having special music written for his coming large musical production.

Famous Canadian Case Up Today

Montreal—Hearing of application for an injunction by Famous Players Canadian Corp. to restrain N. L. Nathanson, former managing director of the company, from disposing of a valuable theater site in the downtown section, is scheduled to get under way today. Nathanson was convicted of mail fraud and has been sentenced to 20 years

Barthelmes to Sail Feb. 13

Richard Barthelmes and his wife will embark for United States aboard the Bremen on Feb. 13.

Chain Celebrates Birthday

Pittsburgh The Harris Amusement Co is celebrating its 22nd birthday.

LEAPER NAMED PUBLIX
NEW YORK CITY MANAGER

(Continued from Page 1)

effect in the Publix publicity line-up throughout the country. Lou Goldberg, who has been in charge of press matters at the Brooklyn Paramount, has been made divisional publicity and advertising chief for first class houses in the New York territory. Harry Royster becomes divisional publicity chief for the theater, Syracuse, Buffalo and Toledo.

Eddie Hitchcock, who has been located at Portland, Ore., has been appointed publicity man at the Paramount, New York. At the Rialto, Alexander Gottlieb becomes publicity man, with Arthur Jeffrey in charge of exploitation.

Feb. 10—Meredith is coming to New York from New Orleans to be divisional advertising man for the Saenger division. Richard Dorfman, now district advertising man in Chattanooga, will be brought to New York for the firm of advertising work. J. C. Purman is district advertising man for Kansas City, Mo., Kansas City, Kan., Springfield, Mo., Joplin, Mo., and Denver.

Jack Allen has been put on the Brooklyn Paramount as exploitation man, and Maurice Bergman goes to the same house as publicity director. L. L. Daniels is placed in charge of publicity for the Texas, San Antonio, and Raymond Jones goes to New Orleans as district advertising man. Rowan Miller is district advertising man for Nebraska.

Milliken Addresses Bronxville Women’s Club

Praise for intensive cooperation between community leadership and local theater management was given Bronxville last night by Carl E. Milliken, secretary of the Harlem organization, who spoke before the Bronxville Women’s Club. He was accompanied by Albert S. Howson, head of the scenario department of Warner Bros., who spoke on the efforts of the producers to make talking pictures an aid in the spread of good English. Howson predicted the eventual abolition of dialects.

Music Tax To Come Up Again

Ottawa—Amendments to the Canadian Copyright Act, covering the presentation of copyrighted music in theaters and the licensing of houses under a blanket arrangement for the use of controlled music, will again be brought before the House of Commons after its session has opened on Feb. 20. In two previous years this legislation has not been voted upon.

Deficit for Hamilton Houses

Hamilton, Ont.—A deficit of $37,201, against a surplus of $15,716 in the preceding year, is shown by the Hamilton United Theaters, Ltd. operating two houses here with a total capacity of 4,787 seats. Among the reductions was the sum of $25,982 representing the year’s write-off for talker equipment.

Paramount Adds to Holdings

Famous Players-Lasky has purchased the three 5-story buildings in the rear of the Criterion on West 44th St. Seneca Holing Co., Paramount subsidiary, made the purchase.
The Big Laugh is Coming.

DAMES AHoy!

with
GLENN TRYON
OTIS HARLAN
GERTRUDE ASTOR
EDDIE GRIBBON
HELEN WRIGHT

Story by Sherman Jones.
Directed by Wac James Craig.

Presented by
CARL LAEMMLE

GREATER UNIVERSAL'S NEW SELLING SEASON STARTS NOW!

Do You Know Which Are

THE TEN BEST PICTURES

OF 1929

Find The Answer in The 1930 Film Daily Year Book Out Shortly
A great start for a big year of Short Features

The amazing record of talking comedies in 1929 indicates the biggest year in Short Feature history in 1930. And Educational Pictures begin the year by jumping into the lead with the comedies that are proving the real laugh sensations of the country.

What a laugh pace Mack Sennett, Jack White and Lloyd Hamilton are setting! No wonder The Billboard says that "any exhibitor that plays . . . . Educational shorts at this time is doing his patrons a great favor." There's no excuse now for a program without a laugh. And every extra laugh is extra money at your box-office.
Fox Asks for Dismissal of Government Suit

INDEPENDENT EXHIBITS SUPPORT FOX PLAN

Pathe Likes to Abandon Production Work in East

PARAMOUNT EARNINGS FOR 1929 INCREASE 78 P. C.

Net profits for the year ended 1929, is reported by Paramount Famous Lasky Corp., after all charges and taxes, at $15,500,000, equal to $6.34 per share on the average number of shares outstanding during the year. This profit is an approximate 78 percent increased over the figure earned by the company for the year ended 1928, which was $8,713,000. The estimated profit for the fourth quarter was reported at $3,770,000 and is equal to $2.15 per share on the outstanding stock at the end of the year.

21 Theaters Projected in 37 States During Dec.

Contracts were awarded in December for 21 motion picture theater projects involving a cost of $2,242,000, according to a report of the F. W. Dodge Corp. The report covers 37 Eastern states.

Hays' Office Sends 400 Films to Minn. Invalids

Minneapolis, Minn. — More than 400 films, consisting of features, comedies and newscasts, have been sent by the Hays organization to be shown in hospitals and other institutions in the Twin Cities.

Fox Replies Deny Federal Anti-Trust Law Charges

Brother and John Langan, Brian, Regis Toomey, Harry Greens, Fred Kohler, Sid Saylor and George Chandler are in the supporting cast.

Three in "Surprise," a Vitaphone Variety will, are Dugan, William Young and Barbara Leonard. Bryant Fox, in charge of short reel production for the company, will personally direct this show.

Owners Will Co-operate in Meetings to Get Financial Aid

Sixteen independent exhibitors representing 233 theaters after meeting with William Fox Friday at the Hotel Ambassador, New York, and after listening to a statement from Fox regarding the financial problems confronting his companies, agreed to assist in working out the situation by subscribing to a substantial amount of the 7 per cent notes of the Fox Securities Corp. and also by helping to organize regional meetings throughout the U. S. and Canada with a view to enlisting the support of other exhibitors.

At the conclusion of the conference the following statement was issued:

"The group of theater owners whose signatures appear on this statement have today met with William Fox and heard from him in detail the story of his present financial difficulties. We have examined the audits of Fox Film Corp. and..." (Continued on Page 11)

URGE LEADERS ON FILM TO AID PROJECTIONISTS

That a leader be placed on each reel of film to indicate to the projectionist the distance between a given picture and the corresponding sound, is recommended in the report of the standards committee of the S.M.P.E., printed in its initial "Journal." Such a plan will "materially assist the projectionist in threading the film into the reproducing machine," says the report, "The com..." (Continued on Page 2)

Publix Forms Holding Co. for Portland, Me., Houses

Portland, Me.—A holding company to be known as Publix-Netoco Corp., will be formed soon to control the State, Maine and Strand, it is announced by Samuel Finskas, who is to serve as president of the new corporation.
ANDY WRIGHT
says!

That he is delighted to know that Mr. A. J. Balaban is the power behind the throne for the making of Publix Shorts

that he hopes to contract the services of that sterling writer—

S. JOHN PARK
who has made a name in theatrical writing—for a series of original Book shorts with Mr. Balaban's organization.

he hopes—

That Bill Lytle won't have to loan—barry burke—money to buy his new toupe for his kotop disguise.

ANDY WRIGHT, INC.
1560 Broadway, New York City
Bryant 2361

Cable Wrightlook, N. Y.
Fowler Acquires California Studios

To Change Name and Produce Talker Shorts—John McCormack Films to Contain Ten Songs—Warner Studio Is Equipped with New Sprinkler System—Holmes in Educational Film—Ralph Wilk's Paragraphs

OWLER PLANS TO PRODUCE FOREIGN TALKER SHORTS

Herman Fowler has acquired the California Studios and plans to change the name to Fowler Studios. Production plans as outlined by the company will include 50 short subjects, a high percentage of which will be made in Spanish versions as well as a series of dramatic and comedy shorts for Hebrew. At present, no staff has been engaged although plans are under way for immediate production.

Greta Garbo in "Romance" Having finished "Anna Christie," Greta Garbo will begin work on her second all-talker, "Romance," under the direction of Clarence Brown, within two weeks.

Brabbin to Direct Novarro Ramon Novarro, who recently completed playing the lead in "The Three Hostages," will begin talking and singing next week in "The Singer of Seville." Charles Brabbin is directing for M-G-M.

Fox Color for Beatrice Lillie Fox "nature color" will be introduced in "The London Revue," a production presented by Harry Northern, which is being made in London and will be shown with Beatrice Lillie and other numerous foreign stars in the cast.

"The Shrimp" Completed Harry Langdon has just completed "The Shrimp," with Thelma Todd, Tala Mae, Max Davidson and James Mason supporting him. A Spanish version is being made with the same cast. Charles Rogers directed.

Dorothy Brown Given Part Director John Blystone has assigned Dorothy Brown, extra, to an important part in "The Big Party," which is being made on the Fox lot.

Tiffany Signs Benny Rubin Benny Rubin has signed by Tiffany for a featured part in "Sunny Days," which will be a musical adaptation of a story by A. P. Younger.

Columbia Signs Stevenson for Role Columbia has signed Hayden Stevenson for a role in "Vengeance," which will star Jack Holt. Dorothy Revier and Philip Strange are also in the cast.

Added to M-G-M Roster M-G-M has signed Arnold Korff, Paul Cavanaugh and Gus Shy for future work in pictures to be produced by the company.

A Little from "Lots"

By RALPH WILK

George Sidney, who spent several months in the East, playing the title role in the stage version of "Kibitzer," is busy at Universal, where he is being co-starred in "Cohens and Kellys in Scotland." He intends to remain in Hollywood and it would not be surprising if his old stage successes, the "Busy Izzy" series, will be brought to the screen. Among his stage successes of more recent years were "Welcome Stranger" and "Give and Take." *

* * *

Enid Bohm, who has been with M-G-M for the past two years, has joined Fox as a scenarist. His stage play, "For Better or Dumber," is now being presented in Budapest.

Our Passing Show: Judge Kenesaw Mountain Landis of Chicago, visiting the M-G-M and Metro-Goldwyn-Mayer studios, Ben Silve assistant director, busy with "His Woman" unit at First National; Jimmy Townsend visiting the Fox studio on business.

Jack Sheridan, a lawyer by profession, but whose hobby is writing songs, has written three catchy tunes, "Close to My Heart" and "Why?"

Jeanne Loff, recent Universal acquisition, who is appearing in Paul Whiteman's "King of Jazz," will share honors with John Boles in "It Happened One Night," in which John Murray Anderson will direct.

Samson Raphaelson, who wrote "The Jazz Singer," is busy at RKO, where he is staff writer. "Young Love," "White Man" and "Play Boy" are among his Broadway plays.

* * *

Albertina Rasch, who furnished the ballet music for the "Hollywood Revue," has arrived from New York to provide ballet ensembles, choruses and solo specialties to be included in future M-G-M pictures. The ballet mistress has schools in New York and Hollywood, from whence she derives the talent for her dance specialties.

Holmes Gets Leading Role in New Educational Taller

Taylor Holmes has been signed by Educational to play the lead in "Dad Knows Best," a Jack White talking comedy. Helen Bolton will play opposite Holmes with Maurice Murphy, Gloria Greer and Monty Collins completing the cast. Stephen Roberts is directing.

Tentative Title for Boles Film Universal has given the new John Boles film the tentative title of "Serenade." Konrad Bercovici is writing the picture which will also provide the music as well as assist in the production of the film.

Arlene Picture Started Work on "The Light of the Western Stars," with Richard Arlen has begun at the Paramount studios. The picture is under co-production of Otto Brower and John Langan. Mary Brian, Regis Toomey, Harry Green, Fred Kohler, Sid Saylor and George Chandler are in the supporting cast.


Sprinklers for Warner's Studio Being Installed

Installation of a $150,000 automatic sprinkler system is under way at Warner's main plant on Sunset Boulevard. It will take three months to install and cover the seven stages. A similar system will be installed at the auxiliary studio on the Vitaphone lot.

Jury to Select Musical Numbers Sol Wurtzel, general superintendent of Fox West Coast Studios, J. J. McCarthy, Al Rockett, Owen Davis, Sr., Ben Jackson, John Blystone, and three dance directors, Maurice Kusel, Danny Dare and Max Scheck, will comprise the jury that will select the nine musical numbers for "Fox Movietone Follies of 1930."

Begins New Gang Comedy Production has begun on the new "Our Gang comedy "Bear Shooters," under the direction of Robert McGowan.

Albert DeMond writing dialogue for "Paradise Ahoy"
PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

COLOR TO REVOLUTIONIZE NEWSREELS, SAYS INVENTOR

Introduction of color with talking newsreels is exact reproduction of the actual happening, ready for exhibition 24 hours after the picture is taken, according to William Hoyt Peck, inventor of the Colorcraft process and vice president of the Colorcraft Corp.

This development will make the newsreel the most important unit in the motion picture business since it will provide a permanent record of the most colorful events.

In the Color process, color will more and more be used to express mood and convey emotion, as demonstrated in the "color organ," says Peck. Color will also affect the selection of talent since pleasing coloring and a flawless complexion will soon become essential of the screen favorite, he believes.

The Colorcraft Corp.'s first laboratory unit, which, when completed, will have a capacity of 1,800,000 feet of film per week, is expected to be ready for operation by March 15.

Four Broadway Comedians Are Signed for Vitaphone

Bert Lahr, Lester Allen, William C. Gaxton and Eddie Buczell, all featured comedians from various musical comedy successes, have just been signed by Harry Roth, director-in-chief at Warner Bros. Eastern Vitaphone studios.

Each will make a series of Vitaphone Varieties under the supervision of Roth, who will personally direct many of them, according to an announcement from George E. Quigley, vice president and general manager of the Vitaphone Corp.

Portable Talker Studio Tour

Irvine Sigel has developed a portable sound-on-record recording outfit at the American Sound Recording studios, which, he claims, is the first of its kind to be completed. He intends touring vaudeville with this outfit, using local talent and with Muriel Kingston and Dexter McReynolds playing the leads. Mack Brown is booking the act.

Sound Expert to Coast

Frederic MacAlpin, who came on from Warner's West Coast studio nine months ago to assist Dean Cole, as sound mixer at the Eastern Vitaphone studio, returned to Hollywood Friday.

Conklin Works in Short


Short Shots from New York Studios

By HARRY N. BLAIR

N ow that it is definitely decided that Richard Arlen cannot come East to play the title role in "Young Man of Manhattan," Monta Bell, who will direct this feature, has been busy conducting tests for the title role. Claudette Colbert and Charles Ruggles are already set for important parts.

Memories of the old Vitagraph studio were reviewed at Warner's studio this week, as the appearance of Audry Bercy, an extra girl, who was a popular child actress at the time when Norma Talmadge and Maurice Costello had just begun their climb to screen fame. Miss Berry appears in a short comedy starring Eddie Buczell, which Murray Roth directed.

Visigraphic Pictures continue to receive excellent publicity breaks on their "The Broadway Limited," which has attracted much attention.

Morgan Morley, who shares honors with Ginger Rogers in Pathe's "A Night in a Dormitory," started his film career at the old Lubin studio in Philadelphia, where, in those days, Lottie Briscoe and Arthur Johnson were popular stars.

Evelyn Knapp, who appears in Gordon Bostock's Pathe comedy, "Beach Babes," has played leading roles in fifteen Pathe comic shorts, most of them produced by George LeMaire.

Elizabeth North is recovering, from the effect of an appendicitis operation, at the Long Key fishing camp, Long Key, Fla., where she will spend several weeks before returning to her position in Paramount's short subject department.

Ruth Etting, who just completed a short subject at the Warner Vitaphone studio, recently sang over the radio, through 12,000 miles of space, to Commander Byrd's Antarctic Expedition.

Upon completing "The Big Pond," during the coming week, Maurice Chevalier will stroll to the West Coast where he will take part in a one week radio broadcast program sent from San Francisco, under the auspices of General Motors.

HEREDITY played a part in shaping the career of Harold Levey, musical director for Warner Bros. Eastern studios, who comes from a long line of musicians. Levey gave a violin recital at the age of five and was playing the piano in concert by the time he was nine, at which time he was known as the "boy marvel."

E. Y. Harburg, who writes snappy lyrics for Jay Gorney's singable, hummable tunes, also composes those captivating lines which make you want to join in with the crowd on Paramount's Fleischer Cartoon singing reels. His "Old Apple Tree" number is a darg.

Get all set to whistle "You Brought a New Kind of Love to Me," which Maurice Chevalier sings to Claudette Colbert in "The Big Pond." This number, as well as all the others sung in the English version of this picture, was composed by Sammy Fain, Irving Kahal and Pierre Norman, those youthful songsmiths.

Edmund Josephs, director at the Warner Vitaphone studios, is a dead ringer for Karl Freund, German cameraman, who recently arrived in New York.

Jessie Matthews, the English revue star, who is now appearing here in "Wake Up and Dream," was an interested onlooker at the Paramount Long Island studios on the occasion of a visit there a few days ago. In appearance, she suggests a combination of Colleen Moore and Irene Bordoni.

Get all set for the big house-warming party Fred Rylke, makeup chief at the Fox studios, is preparing to throw at his new apartment on West 57th St.

One of our most ritz musical comedy actresses took personal offense when an electrician at the Warner Vitaphone studio yelled "take the slicks off that broad" during the making of her picture. Looking at the offending memial in the eye, the haughty dame hissed: 'I ain't gettin' un-dressed in front of no strange men!' Later she learned that all the order meant was to take the diffuser off the light.

THE FILM DAILY

FEATUE R SCHEDULE SET FOR P-F-L STUDIO IN EAST

Victor Moore, featured comedian of the stage musical, "Heads Up," is the most recent addition to the cast of "Dangerous Nan McGrew," production on which starts Jan. 27, at the Paramount Long Island studios.

Helen Kane and Stewart Erwin are also featured in this comedy of the Great Norrifield, which is being directed by Mal St. Clair, who is in daily conference with a staff of gag men.

"Young Man of Manhattan" will be started at the same studio during the first week in February. Monta Bell, who will direct this feature, has selected Skeets Gallagher and Charles Ruggles in the featured roles.

Ruggles will also appear in a farce comedy which Fred Newmeyer will start directing during the first week in March. This will carry the Paramount studio over until early spring, around which time the next Maurice Chevalier vehicle will get under way with Hobart Henley at the mega-phone.

VOICE AIDS CHARACTER
SAYS TALKER DIRECTOR

"Characterization by means of the actor's voice is just as important, if not more so, as characterization in action and make-up. It was the big factor that the screen looked for years to place it on an equal footing, in characterization, with the speaking stage. This was proved by the great increase in attendance at motion picture theaters as soon as the screen found a voice."

The statement quoted above was made by Edmund Joseph, newly appointed director of Vitaphone Varieties, at the Eastern Vitaphone studios.

"Characterizing by the voice was new to silent picture actors who had no previous stage training. Some of them were fearful of its effect upon their popularity at first, but they set to work to learn how to use the voice. They studied intonation, timing, voice shading—the three essentials of voice characterization—and most of them have won in the theater. Many sought stage experience for talking in the use of the voice. Many made radio appearances and learned that it is possible to characterize by the voice alone, just as they had previously characterized by action alone. By combining the two methods they have found a new freedom and power of expression that is carrying them into greater popularity than ever.

FEATUE R SCHEDULE SET FOR P-F-L STUDIO IN EAST
The Modern Talking Picture

THE JAZZ SINGER" marked the beginning of a great rush toward sound. The industry which had been waiting for assurance of the practicability of sound was at length convinced. The turning point had been reached. Today we reckon the evening of October 6, 1927, as the beginning of a new phase of motion pictures. From that evening on sound became the perative element in production.

In the meanwhile, William Fox, president of the Fox Film Corporation, had been working with Theodore W. Case, of the Case Laboratories, and with Earl I. Sponable, another young inventor, in the development of a talking system which used the sound-on-film method. For fifteen years, ever since he was a student at Yale University, Theodore Case had been experimenting with sound-on-film. In 1916, however, he had joined forces with Case. Their problem was to find substances which were extremely sensitive to light.

The war came on and the young inventors put aside their work, devoting their entire time to development of infra-red light rays which could be used in signalling ships. As a result of their efforts, many convoys on route to France, were kept safe. After the cessation of fighting, the young inventors returned to New York, N. Y., and resumed their experiments with sound-on-film. 1922 marked the beginning of a bright bulb called a "Eo" light which was so sensitive to voice vibrations that lines of sound could be photographed on the film.

It was not until the spring of 1926, however, that Mr. Case and Mr. Sponable presented their discoveries to William Fox. They had waited until they were sure of themselves of the practicability of their idea. Fox immediately saw the great possibilities of sound. He agreed to use further experiments. No time was lost. In June, 1926, experiments were continued under Mr. Fox's supervision and two months later the Fox Film Corporation had been organized. Courtland Smith, who had been with me in the Post Office department and who was secretary of the Motion Picture Producers and Distributors of America, was made head of the new organization. A new plant opened at Tenth Avenue and Eighth Street and the name chosen for the new device was Movietone.

The Fox-Case Corporation at first fixed its attention to development of news reels, in which it was opposed to record sound as well as the action of current events.

WILL H. HAYS

song she had introduced with great success in the first Charlie's Revue. The preliminary program was concluded with a news reel which was designed to be historic in the industry. That was the take-off of Colonel Charles A. Lindbergh on his New York to Paris flight.

Audiences in New York heard the roar and roar of the aeroplane's motor, listened to the shouts of farewell, to the raucous sounds of the onlookers as plane hesitated, skidded, and then leaped from the ground into the air. It is history now how the world went mad about Lindbergh. Millions of people wanted to see him. They wanted to hear as well as to see his take-off. The Movietone record was a sensation.

By September, 1927, the first Fox feature picture had been synchronized before its Broadway showing. That picture was "Sunrise," and by the week of October 28, the first all-Movietone news reel was shown at the Roxy Theater. Six weeks later the Movietone News was a weekly feature. Exhibitors bought the news reels as quickly as their houses were wired.

New developments came swiftly in the first months of 1928. Courtland Smith's organizing ability was being felt everywhere. His was a tremendous job of pioneering but with the ardent support of Mr. Fox and other colleagues he strode rapidly ahead. Experiments had already proved that the complete sound equipment could be transported in one and one-half ton trucks and a whole fleet of such trucks was ordered. The first all-talking company known as "The Talking Picture Company" was presented to the public.

Since it was already obvious that sound pictures would sweep the country, Fox-Case decided to issue two instead of one Movietone News each week. A few months later the number was increased to three a week and only a short while before this writing it was found necessary to issue four newsreels a week.

Mr. Fox has frequently said that he was led to take part in the development of talking films not only because of the commercial possibilities in them but because he believed they would be a benefit to mankind. Especially is he interested in the educational possibilities of the talking screen, and it is not surprising that he developed the invaluable plan of bringing the great personalities of the world before the camera. The first crowned monarch ever thus to appear on the screen was King Alfonso XIII of Spain. Others followed rapidly. King George V of England, the Prince of Wales, Premier Benito Mussolini, Marshal Foch, President von Hindenburg, President Hainich of Austria, Raymond Poincare, Crown Prince of Sweden, David Lloyd George, and Ramsay MacDonald are to be found on the screen now. Government officials who have spoken from the screen. There have been others like George Bernard Shaw, the great dramatist, who has refused the honor of visiting America, Dr. Hugo Eckener, Sir Arthur Conan Doyle. All of these men have had messages for America and for the world. They have been brought into close touch with our people. A spirit of friendship has been created.

At the same time many of America's leaders have spoken from the screen, among them President Hoover, former President Coolidge, General John J. Pershing, Chief Justice William Howard Taft, former Governor Alfred E. Smith, Colonel Lindbergh, and Thomas A. Edison. This entire purpose of William Fox in bringing the world's personalities to the world's peoples has been a very real contribution to the world's welfare.

(Continued Tomorrow)

TO-MORROW

Chapter VI

THE RECORDING OF SOUND PICTURES

How the overnight revolution in sound was carried through to glorious success. Related in this engrossing serial appearing in THE FILM DAILY

(Copyright, 1929, by Motion Picture Producers and Distributors of America)
America’s Ablest Theatre Managers Plan Smashing Campaigns for the Grandest of all Exploitation Set-ups! Mightier even than the classic "Rio Rita" in those juicy box-office elements that put the natives on edge and bring them galloping to the box-office!

In its first two starts... $2. Carroll, N.Y. and the new Orpheum, L.A... "Hit the Deck" has sponged up terrific box-office grosses! It is actually outgrossing "Rita"... and pointing again to a mighty destiny for the Radio Titans... miracle workers of the modern show-world!

Directed by LUTHER REED who created "Rio Rita"

Music by Vincent Youmans. Story by Herbert Fields; lyrics by Clifford Grey, Leo Rubin and Irving Caesar.
JACK OAKIE Showdom's greatest draw comic leads an army of fighting tars in a globe-girdling spree of song and dance...
ALONG THE RIALTO

with

Phil M. Daly, Jr.

HERBERT CROOKER, First National p. a. and a good one, will try his hand and voice at master-of-ceremonies for a vaude tour, with Harry Weber as his manager.

Paul Ash, who makes girlish hearts throb, soon bag and baggage to Chi to entertain at the Oriental, where he served as master-of-ceremonies for two years. This is front page news for Chicago movie-goers—Fred Allen, who makes shorts for Paramount and Warners, will also start buying railroad tickets soon. "The Little Show," in which he co-stars with Clifton Webb, is going on the road.

Times Square at Noon: Roy D'Arcy hurrying into the Bond Building, Art Landy, almost hidden in a big overcoat, pushing up Broadway. Don Roberts talking to somebody in front of the Palace.

M-G-M steps out and anchors television rights to Arthur Schnitzler's novel, "Daybreak." Charlie King will be pin for the Old Gold radio hour, next Tuesday and Blanche Sweet cops the same job for the following week.

The Fox West Coast house organ, "Now," has changed its dress. Instead of the former 6 x 9 booklet, the issue now measures 12 x 17, similar to a press sheet. The issue has become a weekly instead of twice monthly—A. L. Burt has issued a photoplay edition of the novel, "Second Choice," by Elizabeth Alexander. The issue contains pictures of this Warner production featuring Dolores Costello—Al Jolson's "Mammy" is scheduled to be released early in the spring.

"Hot—and How" is the clever title of a new Educational-Jack White talking comedy which features Nancy Dover, the little brunette of Cecil de Mille's "Dynamite."

Entertainment for the 12th annual benefit for the Sons and Daughters of Israel, which will be held at the Mecca Temple this evening, will find many Broadway favorite stars on the bill—Jules Delmar Co. is cooperating with the N.Y.A. in supplying the talent for this show which looks like a big wow already.

Dick Anderson of the M. P. Congress has left the Murray Hill Sanitarium following an appendix operation and is now at his home.

What's going on in the film industry abroad? You'll find the answer in the 1930 FILM DAILY YEAR BOOK, our soon.

PUBLIC AVERSION TO TALKERS
FAILED TO MATERIALIZE

THE immediate and overwhelming popularity of the talkies gives evidence of the fact that they have come to stay. The wave of public product predicted by certain critics never showed the slightest sign of materializing, and audiences, instead of tiring themselves about the alleged threat to an independent art form, accepted dialogue as an obvious addition to their favorite entertainment. Probably only America could have released so rapidly the capital and energy necessary to revolutionize an industry overnight, but that revolution is already a fait accompli.

="The Nation"

AND THAT'S THAT

BY PHIL M. DALY

ONE of the most complete campaigns for coverage of an entire picture produced by newspapers has been brought to our attention. It occurred on Henry King's direction of "Hell Harbor," filmed entirely on location at Rocky Point, a few miles from Tampa, Fla. The two local papers, the "Times" and "Tribune," broke feature stories every day throughout the weeks of production. The scrap book of United Artists—Inspiration containing the clips gives a complete chronicle of every phase of this, the first all-talker to be made entirely on location. It incidentally, it puts Tampa on the map as a second Hollywood to be reckoned with.

You may be wondering how newspaper reporters in Florida, necessarily more or less unfamiliar with the picture industry, could do a big job like this. Ah, that's where the catch comes in. They didn't. Lou Lusty, publicity director on this production, was on location shooting in the copy every day. It's one of the few campaigns ever brought to our attention. Lou, if he wasn't so darned modest, could go around shouting so we're doing it for him.

FRENCH PATTERN

D'APRES Joseph M. Schenck, le celebre chanteur Al Jolson va re-

cevoir, pour sa participation dans la confection des films chantants et parle-

ance des Artistes Associes, le

chec du quarte de quatre-mille

livres sterlin pour film "C'est

incroyable!"

No. We didn't know what the above was all about either. But a Frenchy, Pierre Arnaud, tells us that "cinematographic francaise" thinks it incredible that Al Jolson is getting so much money from Joe Schenck for making singing pictures. "I don't believe it," Mr. Schenck thinks it incredible, too.

TEN YEARS AGO TODAY

IN

CineJ

Carl Laemmle to contest alleged

violation of contract by Allen Holu-

bar and Dorothy Phillips.

Charles B. Burr to produce series

of comedies with Johnny Hines.

Duluth Theater Co. is incorporated

at St. Paul with capital of $1,000,000.

Famous Players Long Island

laboratory to open next month.

January 18th

January 19th

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry who are celebrating their birthdays on these days:

January 18th

Bruce Guerin
Oliver Hardy
Michael C. Levee
Harry Ormiston

William Bertram
Harvey H. Gates
Hal Roach

B. P. Schulberg
Bradley Barker
Lou Metzger

TEN YEARS AGO TO-DAY

THEM

First JOBS

WARREN McGRATH
Bell Telephone laboratories, New York
**Presentations**

**HARRY RICHMAN ACTS AS**

**M. C. AT PARAMOUNT**

Harry Richman is master of ceremonies at the Paramount in “Jazz Pfeffer,” one of the weakest shows the house has had in some time. Richman does his monologue down front on the runway, and seemed to go very well with his line of chatter. His best number was the dress-up act of a couple of girls opening dressing straight. Opened with a unique girl number, showing them in costume representing clef notes blended out in the design of the hat. The musical score from a music sheet for the drop, the number registered well. The production was shaky but was any real comedy, an acrobatic dance team doing the best work with one funny leg work and eccentric feet. The Dignity Berke Dancing Beauties were pleasing in several numbers nicely costumed, and an angle team with lots of class rounded out their work. Louis M. McDermott staged the production, but there was nothing about it that held any real interest, and Harry Richman couldn’t save it from being a very ordinary presentation.

Missouri Changes Policy

St. Louis—Commencing today the Missouri, Grand Blvd. and Lucas Ave., begins a long run policy. The grand Central, indefinite, run houses, all play after the Ambassador and Missouri.

Change Policy at Embassy

Baltimore—The Embassy, East Baltimore St., recently used as a Jehovah’s Witness house has instituted a twice a week policy with shows opening Sundays and Wednesday instead of once a week. Five acts of vaudeville are included in the bills.

**AMALGAMATED VAUDEVILLE AGENCY**

**Attractions for Picture Theatres**

**Standard Vaudeville Acts**

1600 Broadway, New York City
Phone Penn. 3580

**Foreign Markets**

**BILL PROPOSES INCREASE IN FINLAND’S THEATER TAX**

Washington Bureau of THE FILM DAILY

Washington—A bill changing the theater tax has passed its second reading in the Finnish Diet, according to a report to the M. P. Division of the Dept. of Commerce. The measure provides for raising the cinema amusement tax from 30 to 35 per cent and to abolish the cinema seat tax under the present law.

3 Oslo Houses Showing American Talking Films

Washington Bureau of THE FILM DAILY

Washington—Three houses in Oslo, Norway, are now equipped with sound apparatus, the M. P. Division of the Dept. of Commerce is informed. With the exception of foreign sound film all other have been of American origin.

Dr. Rudolf Becker Joins British Sound-Films, Ltd.

London—Dr. Rudolf Becker, former general manager of Associated Sound-Film Industries Ltd., has been appointed managing director of British Sound-Film Productions, Ltd.

Leeds Company Puts New Sound Device on Market

London—Grange Lodge & Co. of Leeds announce a new sound device called “Majestone.” The first installation has been made at the Lyric Picture House, Tong Road. The company has service stations located in Leeds, Birmingham, Newcastle, Glasgow, Manchester, Liverpool, Nottingham, Cardiff and Belfast in addition to one in Flins City. A service school for projectionists has likewise been opened by the company in Leeds.

Pianist-Conductor-Manager

London—Jack Stevenson, new pianist-conductor at Cranston’s Picture House, Glasgow, will also act in the capacity of manager as a result of resignation of David W. Kelly. Kelly was manager of the house for the past 13 years.

Changes Title

London—“Love at First Sight” has been changed to “The Voice of Love.” The picture is being made for Butcher’s by the Chesterfield Motion Picture Corp.

**Soundless Ethiopia**

Ethiopia—Sound pictures are unknown here and local business men hold little prospect of their introduction within the next few years. Silent pictures from the capitals and more or less negligible films shown in some of the houses are antiquated and purchased in second-hand markets of France and other European countries.

**CHINA CENSORS PASSING AMERICAN SOUND FILMS**

Washington Bureau of THE FILM DAILY

Washington—With sound films becoming established in China, censorship problems have not seriously affected American sound pictures, the M. P. Division of the Dept. of Commerce reports. No special rules governing sound pictures have been found necessary and only a few cuts have been required. No sound pictures have as yet been banned and a noticeably keen interest in American talking pictures has already been manifested by theater-goers.

Lever Appointed Gen. Mgr. of Pro Patria Films

London—A. Lever, exhibitor, has been appointed general manager of Pro Patria Films. Lever in 1918 was sales manager for the Stoll Film Co. and later became general manager of the company.

Benney Acquires Four London—Sam Benney has acquired four theaters in the Kinema, Walworth, West Bromwich; Picture House, Oldbury, and the St. George’s Cinema, West Bromwich.

Alpha Signs Le Breton London—Flora Le Breton has been signed by Alpha for a talkie-revue “Comets.”

60 Ufa Houses Wired Berlin—Approximately 60 Ufa theaters have been wired by Klangfilm, it is reported.

**Presentations**

**WHITMER, CALIGARY BOYS SHARE CAPITOL HONORS**

Ken Whitmer, multi-musical artist, and the Caligary Brothers, gymnastic comedians, share honors this week in Arthur Knorr’s “Land of Syncopation” at the Capitol. Whitmer, besides serving as master of ceremonies, keeps a string of girls busy bringing in different types of musical instruments for him to play. The collection includes about everything from a piccolo to a bass drum, and Whitmer does not merely tease but actually plays the gadgets, winding up with a one-man-band exhibition that sets the patrons’ palms in motion. For further highlight, the Caligary boys perform a routine of comedy contortions that keep the audience laughing pretty steadily. Their line is unique and original in their line. Another surprise that amuses the folk in keen fashion is a ensemble number in which a group of the girls appear as miniature Paul Whiteman imitators and padded suits to give them the appearance of the jazz maestro. Also contributing to the general merriment are Sally and Ted, Serge Flash and the Capitolians.

To View Ufa Educational

A special showing of four Ufa educational short subjects, synchronized with lectures by professors of leading universities, is scheduled for Saturday at 729 Seventh Ave., New York. These short subjects have been synchronized by North American Sound and Equipment Corp.

Burke Gets R-K-O Post

Minneapolis, Minn.—Frank Burke, formerly manager of the Hennepin-Orpheum theater, has been appointed divisional publicist director in charge of four R-K-O houses in Twin Cities. The circuit recently reopened the Seventh St., which had been dark for a year and a half.

Dah En Route to Coast

Hy Dah, RKO publicity and advertising chief, left for the Coast Friday afternoon on a four weeks’ trip. While he is in the studio he will map out an exploitation campaign on “The Case of Sergeant Grischa,” “Radio Revels” and “Dixiana.”

Arctic Nu-Aire Promotes Clair

Dallas—F. J. Clair, former salesman for the Arctic Nu-Aire Company, has been appointed district manager with jurisdiction over the state of Texas.

Fire Destroys Minn. House

Farmington, Minn.—Damages estimated at about $12,000 were caused by a fire that destroyed the Farmington.
**RKO**

**Time:** 1 hr., 40 mins.

**BEETR - THAN - AVERAGE ENTERTAINMENT. TUNEFUL VERSION OF MUSICAL COMEDY HIT HAS POPULAR APPEAL.**

Based on a musical hit which secured its material from the play, "Shore Leave," RKO has given it dialogue, music and color. The picture, especially, gets across and includes "Hallelujah," an ex-popular song hit. Its story is typically musical comedy in character. It concerns a girl who runs a coffee-and-doughnut shop patronized by the Navy. She falls in love with a gob who immediately forgets all about her. Finally the sailor returns and the girl, through a colorful party given on board the admiral's ship, locates her missing suitor, and the film, later he finds her and sets the happy ending. A negro spiritualistic meeting is the big punch of the picture. Altogether it is a generally satisfying entertainment.

**Cast:** Jack Oakie, Polly Walker, Frankre Woods, Roger Grey, Wallace MacDonald, Ethel Clayton.

**Director:** Arthur Reed; **Author:** Not listed; **Adaptor:** Esther Reed; **Discographer:** Not listed; **Editor:** Wm. Hamilton; **Cameraman:** Robert Kroile; **Monitor Man:** Herb McDowell; **Direction:** okay, Photography, satisfactory, Adey.

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**"Rampant Age"**

with Mervin Kennedy, James Murray, Eddie Borden

(All-Talker)

**Continental Pictures**

**Time:** 1 hr., 15 mins.

**FAIRLY ENTERTAINING WITH SOME PICTURES PRESENTATION DEVOTED MOSTLY TO WILD PARTY DOINGS. CREDIBLY DIRECTED AND ACTED.**

Jazz youth drama. Most of the footage is taken up by one wild party after another. There finally emerges a line to the effect that a sweet and sheltered girl decides to step out with the fast crowd in order to cure her joy-loving sweetheart of the same. This opens the way for another long round of whoopee, resulting in a lovers misunderstanding, an airplane accident and a windup the three principals in a hospital. Considering the weakness and staleness of the story, the fact that it manages to provide amusement of fair strength is due largely to Phil Rosen's creditable direction, a convincing performance by Kennedy and some agreeable comedy.

**Cast:** Mervin Kennedy, James Murray, Eddie Borden, Margaret Quimby, Florence Turner, John Elliott, Gertrac Messinger, Pat Lafarga.

**Director:** Phil Rosen; **Author:** From the novel by Robert S. Cohen; **Cameraman:** Paul Hoyt; **Discographer:** Harry L. Hoyt; **Editor:** Not listed; **Cameraman:** Herbert J. Kirkpatrick; **Monitor Man:** Jack Kelso, Frankl.

**Direction:** satisfactory, Photography, uns.

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**"The Aviator"**

with Edward Everett Horton, Patsy Ruth Miller

(All-Talker)

**WARNER**

**Time:** 1 hr., 15 mins.

**FAIRLY ENTERTAINING WITH SOME WILD PARTY SEQUENCES. HORTON AND LEE MORAN CARRY BURDEN OF WEAK STORY.**

Continental Pictures' rather loosely put together, but the generous use of snappy dialogue manages to give the picture some good entertainment. While some of the airplane scenes prove to be effective, the real amusement of the picture is gleaned from the clever interplay between Horton and Lee Moran. Both Horton and Moran easily carry off the lion's share of the credit, with Patsy Ruth Miller getting her files in a small part.


**Director:** Roy Del Ruth; **Discographer:** Robert Lor; **Author:** Arthur Cesar; **Editor:** Wm. Holmes; **Adaptors:** Robert Lor, Arthur Cesar; **Cameraman:** Herbert J. Kirkpatrick; **Monitor Man:** Montgomery; **Cameraman:** Not listed; **Direction:** fair. Photography, good.

---

**"After the Fog"**

with Mary Philbin

(All-Talker)

**Beacon Productions**

**Time:** 66 mins.

**UNEVEN MELODRAMA OF SEACOAST CINDERMEL, WITH A FANATICAL FAITH WHO CAUSES MUCH UNHAPPINESS.**

This might have been a neat little picture but for the ill-advised characterization of a lighthouse keeper who likes one of those grandiose brutes so common in the merie mystery plays. The keeper wants a daughter (Mary Philbin) to marry homely seacoast lad. But the years for the pretty things of life and she gets them by marrying rich sociopath Jack Oakie. The wishes of the old man then inherit on his wife because she is sympathetic with their daughter. Finally he decides to throw the father out of his mind. He reconciles his daughter to a husband and when he tries to kill her. Grims of the seacoast sequences are off rather glibly, but some flash shots society at play.

**Cast:** Mary Philbin.

**Director:** Leander De Cordova; **Author:** Not listed; **Adaptors:** Arthur M. Statter; **Editor:** Not listed; **Discographer:** John Boyle; **Monitor Man:** Ernest W. Riever.

**Direction:** spotty, Photography, fair.

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**"The Call of the Circus"**

(All-Talker)

**Hollywood Pictures**

**Time:** 1 hr., 9 mins.

**JUST A FILLER. SOBBLY SENTIMENTAL STORY WITH FAIRY TALE THEME OVER-DRAWN AND POORLY DIRECTED AND ACTED.**

Sensational, but in contrast to a circus life background. What is mainly wrong with this production is the story, which piles on the sweet sentiment till it hurts. In some places where the scene was supposed to be very touching, a Broadway audience laughed out loud. Francis Bushman is stillled and theatrical in the role of the retired circus clown who finds love entering his life with the adoption of a young girl. Meanwhile he has married a circus woman (Maxine Alton) and the story develops with the realization on his wife's part that he does not love her, and she leaves him. The climaxes her downfall, takes him to his life, and they all go back to the circus life together. Lacks conviction and realism, and is too sloppily sentimental to catch the attention and appeal of audiences. A filler for the stands.

**Cast:** Francis X. Bushman, Ethel Clayton, John W. Sherry, William Osten, KerDonald, Ethel Clayton, Dorothy Gay, Jim Wilson.

**Director:** Voorhies; **Author:** Maxine Alton; **Discographer:** the same; **Editor:** Not listed; **Cameraman:** Not listed; **Direction:** poor, Photography, okay.

---

**Tom Tyler in "Pioneers of the West"**

(All-Talker)

**Syracuse Pictures**

**Time:** 1 hr., 4 mins.

**A GENERALLY APPEALING WESTERN WITH ENOUGH ADVENTUROUS SUSPENSE AND ROMANTIC INTEREST TO PLEASE THIS CLASS OF FANS.**

Tom Tyler must share his honors as the hero in this picture with J. F. McGowan, who not only did himself credit in the matter of direction, but also took one of the acting parts and put it over with a punch. The action concerns an express robbery, resulting in one man (McGowan) being caught and sent up. He is suspected or merely taking the rap for a higher-up partner. So the express company puts a man (Tom Tyler) on the job to scout around and try to find a valuable package which is among the loot. The man being sought has a very charming daughter, which opens the way for a nice line of romance. Tom Tyler has a little help with this from his childhood's heroine, and the series of events leading to the capture of Robinson and Tyler. The story is edited and re-cut by James of course, but the mystery is filled with plenty of action.

**Cast:** Joseph Schildkraut, Edward G. Robinson and Barbara Kent

(All-Talker)

**Universal**

**Time:** 1 hr., 15 mins.

**DRAMATIC STORY OF NEWSPAPER REPORTER WITH PLENTY OF TENSE MOMENTS AND THE NAGGER ANGLE PLAYED UP CLEVERLY, OKAY FOR ALL AUDIENCES.**

Drama. Here is a picture that has everything of its kind for action, tense situations and dramatic appeal. Joseph Schildkraut is a knockout, with Edward G. Robinson also taking a goodly share of the honors. Barbara Kent has little to do but her personality gets over. Schildkraut, as a reporter on the Globe, is called out during his wedding ceremony, to take a bank murder mystery story. He accuses Robinson of the deed because of his special brand cigarette found in the killer's hand, but is later shot by the keeper. The series of events leading to the capture of Robinson and Tyler are very well handled and the mystery is filled with plenty of action.

**Cast:** Joseph Schildkraut, Edward G. Robinson, Barbara Kent, Harry Stubbs, DeWitt Jennings.

**Director:** John S. Robertson; **Author:** Henry Lyman; **Discographer:** the same; **Editor:** Schildkraut, Roy Hunt; **Cameraman:** Millard Cram; **Direction:** satisfactory, Photography, good.

---

**"Night Ride"**

with Joseph Schildkraut, Edward G. Robinson and Barbara Kent

(All-Talker)

**Paramount**

**Time:** 1 hr., 11 mins.

**JUST A FILLER. VERY ORDINARY PRODUCTION WITH UNINTERESTING STORY THAT FAILS TO HOLD INTEREST.**

Drama of backstage life. This is a very well produced vehicle, which wanders aimlessly and gets nowhere. The continuity was ticked by the agedness of the story and the rest is a very flat film that fails to hold the interest and drives wearsly the reels are half over. The story concerns a comedy team, one whom (William Powell) does lit hag material and his partner (Hal Skelly) plays the low comic. Powell marries Skelly's girl and Skelly does the good sport act and it team goes on to big time and big money. Finally Powell becomes engaged to another woman, who eventually turns him down, and kills himself. Then the denounced, when the wife divorces him and realizes that the low comedian was her true sweetheart all the time. Very flat and dull.

**Cast:** Hal Skelly, William Powell, Wally, Kay Francis, E. H. Carver, Pa. Powell; **Author:** Not listed; **Discographer:** Robert Milton; **Editor:** Not listed; **Director:** Howard Edershie; **Discographer:** the same; **Cameraman:** Lang; **Direction:** D. Man, Not listed.

**Direction:** ordinary, Photography, fair.

---

**"Behind the Makeup"**

with Hal Skelly, William Powell

(All-Talker)

**RKO**

**Time:** 1 hr. 40 mins.

**JUST A FILLER.**

Drama of backstage life. This is a very well produced vehicle, which wanders aimlessly and gets nowhere. The continuity was ticked by the agedness of the story and the rest is a very flat film that fails to hold the interest and drives wearily the reels are half over. The story concerns a comedy team, one whom (William Powell) does lit hag material and his partner (Hal Skelly) plays the low comic. Powell marries Skelly's girl and Skelly does the good sport act and it team goes on to big time and big money. Finally Powell becomes engaged to another woman, who eventually turns him down, and kills himself. Then the denounced, when the wife divorces him and realizes that the low comedian was her true sweetheart all the time. Very flat and dull.

**Cast:** Hal Skelly, William Powell, Wally, Kay Francis, E. H. Carver, Pa. Powell; **Author:** Not listed; **Discographer:** Robert Milton; **Editor:** Not listed; **Director:** Howard Edershie; **Discographer:** the same; **Cameraman:** Lang; **Direction:** D. Man, Not listed.

**Direction:** ordinary, Photography, fair.
**Fox Asks for Dismissal of Gov't Anti-Trust Law Suit**

(Continued from Page 1)

is no working agreement between their holding and Loew-M-G M. Denial is made that Fox intends to acquire more Loew stock. The Government in its complaint charges that Fox and Loew, under the terms of the merger, Loew reduces interstate commerce.

Separate answers were filed in the Southern District of the U.S. Dis- trict Court by Ralph S. M. Harris, as solicitor, and George W. Schuman, Richard E. Dwight, Saul E. Rogers and Frances Burke of their counsel.

In the Fox Film answer, it is admitted that from 1929 to 1932 50 per cent of all stock voting stock of Fox Theaters Corporation, controlled by Fox, and 99.9 per cent of the voting stock of Fox Theaters Corp. and Fox Theaters, Inc., is owned by the Harris family trust, and the court will be required to divide ownership of the trust. In the Loew answer, it is admitted that a large part of the Loew voting stock is owned by the Harris family trust. The question of the Harris holdings was discussed at great length in the recent Supreme Court decision of the United States v. National Caramel Co.

As in the National Caramel case, it is argued that the Harris family interests are not controlled by the same person as the rest of Loew stockholders. It is contended that there is no evidence that the Harris family interests are in any way interested in the alleged price fixing trusts, as the Harris family interest is not as large as the Loew stockholders interested in the alleged price fixing trusts.

**Short Subjects**

**“Always Faithful”**

Vitaphone Time, 10 mins.

Blanche Sweet looks pleasing in the last Vitaphone-drama. The picture tells of a husband who leaves the city to his secretary, to a gold-digger and returns his love for each other, unaware of the husband's asp in an arnial. The windup is the husband pretends he was asleep during the conversation. Good for all houses.

**“Drumming It Up”**

Educational Time, 10 mins.

Love and Business Comedy A farce, directed by Charles LaMont and featuring Raymond McKey, another star of the Fox Corporation, whose son wants to marry the office stenographer but is afraid of his irate parent's disapproval. However, the old boy unwittingly plays into the hands of the lovers and the happy ending is brought on with the accompaniment of much doo-woppe. Suitable for any class of fans.

**“Scrappily Married”**

Paramount Time, 17 mins.

Domestic Fun Christie comedy in which a couple of meek and fibbing husbands are given the works by their assertive wives. Bert Roach and John Arthur are the male victims of the two ball-and-chain combinations. A Leslie Pearce directed, pulling a generous amount of action and comedy into the situation. Has general appeal.

**“Up and Down Stairs”**

Universal Time, 15 mins.

Good Slapstick This jumps into the moving routine with the usual friend of the husband popping up to do the woman-hunting act with friend husband. Wifes, peved at husband's antics in straightening out the home, decides to leave until the house is in order. Then the old comedy with the blonde from downstairs and hub- by, out on a spree, returning to the wrong apartment. Not so funny. Directed by H. Edwards, an all-talker.
**Theater Equipment**

By WILLIAM ORNSTEIN

**Desirable Features of Pick-up Outlined by Presto Engineer**

M. M. Gruber, author of the following article, is a recognized acoustical authority and has spent 15 years with the Presto Machine Co. of Brooklyn, N.Y., of which he is chief engineer in the development and production of sound reproducing devices.

In the selection of an electro-magnetic pick-up for sound picture application the considerations must go further than those ordinarily involved in determining the desirable features in an instrument of this kind. It goes without saying that a pickup to be good for any form of application must deliver a realism of tone throughout the entire chromatic scale and in the nature of electrical reproduction of records a power and brilliance surpassing that of the old acoustic forms becomes a necessity.

Beyond power, quality and brilliance, however, pickups for sound pictures have specific practical considerations to meet that might be said become almost paramount. These special considerations can be summarized as: (1) dependability of performance; (2) sharpness in speech reproduction; (3) electrical and mechanical design and construction that permits ready substitution of units to meet emergency conditions; (4) minimum record wear and avoidance of groove jumping; (5) an arm design and construction that is especially adapted to the reproduction of fine detail.

It was with these special and practical considerations of projection booth application that the writer's firm evolved their "Projectionist" model of pickup. To insure dependability of performance the method of suspending the armature is such as to eliminate collapse or freezing. A sharpness in speech reproduction is accomplished by a special form of armature and pole piece construction. Instantly replaceable units, mechanically and electrically, without the need of tools, is accomplished by a simple thumb screw and pin jack connection. To reduce record wear to the minimum vibratory flexibility is provided and in order to prevent the possibility of groove jumping grooves the vertical motion is controlled by a rugged pivotal bearing at as great a longitudinal distance from the needle point as is practical and in the closest practical plane there. A ballbearing base arm with pivot construction of smooth action and permanent alignment sufficiently rugged to withstand rough professional use, with an adjustable needle weight, complete the special features that should be sought by the equipment manufacturers and operators.

In selecting a pickup it is, of course, necessary to know the impedances of the amplifier with which it is to be used and to consider the maximum results that can only be accomplished by a close match of the pickup and amplifier impedances.

**Elec-Tro-Fone to Handle Beltone in Six States**

St. Paul—Fred H. Strom, general manager of Elec-Tro-Fone, has closed for distribution of Beltone sound equipment in Minnesota, No. Dakota, Wisconsin, Montana, Iowa and Nebraska. In acquiring distribution rights Strom points out that Beltone is not dependent on any particular patent infringement and requires no servicing. A feature of this device is said to be the Burt photo electric cell which prevents the possibility of trouble in focusing and timing.

**Installing Devices to Enable Deaf to Hear**

Contracts for installation of Western Electric's device to enable the deaf to hear have been made for the University, Cambridge, Mass., and the Lorain-Fulton, Cleveland, O., according to C. W. Bunn, general sales manager of Electrical Research Products. Theaters about to install this device are the Fox, Brooklyn; Academy of Music, and Auction, New York; Fox, Detroit, and Fox, St. Louis. houses that already have installations are the Paramount, Brooklyn; Roxie, New York; Fox, Poli, Springfield, Mass., and Grauman's Chinese, Hollywood.

**Brilliant Pictures Perfect Sound**

Clear, realistic pictures, freedom from eye-strain, and natural tone quality is necessary to win and hold your patronage.

To insure projection as good as you had before Sound, to get the best reproduction from your sound outfit you must have the right kind of a screen.

Vocalite Sound Screen is proven best by scientific test. Many successful installations have proved it to be superior in light, definition, and tone quality. It is the only screen optically and chemically correct for the projection of Colored Pictures.

Full information will be sent on request, cost no higher than any good screen.
LOW-COST TINTS

that match every mood in

SOUND PICTURES

The widest range of tints ever offered the industry is embraced by Eastman Sonochrome Tinted Positive Films. They can be used to match every mood in the story, or to reproduce the one lighting or tone that predominates throughout the picture.... In either case Sonochrome gives beautiful color. It gives faithfully reproduced sound. And it costs no more than regular black-and-white positive.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York Chicago Hollywood
Including the Scandinavian!

When people speak of sound newsreels they refer to FOX MOVIE TONE NEWS first in the field—all over the world

In England FOX MOVIE TONE NEWS was first. Today it is the biggest drawing card in the British film industry.

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In Argentina, Brazil and Mexico "NOTICIA FOX MOVIE TONE" delights and amazes audiences every day.

The leading theatres in Japan and China advertise FOX MOVIE TONE NEWS, often above the feature picture.

Australia and New Zealand have long since come to accept FOX MOVIE TONE NEWS as a necessary part of every film program.

In Austria, Hungary, Belgium, Holland, South Africa and Greece, FOX MOVIE TONE NEWS is shown regularly to enthusiastic audiences. Even Jugoslavia has its "FOX MOVIE TONE NOVOSTE"

And Norway, Denmark and Sweden translate FOX MOVIE TONE NEWS into the Scandinavian

There must be a reason
No need to mention it—

FOX MOVIE TONE NEWS "It speaks for itself"
Talley Succeeds Courtland Smith at Fox-Hearst

26 REMAKES WITH DIALOGUE ARE SCHEDULED

New Lankford Bill Seeks National Sunday Blue Law

MINORITY STOCKHOLDERS ASK FOX RECEIVERSHIP

Application for appointment of a receiver in equity has been made by minority stockholders of Fox Film Corp., and an injunction is asked to restrain the company from diverting the assets of Fox Film to any other corporation. Among the defendants named in the suit are William Fox, Fox Securities Corp., and nine others.

Samuel Untermyer is inspecting.

(Continued on page 3)

TRIAL FOR SETTLE SITE
DISPUTE OUT OF COURT

Montreal—An effort is being made to settle out of court the dispute between Famous Players Canadian and N. L. Nathanson over a local theater site. In the meantime the Montreal Trust Co. has arranged one-year leases for tenants of the several properties.

SOLVE ANOTHER PROBLEM
IN WIDE FILM PROJECTION

One of the obstacles in the way of wide film projection has been solved by engineers of the National Carbon Co., Inc., in the laboratory of the International Projector Corp. of New York, with the successful demonstration of a new light source which provides the proper stereo-

(Continued on page 8)

First Belgian Talker
Presented in Brussels

Brussels (By Cable)—"La Famille Klepke," first Belgian talker, produced here in French language, has been given a gala premiere here, with national pride evidenced by the presence of a regiment of guardsmen.

(Continued on page 8)

Talley is Appointed General Manager of Newsreel Company

Warren Irving Appointed to Publix District Post

Charlotte—Warren Irving, who has been assistant to William Fox, has succeeded Courtland Smith as general manager of the Fox-Hearst Corp. newsreel organization.

Talley has been identified with Fox activities for the past eight years. He was formerly editor of the 'outside' Fox News.

(Continued on Page 2)

Going Technical
—or what's in records
—by Jack Alicoate

WE WENT TECHNICAL one day last week and emerged from that is probably the most modern pressing plant this side of the Hudson full to the brim with what that and who's who in disc or record social circles. Discounting, at the call of money rate, the sales talk that accompanied us on our tour of inspection we saw, through our own eyes, approximately the following: a new and different type of disc record. Semi-flexible and almost one-fifth the thickness of the ordinary Victrola record. To our rather ordinary and untrained musical ear it sounded no worse than the other excellent. It cannot be damaged by scratching. After they gave it a healthy wallop with a five and ten cent store hammer it played as good as before. The records can be pressed in large quantities in a few hours each and are cheap enough to be discarded after a short run. We understand from rather modest authority that they are being tried out by Warner Brothers. If they pass the exacting barrier they should go a long way toward answering the prayer of the little fellow for better and cheaper sound reproduction.

A Prescription

IF THERE ARE still any recalcitrants in this now noisy and talkative business who opine that perhaps there's still a kick or two left in the old silent picture we heartily recommend a sort of self cure that we tried recently. First you must find an art theater. One of those sweet little artistic successes and commercial failures that are springing up constantly here and there. We suggest an art theater because in our ward that's about the only film rostrum from which the silent picture operates. When you are safely past the coffee and ping pong rooms and in your seat, try and sit through the silent

(Continued on Page 2)

Measure Would Stop All Shows Charging Admissions

Washington Bureau of THE FILM DAILY

Washington — A Sunday “blue” law for the entire country is provided in a bill which Rep. Lankford of Georgia has introduced in Congress. The measure would prohibit all film and stage shows to which admission is charged to be made unlawful for any person to send film for public exhibition between midnight Sat.-Sun.

(Continued on Page 8)

MINTZ PRESIDENT OF NEW RECORDING STUDIO

Affiliated Sound Recordings, Inc., has been formed with M. J. Mintz, formerly of Cameo Music Service Corp., as president and general manager. A studio has been opened at 1780 Broadway. Recordings will be made for pictures, tests, radio broadcasts and electrical transcriptions. The company plans to produce a

(Continued on Page 8)

STEIBBINS DEAL INSURES ALL WARNER EMPLOYEES

Triple coverage group insurance has been taken out by Harry M. Warner for all employees of Warn Bros. and subsidiary companies who are already insured, through Arthur W. Steibbins, president of the insurance brokerage firm of Steibbins, Leter & Steibbins.

(Continued on Page 8)

Feb. 1 Date for Hearing on Feedback Circuit Suit

Feb. 1 is the date for hearing arguments in the suit brought by RCA and A. T. & T. against Universal Wireless Communications, Inc., and DeForest Radio Co., alleging infringements on patents concerning a

(Continued on Page 8)
**The Broadway Parade**

There is only one change on Broadway with the long runs, that being the substitution of "Across the World With Mr. and Mrs. Martin Johnson" at the Geo. M. Cohan tonight. This picture is a Sono Art World Wide release.

**The Industry's Date Book**

Today: Opening of "Across the World With Mr. and Mrs. Martin John- son" at the Geo. M. Cohan.

Jan. 25 Fourth annual frolic of Fox Athletic Club, Hotel Commodore, New York City.

Jan. 27 Opening of "Hell's Harbor" at the Roxy, New York.  

Feb. 1 Meeting of non-theatrical producers at Washington, D. C.

Feb. 7 Paramount Pop concert anniversary ball at the Astor, New York.

Feb. 19 Annual Benefit Show of Catholic M. P. Guild at Los Angeles.

Mar. 5 First Day of Lent.

Mar. 20 Annual election of M. P. T. O. of Maryland.

April 6, 7 Spring convention of Tri-State M. P. T. O. to be held at Memphis. Tri-State M. P. T. O. convention at Memphis.

June 3-7 Second national Cinema Congress at Brussels.

**STEBBINS DEAL INSURES ALL WARNER EMPLOYEES**

(Continued from Page 1)

man & Gates. When the arrangement is completed the insurance will represent approximately $20,000,000,000 of Warner. The employees receive, in addition to life insurance, accidental death and dismemberment protection, supplemented by weekly benefits in cases of sickness or non-occupational injury of a temporary character.

The new plan, written under the Metropolitan Life Insurance Co., is functioning on a cooperative basis, whereby employer and employees share the risk. It goes into effect as part of the Warner industrial relations program. Fitted in with the company's welfare work, the insurance is provided at one time, and coverage continues for a number of years.

Stebbins, Leterman & Gates handle all insurance of Warner firms throughout the world.

**Better Photoplay Assn. Organizing New Centers**

New centers in New York City, White Plains, N. Y.; Elizabeth, N. J.; Plainfield, N. J.; Greenwich, Conn.; Los Angeles and Birmingham are being organized by the American Ass'n for the Better Photoplas, Inc., with headquarters in New York. The association is giving a luncheon Tuesday at the Hotel Astor in honor of Leslie Howard, who appears in the legitimate play, "Berkeley Square."

**Create Booking Dept. For W. E. Trailers**

International Photoplay Establishes Chicago Office

Chicago—International Photoplay Distributing Corp., a subsidiary of General Talking Pictures Corp., has established an office here at 810 S. Wabash Ave., states Sol Solomon, special representative. In addition to five features the company will release a series of song novelty shorts. All of the company's product is recorded with Phonofilm.

"Weekly Film Review" Moves

Atlanta—Offices of "The Weekly Film Review" have been moved to 154 Walton Street, N. W.

**New House for Milwaukee**

Milwaukee—Work has begun on the razing of the old Butterfly, Mil- waukee's oldest theater, to make way for a large film house.

**Goings Technical—or what's in records**

(Continued from Page 1)

picture being shown. Watch the mouths of the characters talk, or try to talk, with nothing coming out. Sort of taking a lot and saying nothing. You'll probably find your- self help them speak as if they had an affliction. We got so nervous and fitgity trying to see the thing thru that we'll bet the sweet young thing sitting next to us must have thought we had just put on our winter flannels and the heat was bothering us. Good-bye, old silent picture. You sure are the victim or being talked to.

Enterprise

HARDLY a day goes by without that enterprising and irrepressible Warner outfit doing something pro- gressive and worthwhile. First it was progress in sound. Next advancement in color and now a con- vincing and vigorous campaign in the interest of better music. This new step is reflected in the announce- ment that they are bringing Oscar Strauss, the composer of "Chocolate Soldier" and "The Waltz Dream" to these shores for the pur- pose of composing original operettas for Warner Brothers and First Na- tional. The future of the movies' musical will, without question, de- pend upon the quality of the com- posers who bring them into being. Here then is a decided step forward

**Eastman Films**

J. E. Brulatour, Inc.

Chicago

1727 Indiana Ave. Hollywood Blvd.

Columbus 6911 Hollywood 4121

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Columbus 6911 Hollywood 4121

**Lloyds Film Storage to Move to Larger Quarters**

Lloyds Film Storage Corp. will move from its present quarters at 130 West 46th St. to larger space on the 17th floor at 729 Seventh Ave., making the change on or before Feb. 1. Two new projection theaters to be opened there will include RCA equipment, fireproof screens and latest acoustical effects, the company states. The coming summer pictures will be installed in the large cutting rooms.

Lloyds was founded in 1914 by the late Josephine M. Lloyds. The company has what is called the largest film storage plant in the world, consisting of 35 vaults, at 161 Harris Ave., Long Island City.
Jan. 9, 1930

Received at
R. Sully, Mgr.
Warner Bros. Pictures, Inc.
1058 Broadway, Albany, N. Y.

AFTER PLAYING "GOLD Diggers"—"SHOW OF SHOWS" AND OTHER
VITAPHONE PICTURES OVER MY CIRCUIT, WE HAVE COME TO THE CON-
CLUSION THAT WARNER BROS. ARE JUST AS FAR IN THE LEAD AS THEY
WERE AT THE TIME "JAZZ SINGER" WAS RELEASED.

Wm. C. Smalley

"THE JAZZ SINGER"
"THE SINGING FOOL"
"THE TERROR"
"LIGHTS OF NEW YORK"

with

"ON WITH THE SHOW"
"GOLD Diggers OF BROADWAY"
"SHOW OF SHOWS"
"DISRAELI"
"GENERAL CRACK"

with

"UNDER A TEXAS MOON"
"SONG OF THE WEST"
"GOLDEN DAWN"
"MAMMY"
"THE MAN FROM BLANKLEYS"
"THE GREEN GODDESS"
"HOLD EVERYTHING"
"SHE COULDN'T SAY NO"
and more to come

"Vitaphone" is the registered trade-mark of The Vitaphone Corporation designating its products.
**United States**

St. Louis—Charles Skouras is reported negotiating with Arthur Nealy, tenor, as a feature with Ad Elridge’s orchestra at the Missouri.

Metter, Ga.—The Dreamland, owned and operated by M. H. Hayman, was wiped out by fire recently. It was the only house in town.

****

**EVENING WORLD**—**Novarro** gives an extremely felicitous portrayal of the young Armand de Treville, one of the exiled Emperor’s Lieutenants, he invents the portrait with an overture of light comedy which indefinitely enhances its enjoyment. It is superb, as far as he is concerned. **

**TEARDROP**—**Novarro’s** voice is pleasing and he is sufficiently dashy for his role. He sings frequently, sometimes sweetly and sometimes lustily, but generally with considerable success.

Eldon, Mo.—The City Council has passed an ordinance prohibiting Sunday shows here. The vote was 3 to 2.

Grand Island, Neb.—John Kully is manager of the Island, recently opened, and being run for a group of business men of this city. Sound apparatus has been installed in the house which was opened as a means of stimulating business here.

Mobile, Ala.—Sale of the Crescent for a consideration of $63,000, and its subsequent lease by Ed. M. Frenkel, has been announced recently by M. E. Pulson. The property was sold to the Van Antwerp Realty Co. Frenkel operated the house under the former ownership.

Salt Lake City.—The Granada will be dismantled, according to W. B. Shippke, manager, who stated that the site had been purchased by the W. T. Grant Co. and a store will be built on it.

****

**RAVENNA, O. O. H. Rosenthal has sold the Ohio to B. C. Steele, who owns other theaters here.**

Baltimore — Andrew Linker, former assistant manager at the Boulevard, has been appointed manager of the Waverly, recently taken over by Durkee Theatrical Enterprises.

Yoakum, Tex.—A charter with a capital stock of $20,000 has been granted the Yoakum Amusement Corp. for the operation of a theater here. Incorporators were H. J. Wolters, Mars Cole and R. C. Garbade.

South Bend, Ind.—Howard Van Buskirk, recently manager of the Temple and last affiliated with a chain of houses in this state, is now in charge of the Mishawaka.

**New York**

Amityville, L. I.—Joseph M. Seldin, president of Prudential Long Island Theaters Corp., has reopened the Amityville Theater. The house was completely remodeled and sound installed.

Five more theaters have installed DeForest and devices. They are the Vernon, Mt. Vernon, N. Y.; Home, East St. Louis, Ill.; Princess, Shelby, N. C.; New Strand, Sturges, Mich.; and the Liberty, Milwaukee, Wisc.

**Foreign**

London—E. P. L. Pelly, director of Western Electric, upon returning from the United States, forecast the licensing of British producers to establish permanent English talking-films for the immediate future.

**Berlin**—Double feature bills are gradually being abolished in German theaters due to shortage of silent pictures and increased rentals for sound product. The language problem has also presented a difficulty in the taller situation.

**NEW YORK CHANGES IN OWNERSHIP**


**Cl CLOSING**

Bedford Hills—Community—Central Valley—Fireman’s—Haverstraw—Treadh: High Falls—Fall View; Howells—Rustic; Inlet—Gairty—Kanath—Kanath—Kluge—Auditorium: Maybrook—Sweeney’s Hill; Mt. Vernon—Embassy—Playhouses; Newburgh—Star, State; New Rochelle—Rochester; Ogden—Casino—Main—Max, Cl.; Pearl River—Furnished; Best, Kolto; Rosendale—Casino—Saranac Lake—Nev.; Strathmore—Hershey; Club; Woodbridge; Woodbridge; Yonkers—Hamilton, Park, Riverdale.

**NEW THEATERS**

Buffalo—Little, owner—Little Theater Co.

**NEW YORK CITY**

Madison sold to Lefr to Brody & Rosenfeld—Sunshine, sold to Schwartz by Renseport; Villa sold to DeStefano & Bros. by Co- soldidated.

**CLOSINGS**

Amboise, Benenson, Canal, Crescent, Davenport, Endevon, Fanta, Gem, Golden, River, Schine, Silver, Talbot, Tift, Liberty, Lyric, Melbourne, Monroe, Osten, Reid—Koestler, Richmond, Schine, Schine, Webster, West End, Willis, Windsor.

**BRONX**

**NEW THEATERS**

Paradise, owner—Paradise Co.

**BROOKLYN**

Changes in Ownership


**CHILDS**


**NEW THEATERS**

Kings, owner—Kings of Inc.
"SEE AND HEAR"

By W. J. Worth

The Recording of Sound Pictures

Chapter VI

The Recording of Sound Pictures

The recording of sound pictures has been a long and complicated process. The first attempts were made in the 1890s, with the invention of the phonograph and the phonograph cylinder. These early recordings were not continuous or precise, and the sound was not reproduced in a consistent manner. However, the basic principle of recording sound onto a physical medium was established.

In the early 20th century, the phonograph was replaced by the gramophone, which used a wax cylinder. This led to the development of the disc, which was introduced in 1917. The disc was a more durable medium, and it allowed for longer recording times.

By the 1920s, sound recording had become more sophisticated, with the introduction of the sound-on-film process. This method involved recording sound onto a film strip, which was then projected on a screen. The sound was reproduced through an amplifier and loudspeakers.

The first sound-on-film movies were released in the late 1920s and early 1930s. These early films were not completely successful, as the sound quality was often poor and the synchronization between the sound and the image was inconsistent. However, the potential of sound in film was evident, and it would eventually become a standard feature of the medium.

The development of the long-playing record in the 1950s allowed for a more continuous and high-quality recording of sound. This led to the development of the stereophonic sound system in the 1960s, which allowed for a more immersive listening experience.

Today, sound recording is a highly advanced field, with a wide range of technologies and methods. From simple audio recordings to complex film and video productions, sound is an integral part of the storytelling process. The ability to capture and reproduce sound accurately is crucial to creating a realistic and engaging audio experience.
**Timely Topics**

**A Digest of Current Opinion**

**1930 to Be Banner Year, Harold Lloyd Predicts**

THE outlook for the picture business in general for 1930 is most encouraging. The high standards of product during the last year created renewed interest in pictures, with consequent bigger box office returns, and if the same consistency of entertainment is maintained, the United States, and in fact the world, will enjoy their greatest prosperity this year. There can be no sloughing off in productions, however, for the talkies have educated the public to a much higher plane of entertainment values than the silent pictures ever did, and they will insist on the maintenance of this standard.

*Harold Lloyd in "New York American"*

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**Brevity Is Important in News Reel Speeches**

THERE is a good deal of misapprehension as to the value in sound news reel. Almost all of the sound that you hear in the news reel sounds a good deal like static on the radio and it all sounds practically alike. The only value of a sound news reel is to be able to reproduce the words of persons who are talking, in synchronization with the lips. That is the only thing that our "Talking Reporter" cannot do. And it is probably very fortunate that he cannot. The moving picture audience don't like long speeches or long captions. That would be the surest way to drive people away from the theater. The same thing is true on the stage, and outstandingly true of the radio.

*Paul Gulick in "The Morning Telegraph"*

---

**ALONG THE RIALTO**

with

Phil M. Daly, Jr.

M. SACKIN has been appointed Eastern representative of the Jacob O'Brien Agency. Through his affiliation he'll contract authors, composers and other people who make talking pictures.

*Jerry Beatty of Technicolor is consistently clicking in "Collier's." Week after week his short stories are getting a feature play....*The Caligary Bros., European comedy stars now featured in the stage revue, "Land of Syncopation," at the Capitol, are on their initial visit to the U. S. A. The nearest they have previously come to this country is Canada, through which they toured with Sir Harry Lauder a few years back....

* * *

Clara Bow is due in New York (incognito, as we say) about Wednesday. Vacationing, you know. Eddie Horne, Radio editing and sound expert, is having a short rest after putting "Hit the Deck" in big at the Earl Carroll, N. Y. Eddie also supervises the screen end of "Rico Rita" and "Street Girl" for RKO....Jack Cohn, treasurer of Columbia, is heading to the Coast with a bag full of scripts for the new product.

* * *

George Hill, M-G-M director, found it necessary to visit several prisons in order to gather material for "The Big House," his next for the company. Out at the Coast he called the Culver City police chief and asked, "How'll I go about getting San Quentin?" to which the cop barked "Rob a bank." Very congenial people, out West....

* * *

About Feb. 1, it is claimed, Harry Warner and a party of M. P. executives will take a short trip to Havana, at Hy Daab, by now is closer to California than N. Y. He should now be near New Mexico en route to RKO lot....Arch Heath, director of Pathe two reel comedies also is en route to the Coast....William King, head of Bimaraj Seating Corp., was the guest of honor at the recent AMPA luncheon....

* * *

Jesse Weil, producer of the Julian Eltinge picture "Made to Order," now in New York. Weil's latest was produced at the Tec-Art studio under direction of Elmer Clifton....Bernard Prager, sales manager of Robbins Music Corp., is on a six weeks' trip through the country, taking as far as the Pacific Northwest. Prager will concentrate on deal tie-ups for current productions. And the Fox Athletic Club is all steamed up for the "big event" next Saturday at the Commodore....

* * *

What Picture Gained the Most Votes in Film Daily's Ten Best Poll?

Watch for the 1930 FILM DAILY YEAR BOOK containing results of this national critical canvas.

---

**AND THAT'S THAT**

By PHIL M. DALY

THE reason some Hollywood actors have been looking starve and run-down lately is because the wives have been on a diet.

* * *

A joyous event had taken place in the home of the film producer. "Here is the son and heir, sir," said the nurse smiling coyly.

The producer gave it a precursor glance. "Sorry," he said absently "not quite the type!"

*Table*

* * *

There are only about a score of persons in this world who actually understand the Einstein theory of relativity, yet when the film deal with this subject was shown at the New York Museum of Natural History it drew such a jam that cop had to be called to quell the riot. This ought to arouse new hop for American talkers in foreign countries.

* * *

The fact that my greatest following are children and women, with a large smattering of older folks, proves the truth of a theory of the archetypal. I am a boop-boop-a-dooper is just a natural reflection of the people's taste when Shakespeare ruled the day.

*Helen Kane in "Life"*

* * *

"In order to keep fit for your strenuous part in this picture," the director told the feminine star, "you will have to retire at ten every night, Do you mind?"

"Oh, no," replied the star. "I'll let my double do that.

---

**TEN YEARS AGO TO-DAY**

IN

United Picture Theater takes over distribution of Hallmark productions.

* * *

Goldwyn reported after interest in Blank chain in Nebraska.

* * *

F. W. Reynolds seeks to acquire Swanson-Nolan properties in Denver.

* * *

Alfred S. Black to build 1,800 sea house at Taunton, Mass.

---

**THEIR FIRST JOBS**

HENRY GINSBERG

office boy in advertising agency

---

**JANUARY 20-HAPPY RETURNS**

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Viscount Julios De Morals

Joseph Adam

---
Just a Few of the Things in the Coming "Film Daily" 1930 Film Daily Year

1. The Ten Best Pictures of
2. A complete list of Sound Features
3. A Showman’s Manual full of the latest news in the show business
4. The Foreign Situation the film world will have to deal with
5. A complete list of Theaters that show all sound pictures
6. The famous Judge Thach
7. What motion picture stocks are going to appeal to investors
8. The complete personnel of the major studios
9. A Technical Text Book covering the industry
10. The sound situation comprehensively covered.
11. The use of Color and Wide-Film.
12. Complete and accurate production charts.
13. The work of Directors, Stars, Writers, etc.
15. A complete buying and accessory guide.
16. Activities of all prominent organizations.
17. Personnel of all industry organizations.
18. Financial statements of all companies.
19. Short Subjects and Players and Directors.
20. Activities of Hays organization.
21. Comprehensive lists of all exchanges.
22. Activities of Academy of M. P. A. & S.
23. Covering of all home office personnel.

—and 1001 OTHER THINGS OF INTEREST
Paramount Completes “Let’s Go Native” Cast
Entire cast has been selected for the Paramount production, "Let’s Go Native" which will be directed by Leo McCarey. In addition to Jeanette MacDonald, other players will include Jack Oakie, Ray Francis, William Austin, Donald Reilly, Eugene Pallette and Charles Sellon.

Preparing Movietsone Follies
Preparations now are under way (Continued from Page 1) on the 1930 edition of the famous Movietsone Follies. Owen Davis, Sr., is writing the story and John Blystone, upon completion of “The Big Party,” is scheduled to direct for Fox.

Pearce, Strange in Columbia Film
George Pearce and Philip Strange have been added to the cast of "Vengeance," Columbia drama being directed by Archie Mayo with Jack Holt and Dorothy Revier portraying the leading roles.

Clyde, Gibbon, in Comedy
Andy Clyde and Harry Gibbon have the featured roles in the Mack Sennett "Sugar Plum Papa" which is nearing completion. This two-reeler has a theme song, bearing the title, which is sung by Daphne Pollard.

Ruggles Signed by M-G-M
Wesley Ruggles, director, has been signed by M-G-M to make "The Sea Bat" with Charles Bickford in the leading role. "The Sea Bat" is an original by Dorothy Yost, with continuity by John Howard Lawson.

Kelsey Supervising Music
Carleton Kelsey, Tiffany musical director, is supervising the music end on several specials, including "Lasca," "Benson," "The Medic Man," and "Sunny Days."

Eddie Borden Gets Role
In addition to George O’Brien and Helen Chandler, Eddie Borden has been added to the cast of "The Girl in the Shadow," original by Dorothy Yost, with continuity by John Howard Lawson.

Sedan in Fox Film
Rolfe Sedan, stage actor, will play the part of the auctioneer in "Such Men Are Dangerous," which Fox is making with Warner Baxter in the leading role.

Leila Hyams in Dove Film
Leila Hyams has been engaged for the second feminine lead supporting Billie Dove in "Other Men's Vehem," first stage production for which Clarence Badger is directing.

Fox Signs S. N. Behrman
S. N. Behrman, playwright, will join the Fox staff Feb. 1.

JOSEPH JACKSON, the scenarist and dialogue writer, who is a former president of the Wampas, will preside as toastmaster at the dinner the Wampas will tender Ley Cady. The dinner was arranged at Jack Cady's suggestion.

Louis Gasnier will direct "The Raven Murder Case" for Paramount. He also directed "Slightly Scarlet" and "Darkened Rooms" for Paramount.

Seton I. "Happy" Miller has been loaned to First National to write the treatment of "The Flight Commander" which will be shot for Richard Barthelmess. Miller is a member of the Fox scenario staff.

"Hollywood Voice" Fan Club
A fan club is being organized in connection with "The Voice of Hollywood," Tiffany talker short. Louis Levin, producer of the release, plans to send certificates of membership to those who submit questions which are answered by stars through the medium of "The Voice."

Nagel Gets F. N. Lead
Continued from Page 1 Nagel has been selected for the leading role in First National's "Jail Break" which soon goes into production under the direction of Mervyn LeRoy.

Schildkraut in "Czar of B'way"
Joseph Schildkraut has been assigned the leading role in "The Czar of Broadway," an original by Gene Towne, which will soon be in production for Universal.

Burton to Direct "The Circle"
David Burton, has been assigned by M-G-M to direct "The Circle" an adaptation of Somerset Maugham's stage play. "The Circle" is by Sylvia Thalberg and Frank Butler. In addition to Lewis Stone and Ernest Torrence, Paul Cavanagh and Mary Forbes are also in the cast.

Mary Nolan's "U" Contract Renewed
Mary Nolan's contract with Universal has been renewed and she will shortly start production on "What Men Want."

Sharon Lynn for Rogers Film
Sharon Lynn has been selected for the leading role opposite Charles "Buddy" Rogers in "Safety-In-Numbers," which will be directed by Victor Schertzinger for Paramount.

Now On Broadway

castwire

Hollywood Happenings

A LITTLE FROM "LOTS"

BY RALPH WILK

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25 Per Cent Decrease in 1929 Imported Features

AMERICA STILL DOMINATES FRENCH MARKET

Roach Producing 32 Talker Comedies in 1930

ILE MIRROR
—a column of comment

IR. LANKFORD, who is a member of the Georgia delegation in the House of Representatives, continues to display a meddlesome nature as it has the film industry goes. Now he goes and asks Congress to pass a Monday Blue Bill which would prohibit the Sabbath shows everywhere in the United States. But, fortunately for the country, there are enough sensible members of Congress with 10 prospective to say no Mr. Lankford's plan. This large majority realizes that people who work six days a week are entitled to entertainment on the seventh. It is regrettable in the mind of this gentleman from Georgia is not sufficiently attuned to the thought that this Be Law is as out of style as a box skirt. It's more than likely the Congress will suggest this to Mr. Lankford.

SILENT VERSIONS for ALL—SPANISH, FRENCH and GERMAN EDITIONS

West Coast Bureau, THE FILM DAILY

Hollywood—Thirty-two all-talking comedies, eight of which are now in work, will be produced by Hal Roach in 1930. All of the pictures will have silent versions and there will be releases in Spanish, French and German. Roach formerly produced 40 pictures in a season, but the new rate of 32 actually represents an increased schedule in view of the different versions being made.

The readjustment from silent to talkers has been practically completed at the Roach studios.

GEORGE LE MAIRE, PATHE PRODUCER, DIES IN N. Y.

George LeMaire, producer of the Pathe comedies, died of a heart attack at 11 o'clock, yesterday morning just as he was leaving his home at 15 West 55th St., New York. LeMaire was one of the most famous creators of comedy for such Broadway institutions as the "Ziegfeld Follies," George White's "Scan-" (Continued on Page 2)

Reorganization Under Way at Sono Art-World Wide

Complete reorganization of sales and distribution of Sono Art-World Wide Pictures, Inc. is under way, according to George W. Weeks, vice president. Under the new plan the country will be divided into three divisions. (Continued on Page 2)

Imports in 1929 Totalled 145 Against 194 in Previous Year

Spokane Theater Men Form Protective Group

Spokane—Local theater managers have formed a protective body known as the "Theater Owners' and Managers' Ass'n of Spokane," with Ray Grombacker as president; Will Maylon, vice president, and L. J. Carkey, secretary and treasurer.

Imports of foreign films in the United States during 1929 showed a total of 145 features from 22 countries against 194 features from 15 countries in 1928, according to figures compiled by THE FILM DAILY. The decrease of 48, or 25 per cent is attributed to the talker situation.

Comparative figures by countries (Continued on Page 8)

52 Color Patents

Washington—Out of 256 patents granted in Great Britain in 1928-29 for devices connected with films, 52 dealt with color, while 57 related to sound and 21 to stereoscopic processes, according to information reaching the Department of Commerce.
Americana Still Dominates French Picture Market  

(Continued from Page 1)  

were produced outside of France. Although there are six French studios at present equipped to make sound and talking pictures, Canty believes that the majority of sound versions of French films will have to be produced in England and Germany, as they meet the exhibitors' demands this year.  

Low cost of production in France, as compared with Hollywood, is set forth by Canty's estimate that the average cost of a French picture is not more than $40,000, or a total outlay for the whole industry last year of little more than $2,000,000.  

Commenting on the sound situation in France, Canty declared there was considerable confusion, and he believes cases bordering on chaos. Nineteen distinct types of reproducing equipment are on the French market.

Financial

NEW YORK STOCK MARKET

High Low Close sales

Am. Sect. ----- 20 20 100

Com. Fin. Ind. --- 22 27 100

Cord. --- 205 205 205 205

East. Kodak ----- 179 179 179

Fed. --- 199 199 199

Fed. - 100

Kodak A.O. - 25

Low's Inc. ----- 505 503 534

Fed. p.w. 86 86

G-M-G p.w. ----- 60 60

Para. F.L. ----- 56 53 56

Pathe Exch. ----- 118 118

Pathe New. --- 16 16

Pathe RKO ----- 121 121

Univ. Pathe. ----- 118 118

Walter Bros. ----- 49 49

TERM NEW YORK CURR MARKET

Bal. & Katz ----- 65

Columbia Pisc. ----- 33 35 35 39

Fan. ----- 51 51 51 51

Gen. Thea. ----- 375 365 365

Intern. Prod. ----- 131

Loew's ----- 101

Nat. Ser. Ser. ----- 151

Nat. Thea. Ser. ----- 151

Univ. Pict. ----- 94

NEW YORK BOND MARKET

Kehl A.O. 4 6 5 10

Leolund & Co. 102 102

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**Timely Topics**

**A Digest of Current Opinion**

**Teasers Beginning to Play**

Part in Education

"Orderly educators who have gradually become aware of the practical extent to which the talking screen can be adapted to the projecting of the living personalities of people through their speech and actions, a recent demonstration appeared finally convincing. An audience of 300 educational leaders at the Carnegie Institute of Technology in Pittsburgh a few weeks ago saw a hat education is undoubtedly mind-blowing when four eminent scientists appeared before them, talked to them and conducted investigations and demonstrations through the medium of the talking motion picture.

--C. D. Wagoner, General Electric Co.

**Talkers Will Lead to Birth of Stage Plays**

**WHEN the talkies have emptied the theater of the type of public that goes to crime and erosion plays, the theater will not be dead but reborn. It will trawl playwrights of a higher type because they will then have an opportunity to write for intellectuals and to win back the theatergoer who has been seduced by the type of play now being presented.

Channing Pollock in "New York Sun"

**Country at New Heights, Best Still to Come**

**WHATEVER we may think of our individual affairs, we now that the trade has never been so high in public recognition, has never earned so much venue, or offered so much fine novel entertainment. In every section we have reached new standards, our houses, our films and our turnover have all risen to new levels. Best of all, the wave improvement is at the beginning, not at its end, and the biggest, biggest is still to come.

"The Bioscope"

---

**ALONG THE RIALTO**

**with Phil M. Daly, Jr.**

**THIS ill' ole paper came in for a publicity break the other night when Hugh O'Connell used it as a prop in a sketch at the Lambs' gambol. Writing of the gambol jokes our memory to the effect that a lotta picture people were there, including John Hobble, who staged a sketch; Arthur Hurley, Dan Healy, Hal Skelly, Bobby Clark & Paul McCullough, Herbert Rawlinson, William Parum, Mark Luescher, Eli M. Griswitz, Vinton Freedly, George Sweet, Jack Haley.

While Lawrence Tibbetts was New Yorking his initial picture, "The Rogue Song," world premiered at the Coast and aroused a storm of applause. Tibbetts' baritone (to refer to Lambs' gambol again) was a sensation at the party held several months ago—and it takes a mighty good voice to be sensation at a Lambs' gambol.... Ralph Stitt of the Publix publicity staff has completed a tie-up with the May Distributing Co. and Vitaphone Radio Co. to help plug "The Mighty," in which Mr. Bancroft stars. The arrangement included a tab newspaper, a radio display and a radio announcement.

About 250 bookdealers in the metropolitan district tonight take a look at "General Crack" at the Warner. Grosset & Dunlap arranged the party in recognition of the large sale of theoplay edition put out in connection with this Vitaphone production....Tannamy Young is rehearsing in "Out of a Blue Sky" and says it's great....."A Cup of Coffee" will soon be offered by George Jessel for public consumption. It's a play, not java... * * * * *

Open house is scheduled today for M. Witmark & Sons at the new Cunningham Bldg. headquarters where, in addition to reception and executive offices, a good deal of space is available for 15 piano rooms, a radio and concert bureau and a special band and orchestra hall..... Jules Delmar, in charge of RKO Club and Private Entertainment Dept, staged a monster circus last Saturday night at Madison Square Garden for the Firemen's Ass'n of N. Y. The event was called "Outside the Barnum and Bailey Circus"..... * * * * *

Pathe's minstrel picture, "The Grand Parade," was broadcast yesterday from the Auditorium, Baltimore, over stations WCBM. Among the song hits heard were "Molly," "Alone in the Rain" and "Moanin' for You." Fred Neuweyer directed. Abe Goodman, Joe Fine's left beaver at Fox, still squawks over the fact he travels to Jersey.... * * * * *

Robbins Music Corp. has added to its standard catalog, "Anchors Aweigh," the march and two-step song of the Navy, by Charles A. Zimmerman, musical director of the U. S. Navy Academy....The song was used in M-G-M's "The Flying Fleet".... * * * * *

A complete list of theater chains throughout the country is found in the forthcoming 1930 FILM DAILY YEAR BOOK.

**AND THAT'S THAT**

By PHIL M. DALY

**THIS chap known as John Barrymore is not doing so tough in the talkers. He and his wife, Dolores Costello, recently christened their new $150,000 steel yacht at Long Beach Harbor, Cal. Barrymore appeared on the scene behind a growth of shrubbery that made him look like Rip Van Winkle. But there the similarity ends, for any bird who can earn enough enough to buy yachts at 150 grand is no sleeper.

... "Now," said the leader of the Ozark moon pitchin' house band, "we'll play 'The Stars and Stripes Forever'". "Gosh!" exclaimed the cornet player, "I've just played that!"

The AMPAS at this Thursday's luncheon will have as guests the picture critics of the New York dailies. This is touted as the first of a series of press luncheons, to be followed by free feeds for fan mag editors, trade paper editors, and columnists. All the guests will be invited to speak. They'll probably say something about motion pictures.

Eddie Quillian sez that his favorite sport is that beautiful Scotch game of watching little dimes grow into big dollars. But what good does it do you, Eddie? Your Scotch dad sticks the dollars in the bank and gives you a dime to start collecting another.

**Film Sales Manager** (to salesman starting on a tough trip)—"Now, don't let me hear any bad reports." Salesman—"I'll try hard not to, but you know how those things leak out.

**Famous Film Conversations**

"How about expenses?"

**TEN YEARS AGO 10-DA Y IN IN**

*United buys S. A. Lynch ex. in South.* * * *

*Paramount reported to have set $6,000,000 aside for Canadian theater construction.* * * *

*New York Stock Exchange admits Loew's Inc. to trading.* * * *

*Allen Holubar reported signed by Famous.*
Because it combines a great moral with stirring entertainment—it receives such approval as the following:

From RABBI SIMON COHEN,
of Temple Emmanuel, New York City.

"Eddie Dowling, in 'Blaze O'Glory' gives a splendid portrayal of a man in the grip of the contrasting forces in modern life. We see the struggle between the forces of hatred and the lust to kill and the spirit of mercy and humanity. In contrast to other similar presentations, we find war represented, not as a sort of glorified vaudeville show, but rather as the brutal and hateful thing that it really is. While I cannot agree with all the implications contained in the picture—some of which would imply an excuse of every wrong action—there is much in it that gives food for thought. Is it right to preach one thing in war and another in peace? Is it permissible to spread the gospel of hatred and murder? These are questions which each one of us must answer and act upon. And the lesson unconsciously taught by the picture is the old Talmudic maxim: 'Judge not thy fellowman until thou hast stood in his place.' "

From DR. CHRISTIAN F. REISNER,
Pastor, The Broadway Temple, New York City.

"It was a great privilege to see your picture the other evening. My interest was held spell-bound from beginning to end. No one can see it without going away purposely to follow high ideals, and to fight the spirit of hate, and to kill every thought or advocacy of war. The singing was effective and heartening. The screening was beautiful and notable. The characters were acted with unusual skill. The picture should have a notable success and no one will go away, after seeing it, without gratitude to Mr. Dowling and all associated in producing it."

From Father JAMES J. HALLIGAN,
Church of the Holy Name, New Rochelle, N. Y.

"'Blaze O'Glory' is a wonderful, clean talkie. It has fine human interest and true military flavor."
From the Secretary of GOLD STAR MOTHERS

As the drums beat in the distance, a shower of stars and stripes falls upon the soil of the war-ravaged land, the American flag waves proudly in the breeze. Our nation stands united, its citizens proud and strong, in the face of adversity.

From the National Committee of the American Legion:

Dear Sirs,

We are pleased to announce the formation of the National Committee of the American Legion, dedicated to the support and protection of our veterans. We invite all members of the American Legion to join us in this noble cause.

Yours sincerely,

[Signature]

National Committee of the American Legion
"SEE AND HEAR"

By Drexelby.

A Brief History of Motion Pictures and the Development of Sound

Chapter VII

The Future Industry

The immediate effects of sound has been to increase attendance at motion picture theaters by millions. Vast new audiences have been reached and these will be held as the development continues and as talking pictures become better and better. With the same familiarity with which the public receives motion pictures under its own affectionate name of "movies," the public has accepted talking pictures under the name of "talkies."

At first there was a wide variance of opinion as to the future of sound. Many men in the industry believed that sound would not last. It took public response to convince many of them that sound was here to stay. It is but fair to say of them that when they were convinced, they did not hesitate to reverse their opinions.

Sound, of course, has wrought great changes in the technique of motion picture production. Nowhere has this change been so noticeable as in the methods of direction and of scenario writing. Incidentally, of course, new fields of dramatic material have been opened up for the screen. Plays and stories which had depended largely on dialogue or on their psychological development, have become feasible for the first time. The writing of natural speech became imperative. To the everlasting credit of the screen writers, let it be said that they are speedily mastering the new technique. The pictures today offer an outstanding example of the effective use of simple and telling dialogue.

An early fear that sound would end the careers of many well-known actors who had been developed for the screen without previous stage experience has been to a large extent dissipated by time. The public still seems to prefer its screen stars, with the result that not many screen players have been discarded. They have simply had their ranks added to by attractive personalities imported from the speaking stage. If an actor can not speak lines with ordinary ability or suffers from vocal impediments, of course he loses his value. Several foreign stars, who could not speak English and who declined to devote sufficient time to mastery of the language, were unneeded when talking became a necessary addition to the film.

The public has always been drawn to motion pictures by the personalities of the players as much as by the stories and I do not believe that the public will ever materially change its habits. And isn't it true, as a matter of fact, that even the stage depends very little upon voices? Very few producers demand perfect diction. The stage and the screen depend largely on types, and this is especially true of motion pictures because the screen is now and always has been the exponent of realism. It places characters in human situations and moves them through scenes peopled by ordinary figures of the world. Without meaning any disparagement of the stage, I still say that it does not approach the motion pictures in naturalness.

Many stage voices are unnatural when transferred to a record. Actors have the habit of declaiming their lines. They speak to the tenth row, or to the gallery. In front of the microphone, the slightest whisper is audible. One's natural conversational voice is preferable. And motion picture actors have the ability to hold their own in natural speech.

Of course, many important actors and actresses who have achieved distinction on the legitimate stage have met with success in talking pictures. They will continue to find success and the industry will always welcome trained talent, for its purpose is to produce pictures which are entertaining and dramatic and artistic, and those who are best qualified to appear in such pictures will always be selected.

In the last few months much has been learned about the possibilities of sound. Every new picture has marked an advance. Directors are learning how to save all the advantages of the silent picture while they are adding the qualities of sound. Their progress has been little short of dazzling. They have been forced to deal with a new instrument. They have had to master a new technique.

At first we thought it necessary to have absolutely sound-proof studios. Today we make sound pictures outdoors. We have made mistakes which are getting rapidly away from the early errors. Every new picture marks a really great advance.

Today sound is new. Tomorrow there will be something else—the enlarged screen, the third dimension. I do not think I am too visionary when I predict for tomorrow a motion picture flashed on the screen as large as the ordinary stage, the figures moving in perspective, speaking naturally, all in the vivid colors of life. That day, in fact, is just around the corner.

The End

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Uptown Prepares for Sound

Youngstown, O. — The Uptown is being entirely refurbished and reequipped in preparation for sound equipment to be installed.

South Bend House Reopens

South Bend, Ind.—The new State has reopened after complete renovation and installation of Western Electric sound equipment. Raymond A. Howard estimated the cost at $75,000.

Reinert for St. Louis Amuse. Co.

St. Louis—Otto Reinert is being considered by the St. Louis Amusement Co. to head one of the company's orchestras.

Wiring Rialto, Harlingen

Harlingen, Tex. — Manager J. B. King announces that the Rialto will be wired for sound soon. The Arcadia, owned by the same exhibitor, is already wired.

Strand, Tyron, Reopens

Tyron, N. C.—The Strand has reopened after considerable improvements. Sound has been installed.

T. W. Sharp Installs W. E.

Little Rock, Ark.—Sound is being installed at The New and Prospect owned by T. W. Sharp. W. E. is the equipment going in.

Publix to Reopen Rex

Sumter, S. C.—Publix will reopens the Rex here shortly. Eugene Parish will manage the house.

Tower Opens

Pasadena, Calif.—The new Tower at 114 East Colorado St., near Broadway, has been formally opened. This house seats 800.

W. E. for Lyric, Atkinson

Atkinson, Neb.—Installation of Western Electric apparatus is being made at the Lyric, according to A. G. Miller, proprietor.

Phonofilm in Lancaster, O.

Lancaster, O.—De Forest Phonofilm and Phonodisc has been installed in the New Hippodrome under supervision of Gordon C. Rowley, di vision sales manager.

Parks Opens Bertram House

Bertram, Texas.—Wilson Parks has opened his new theater here.

Plan Opening Little Theater

Baltimore—H. Docht of the Allied Film Exchanges of New York has been recently investigating possibilities of opening another little theater.

Publix Moves Equipment

Sumter, S. C.—Equipment of the Publix of Columbia has been moved into the Publix house in the city. This leaves the Ritz and Imperial in Columbia operated by Publix.

Loew Reopens Arlington House

Arlington, Mass.—The Regent reopened recently under the management of E. M. Loew's theaters after being redecorated and refurnished. Western Electric sound system has been installed.

Sound for Trenton, Mo.

Trenton, Mo. — Western Electric equipment has been installed at the Plaza here. Lee Jones recently reopened the house.

Park Added to Sound List

Cinn., O.—The Park is the latest theater here to be added to the sound equipped houses. Park Theaters, Inc. operates the house.
FILM BOARDS OF TRADE
REPORT THEATER CHANGES

LONG ISLAND

Changes in Ownership
Bayshore Theater, Lynbrook, sold to Frendly Playhouses, Inc., by Mike Glynn; Blylvania—Bayside, sold to Brandon Playhouse Co., by W. H. Parada; Kings Park—Playhouse, sold to Joe Bengnot by Dunlin; Richmond Hill—Our Civic, sold to Joseph Toma; St. James—Little Playhouse, sold to H. Hopkins.

Closings
Ansonia—Arcade, Franklin, Meridian; Bayville—Bayville, sold to Brandon Playhouse Co.; Central Park—Central Park, Corona—Con- sheba: R. Quesaque, Atlantic Hall, Farm- ingdale—Dale; Floral Park—Floral Park; Central Park—Kings Park, Hicksville—Hicksville—Hyde Park—Hyde Park, Kings Park—Kings Park; Hicksville—Hicksville, Little Neck—Garden City; State; Rockinbom—Fireman Hall.

STATEN ISLAND

Closings
South Beach—Stratford; New York; PEORIA
Closings
Las Vegas—El Patio; Hawthorne—Desert, owner—$500.

NEW MEXICO

Changes in Ownership
Hatch—Playhouse sold to Clay Hooker by Wal- ter & Hu.

Closings
Albuquerque—Sun Paleo; Pt. Sumner; Riverside.

NORTH CAROLINA

Changes in Ownership

Closings
Biscoe—Caroline; Kerow—Tar Heel; New- lands—Nickleberry; Pittsboro—New- Baldwin—Gliser; Rocky Mt.—New Broadway.

OKLAHOMA

Closings
Tulsa—Tulsa, New Theaters
Catoosa—Real, owner—S. W. Armstrong; Paul Vallyn—Nasho, owner—P. W. Barton.

With the new year hardly started production activity at the Paramount studio now is well under way with five pictures in work, two in rehearsal and six being prepared for the cameras within the next 30 days.

Films now in work are: "Young Eagles," with Charles Buddy Rogers being directed by William Wellman; "Morgan and Mack in 'Two Black Crows in the A.F.E.'"; "Let's Go Native"; "Geo. Bancroft in 'Ladies Love Brutes'" and "Richard Arlen in 'The Light of the Western Star.' " "Safety in Numbers" and 'The Benson Murder Case' have been placed in rehearsal, while productions in prepa- ration include: "The Texan," "The Devil's Sunday," another Bancroft vehicle under the title of "The Return of Fu Manchu" and "Marcello Himself.

MARGUERITE CHURCHILL HURST

Marguerite Churchill recently sprained her ankle near her home and was forced away from the Fox lot where she was making a picture.

MERCER in "Dumbbells in Erin" is Beryl Mercer has been playing an important role in "Dumbbells in Erin." Others in the cast are Dick Henderson, Claude Gillingwater, Julia Saywell, Howard Rush, Mary Foy and Marie Astaire.

"MYSTERIOUS ISLAND" did $71,800 at the Capitol Theatre, New York, boosting previous week's record by $10,000.

Capitol—"Mysterious Island" very good at $71,000—Variety.

Written and Directed by LUCIEN HUBBARD

(Now under contract to Warner Brothers)

Mordaunt Hall, in the New York Times—"A fantastic undersea melodrama . . . craftily contrived . . . strikingly ingenious . . . effectively directed by Lucien Hubbard."
Short Shots from New York Studios

By Harry N. Blair

Upon completion of "The Big Pond," late last week, at the Paramount Long Island studio, Hobart Hench, stage director, left for a brief vacation during which he will look over the script of the next Chevalier picture, which he will also produce.

Helen Morgan, Maurice Chevalier and Ted Lewis were among the various notables initiated by Vanita Gould in a short subject made at the Paramount studio here, with Frank Cambria directing and Jay Gorney leading the orchestra.

"Gamby," having established an enviable reputation as a dancer, is now studying voice culture at the Metropolitan Opera house in preparation for some singing, dancing shorts to be made at the Paramount studios in Astoria.

Gertrude Lawrence, mistress of light comedy, whose Paramount production, "The Battle of Paris," is now being shown throughout the country, returns to the revue type of stage entertainment, "Cuban Carnival," as star of "The International Revue."

Fitzpatrick and Tour for New Travel-Talks

James A. Fitzpatrick, producer of Travel-Talks, leaves today aboard the S. S. Columbus for a three months' trip during which he will visit Italy, Egypt, India, Siam, Malaya, Panama, China and other countries. He will be accompanied by a staff equipped with talking, sound and color apparatus to record picturesque backdrops and entertaining events of his journey. In addition to securing material for Travel-Talks, he will file material for "Around the World Overture" series, which he will complete upon his return.

WARNER REGIONAL MEET IN NEW YORK JAN. 25

A regional sales meeting will be held Saturday by Warner Bros. at the Hotel Pennsylvania, it is announced by S. M. Morris. Claude C. Exell and Paul Swift will be chairman of the occasion, with George Baldson also scheduled to speak. Among the branch managers expected to attend the meeting are: Jerry Herzog, New Jersey; Harry Decker, Brooklyn; Lester Adler, New York; Don Binn, Washington; J. S. Hebrew, Philadelphia; J. A. Davis, New Haven; H. E. Elder, Boston, and Robert Sulley, Atlanta. Sales representatives who will be there include: Norman Pincus, Irving Rothenberg, George Falkner, William Horne, Leo Jacob, Charles Rich, Robert Campbell, H. L. Den- bow, Herbert Given, B. R. Tolmas, W. G. Humphries, Jack Schaefer, Nat Furst, Tim Donahue, William Horan, R. J. Murray, A. P. Biber, George Goldberg, S. E. Feld, et al.

25 PER CENT DECREASE IN 1929 IMPORTED FEATURES

(Continued from Page 1)

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Fleischer Completing First Spanish Cartoon

What is believed to be the first all Spanish screen song, "La Paloma," now is being completed at the Fleischer studio, New York. The subject has been made exclusively for foreign territory and will be distributed by Paramount, according to Max Fleischer.

Church Opposes Sunday Shows

Humboldt, Iowa. —Churches here will oppose the special election voted by the City Council for next month regarding the showing of pictures on Sundays. A petition with more than 500 names asked for the election:

Martin Johnson, Filn Opens

"Across the World With Mr. and Mrs. Martin Johnson," opened last night at the Cohan. The picture was recorded by RCA Photophone.

M.P. EXECUTIVES TO TAKE PART IN FIRST "AIR PARTY"

Newark — In addition to officials of the Western Air Express, representatives of Fox Theaters are scheduled to be among the guests for the first "air party" which gets under way here Saturday. The new Fokker air liner F-32 will carry a group of Fanchon and Marco entertainers with stopovers planned at Detroit, St. Louis, Kansas City, San Diego and Los Angeles. The tie-up between both organizations is to further the air-mindedness of the nation and to better acquaint the people with the Fox Theaters' brand of entertainment.

Leo Brecher Opens His New Plaza Theater

Leo Brecher's new Plaza, on E. 58th St. between Madison and Park Avenues, was opened last night before a select audience that was enthusiastic in its approval of the attractive little art theater and its opening feature, "Gold Diggers of Broadway." The house is of the intimate type, seating 600, and has been built with a special eye to comfort. It has a cathedral-like front, while the interior decorative scheme is unobtrusively elegant.

The color keynote is brown. There are wainscotted walls and heavy plush carpets throughout the house, from balcony to the cozy lounge in the basement. Seats are unusually comfortable. The stage is of ample size and fitted with a wide screen. Provision also has been made for an orchestra pit. Smoking is permitted in the loge and mezzanine seats, and there are checkrooms and refreshment facilities. All space in the building is efficiently utilized.

Both silent and sound pictures will be presented with performances running from 1 to 11 p. m. and two changes weekly.

Reorganizing Staffs of Fox-Hearst Newsreel

Reorganizing of the home office of technical personnel and the European camera staff is being effected by Mr. H. T. Davis, new general manager of Fox-Hearst Corp., which conducts the Fox Movietone News and Hearst Metrotone News. Talley, in addition to his duties as general manager, is supervising editor of the sound news reels. Others in charge are: E. H. Harvey, managing editor of Fox Movietone News and Hearst Metrotone News; E. H. Talley; and L. M. Clofine, managing editor of Hearst Metrotone News and Edmond Reek, news editor for both reels.

Goldberg Plans Series Of Columbia Regional Meet

(Continued from Page 1)

ices, where he plans a regional meeting before winding up with a final conference at the Columbia Hollywood Studio. The first three of the conferences are scheduled at Boston, Cleveland and Atlanta, respectively.

Beckett, S. Dak. Showman, Dead

Vermillion, S. Dak. — Frank Beckett, 67 years of age, former owner of first run house here and Chief of Police, died here after a lingering illness. He is survived by a widow and three daughters.

WALDEMAR YOUNG

Adaptation — Continuity — Dialogue

for "SALLY"


Management

Ruth Collier, Inc.

New Theaters

Syracuse, N. Y. — A $4,000,000 theater, built by the Syracuse Attractions Co., seat 750, is rapidly nearing completion with opening expected the latter part of this month.

Hammond, Ind. — Columbia Theaters, Inc., has announced plans for the building of $225,000 theater at Calumet Ave. and C. F. Marine, seating capacity will be about 1,500, Middlesex, O. — Fox, Publica, and R.K. are reported seeking a lease on the new theater going up here.

Geneva, N. Y. — Merrill-Vrooman, Inc., Glens Ferry, has been awarded the contract to replace the Smith Opera House by a new 1,000 seat Schine theater.

Aberdeen, Wash. — D. Constanti, Tacoma, theater owner, who is building a new theater at West Wabash St., expects the house ready for opening March 15.

Hamden, Conn. — Fox's new $250,000 theater has opened here.

Books of the Year


"SALLY"


Management

Ruth Collier, Inc.
Radio Lists 42 Features on '30 Production Program

9,000 WIRED HOUSES IN U. S. Jersey Exhibs Again Seeking Blue Law Repeal

Majority Party To Back Measure in State Legislature

Trenton, N. J.—New Jersey exhibitors are interested in a second bill which will soon be introduced into the State Legislature aimed at the state Sunday Blue Law. The bill, which will receive the support of the M.P.T.O., will be presented by a Republican and therefore enlist the backing of the majority party.

One bill seeking to repeal the Blue Law, providing local option in

(Continued on Page 2)

Keeping Up—through the S.M.P.E.

By JACK ALICOATE

WITH REVOLUTIONARY changes occurring almost overnight, the least known branch, of the rank and file of minor executives, this talkative progressive and irresistible industry, is its technical side. A chance to keep abreast with what’s going on in the sentic laboratories and experimental theaters should be welcomed by all film folk with eyes toward its future. Such an opportunity now offered through the Journal of the Society of Motion Picture Engineers, the first edition of which has just come to our desk. It is to be a monthly publication.

The first issue is indeed interesting. It is practical in size, comprehension enough to keep one reliably informed from even the international standpoint, and, best of all, the material is written light enough not to be technically boring to the layman.

“Hell Harbor”

ABOUT TEN YEARS ago we sat through a comedy at the Rialto that tickled us for a laughing loop. We think the best comedy, without an outstanding star, ever produced. We refer to “23½ Hours Leave,” directed by Henry King. Since then this director has brought to the screen, “D’able David,” “Stella Dallas” and “The White Sister,” each marking a milestone along the production highway. It was rather eagerly then that we looked forward to his first feature in sound. It is about ready, called “Hell Harbor” and was done in Florida. Here is a direct manifestation of what the talking picture of the future must be when backstage,

(Continued on Page 2)

Budget of Radio Pictures Now Calls for $15,000,000

Hollywood — Revised production program of Radio Pictures for 1930 now calls for 12 features, which will be an increase of 12 pictures over the 1929 schedule. Approximately $15,000,000 will be expended, it is estimated.

Silent versions will be made of some of the product. Half of the 1929 production program was made without dialogue and synchronized music. A number of pictures will be made on wide film.

(Continued on Page 2)

Serving 300 Houses

London (By Cable)—British Movietone News is now serving more than 300 houses. Fox controls the news reel and is operating it in association with Edmund Harnsworth, Truman H. Talley, general manager of the Fox-Hearst Corp., New York, organized British Movietone News several months ago while assistant to William Fox.

Justice Department Files Memo in Film Case

The Dept. of Justice has filed a memorandum with Federal Judge Thomas D. Thacher in connection with action brought by the Federal Government against 10 distributors, the Hays organization and Film Boards of Trade. Judge Thacher will examine the information.

(Continued on Page 2)

Two Companies Sign For New Film Process

Essem Laboratories, Washington, D. C., has closed with M-G-M and Universal whereby these companies will use a perfect, protective film process, Tom Moore announced yesterday. The two companies will

(Continued on Page 2)

Ontario Gov’t Urges Fireproof Exchanges

Toronto—The segregation of all film exchanges in fireproof buildings of small units housing these exchanges exclusively is urged in the report of the Court of Inquiry which has been investigating film exchange conditions in Ontario. The board inspected the Hermaunt Building,

(Continued on Page 2)

Funeral Services Held for George Le Maire

Funeral services for George Le Maire, director and actor, who died Monday of heart disease, were held yesterday afternoon at the Riverside Memorial Chapel, New York, with a group of theatrical and motion picture folk attending. The body is being shipped to Fort Worth, Texas, for burial.
WANTED

Theater Manager

Must be thoroughly experienced and capable to handle press work and general exploitation. New location in nearby exclusive Long Island community. Write giving age, experience, and salary desired.

Box O-108, c/o Film Daily 1650 Broadway, New York City

AD-VANCE-AD

"Just a few lines to thank you for the quick service you gave orders wired in.

—Biele Theater Rockdale, Tex.

New York

Long Island City

1440 Broadway

1540 Crescent St.

REYNT 4712

STTIDWELL 7940

Eastman Films

J. E. Brulatour, Inc.

Chicago

Hollywood

1727 Indiana Ave.

6700 Santa Monica Blvd.

CHAMUT 2691

HOLLYWOOD 4121

THE Film DAILY

Volume No. 16 Wednesday, January 22, 1930 Price 5 Cents

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Editor

THE Industry Date Book

Jan. 23 AMPA Luncheon, at Paradise Hotel, N. Y.
Jan. 24 Opening of "Because I Love You" at the Manhattan, New York.
Jan. 25 Fourth annual frolic of Fox Atlantic Club, at Commodore, N. Y. York. 

Warner Bros. Regional Sales M. Hotel Astor, N. Y.
Jan. 27 Opening of "Hell Harbor" at the Astor, New York.
Feb. 6 7 Paramount Pop Club annual ball at the Astor, New York.
Feb 19 Annual Benefit Show of Caño,M. P. Guild at Los Angeles.
Mar. 5 First Day of Lent.
Mar. 20 Annual election of Maryland M.T.O. officers at Baltimore.
Apr. 6-7 Spring convention of To-State P.T.O. at Memphis.
June 2-7 International Cinematography Brussels.

Ontario Gov't Urges Fireproof Exchanges

(Continued from Page 1)

which a number of film exchanges and other offices are located, and instruc-
tions were issued in one in-
stance, the Warner office, for a num-
ber of definite changes, an order hav-
ing been promulgated forbidding
the storage of films there under exist-
ing conditions. The owners were
ordered to appear before the Fire Under-
writers Association, the building su-
perintendent of the city and the city
architect to arrange for structural
changes and equipment to insure the
safe storage of films. The order
will be revoked when the improvements
are approved.

In its judgment, the board also
found that present regulations gov-
erning film exchanges were not suf-
ficient and the government was asked
to draw up a comprehensive code to
be enforced by the Provincial Treas-
urer's department which also issues
teacher licenses and conducts theater
inspections. Council for the film dis-
tributors, appearing before the board,
promised full co-operation.

Fire Prevention Drive Launched in Ont. Houses

Toronto — A campaign has been
launched in Ontario for the inspection of
all theaters with a view to remov-
ing traces of fire and panic. Hon. Dr.
J. D. Monteith, Provincial Treasurer,
is behind the drive and expects to
have all of the 428 houses in Ontario
home over within the next 12 months.

Jersey Exhibitors Again Seek Blue Law Repeal

(Continued from Page 1)

the matter of Sunday shows, has al-
ready been introduced by Miss May
of Jersey City, a member of the
minority party. Last year a
measure sponsored by the Republi-
cans passed the Assembly but was
killed in the Senate.

Fox Plans Being Drafted

West Coast Bureau, THE FILM DAILY

Los Angeles — Plans are now be-
ing drafted for the new Fox West
Coast $250,000 theater at Pico Blvd.
and Livelonia Ave. Boller Bros. are
the architects.

Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in

MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES

INCORPORATED

1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040

(newspaper ad)

Keeping Up—through the S.M.P.E.

(Continued from Page 1)
courtroom and little pal stories have
dulled their usefulness. "Hell Har-
bor" is no silent picture with dialogue.
Nor is it a stage production trans-
ferred bodily to the screen. Rather it
is the offspring of the wedding of
the two. It is a fearless, rugged story
of primitive passions, designed prim-
arily for nature minds. "Hell Har-
bor" should receive a satisfactory
reception everywhere.

Getting Back TO the subject of publications lets turn to a somewhat
bizarre and jowul sheet that has just
found its way to our desk. It is
the new house organ of Admiral Harold
Coast Theaters and his flotilla of Fox West
Chapel and is called "Now." It has
snap enough to be called to the
attention of all public publicity
critics although it is our personal
but modest opinion that it is quite
too modern in dress for our rather
conventional ideas. It is, however,
colorful and no doubt quite in keeping
with those modernistic thoughts now pre-
valent West of San Bar and South of
the Tchachapi.

"Lost Zeppelin" Set for New York Gaiety Feb. 1

The Tiffany all-talker special "The
Lost Zeppelin," will have its preme-
ire in New York at the Gaiety Feb. 1,
follow ing "Party Girl" also a Tiff-
any production. The picture will
play at $2. The production al-
ready has been shown in Boston, St.
Louis and San Francisco.

Samuelson on Civic Committee

Newton, N. J.—Sidney E. Samuel-
son, president of the Newton Amuse-
ment Co. and secretary of the New-
ton Recreation Commission, has ac-
cepted the invitation of Governor
Larson to serve as a member of a
Citizens' committee in connection with
the erection of an American Legion
Memorial Chapel in Lakehurst.

Al Reid Managing Hipp

Al Reid, formerly managing direc-
tor of the Mosque, Rialto and Good-
win in Newark, is now manager of
the New York Hippodrome, replac-
ing Harry McDonald, who was given
charge of the Riverside.

Financial

NEW YORK STOCK MARKET

High Low Close sales

Am. Seat. 22 17 18
*Com, Fm. Ind. 17
*Com, Fm. Ind. pld. 20
East Kodak 182 182 190 190 500
Fox Fm. "A" 20 19 19 20 900
*Keith A.O. 182 182 182 182 500
*do pld. 94 93 94 94 500
*Imper. 53 50 53 50 7,500
*do pld. 96 93 96 96 500
*do pld. 86
Parl. F. 57 57 57 50,500
Palace Exch. 36 36 36 1,500
*do "A" 76 76 76 76 500
E.K.O. 27 27 27 9,000
*Univ. Pict. pld. 48 48 48 50,500
Warner Bros. 44 44 44 44 500
*do pld. 44 44 44 44 500

NEW YORK CURR MARKET

Bal. & Katz 31 31 31 500
Columbia 53 53 53 3,200
Com. Thex. 33 33 33 2,000
Gen. Thex. 31 31 31 1,500
*Intern. Prod. 11
*Loew's 27 27 27 6,000
*Loew's Inc. war. 3
*Nat. Spec. 25
*Nat. Spec. 25
*Nat. Spec. 25
*Univ. Pict. 94

NEW YORK BOND MARKET

Keith A.O. 66 66 66 75 75 75 75 10
Loew's 46 46 46 20 20 20 20 500
*do 64 64 64 92 92 92 92 10
*Paramount 67 67 67 99 99 99 99 500
*Path. By 66 66 66 80
*Path. by 75 75 75 44

LAST PRICE QUOTED

January 22, 1930

(Continued on Page 1)
ON THE AIR!

LAUREL-HARDY  OUR GANG  CHARLIE CHASE  HARRY LANGDON

CASH IN ON NATION-WIDE BROADCAST OF HAL ROACH STARS—

Monday Night, Jan. 27th, at 7:30 P. M. (Eastern time) over 40-station network of Columbia Broadcasting System

Launching Hal Roach Comedy Week!
Date these stars for Week of Jan. 27th! Write! Wire! Phone! your nearest M-G-M Exchange right now!

METRO-GOLDWYN-MAYER
HOW WELL BIG BUSIN

Try this RONALD COLMAN

NEW YORK
"'Condemned' played for NINE weeks at the Selwyn Theatre at $2 top. Opens soon at the Rivoli for indefinite run."

OS ANGELES
"RONALD COLMAN has attained another victory. 'CONDEMNED' has just finished SIX big weeks at Goldwyn's CHINESE THEATRE.

PITTSBURG
"Easily one of the best pictures of the year." PLAYED TO THREE BIG weeks at the ALDINE and has just opened in

PHILADELPHIA
to tremendous record business at the STANLEY. The BIGGEST HIT in TOWN."

PROVIDENCE
"'Condemned' did Biggest week's BUSINESS in several months at LOEW'S STATE."

ALTIMORI
"'CONDEMNED' brought BIG BUSINESS throughout the week. BEST WEEK'S GROS in several months. At the STANLEY."

BOSTON
"'Condemned' did best business of picture houses in town during the week at LOEW'S STATE."

SAMUEL GOLDWYN'S greatest production
CAN YOU SEE—

when it’s right
in front of you?

in “CONDEMNED” Test

LEVELAND

“CONDEMNED’ at the STILL-
MAN Theatre was the hit of
the city and was held for
THREE tremendous weeks.”

ETROIT

“CONDEMNED’ smashed all
records for opening weeks’
gross at the United Artists
Theatre. Held for THREE BIG
BUSINESS weeks.”

ANSAS CITY

“Ronald Colman in ‘CON-
DEMNED’ played to great
business during its WEEK
RUN at LOEW’S MIDLAND.”

T. LOUIS

‘CONDEMNED’ did sensa-
tional WEEK’S BUSINESS at
LOEW’S STATE. Finest picture
seen here in moons!”

Millions of “Ayes” have proved to exhibitors—this
picture is one of any
year’s greatest sensations

RONALD

“CONDEMNED”

with ANN HARDING
and LOUIS WOLHEIM

Suggested by Blair Niles’ Sensational Book
“CONDEMNED TO DEVIL’S ISLAND”
Directed by Wesley Ruggles

UNITED ARTISTS 7th ALL TALKING HIT
Like Grant took Richmond

THE GRAND PARADE

with

HELEN TWELVETREES
AND FRED SCOTT

Written and Produced by
EDMUND GOULDING
Directed by Fred Newmeyer
PHIL REISMAN
PATHE EXCHANGE INC
ALL RICHMOND IS ENTHUSIASTIC IN ITS PRAISE
FOR THE GRAND PARADE STOP BOTH PAPERS HAVE
 BROKEN THEIR LONG RECORD OF CONSERVATISM
 IN PRAISING THIS ATTRACTION STOP BUSINESS
 BUILDING DAILY WITH LOCKOUT TONIGHT AS
 RESULT OF MOUTH TO MOUTH ADVERTISING STOP
PATHE IS TO BE CONGRATULATED
E H BRIENT MANAGER NATIONAL THEATRE

PHIL REISMAN
GENERAL SALES MANAGER PATHE EXCHANGE
HAVE SCREENED GRAND PARADE STOP
PERSONALLY THINK THIS IS ONE OF THE
OUTSTANDING PICTURES OF THE YEAR AND IT IS
GOING TO GIVE ME GREAT PLEASURE TO GET
BEHIND THIS AND SHOOT FOR HOUSE RECORDS
STOP HAS EVERYTHING A GOOD MOTION
PICTURE SHOULD HAVE STOP REGARDS
RAYNOR LAFAYETTE THEATRE
**ALONG THE RIALTO**

*with*  
**Phil M. Daly, Jr.**

P. L. THOMSON, director of Public Relations of Western Electric, is en route to Chicago where he will address the Advertising Council of the National Board of Review to be held Saturday at the hotel Roosevelt. Winnie Lightner, Warner star, also will be among the guests.—J. T. Matchel, general director of the Cinema Art Guild, operating theaters in Buffalo, Philadelphia, Chicago and Rochester, arrived in town yesterday and is seeking new product for the houses.—Simon Guild of the Film Guild Cinema contemplates the installation of W. E. sound equipment at that house.

H. M. Warner will be one of the principal speakers at the annual luncheon of the National Board of Review to be held tomorrow on “Talking Pictures in Advertising and Industry.” Thomson is scheduled for another talk on Jan. 30 before the Electrical League of Boston.—Dan Healy, who played in “Glorying the American Girl” and “The Living Lady,” both made at the Paramount Eastern studio, staged the musical numbers for “Woof, Woof,” musical show now current.

Marion Brinn, who used to be known in vaudeville as “The Jazz Baby” because of her youth and dancing abilities, is now blossoming forth as a singer with Major Bowes’ Capitol Family, and will be heard with that gang Sunday night.—Hal Roach, who was in New York only about a fortnight ago and back in Hollywood the following week, is now once more on Mazda Lane for a short business sojourn.—Jane Jennings has returned from the Coast to resume her character work in the East.

Constance Bennett, who has been holidaying in Paris, embarks tomorrow for the return journey, and after a few days in N’Yawk, will continue overland to Hollywood to resume acting for Pathe.—J. R. O’Neill is back from Richmond, where he went to give support in exploiting the world premiere of Pathe’s “The Grand Parade,” which is set for national release Feb 2.

In getting back from a European trip, Raoul Walsh, Fox director, uncovered another “find” in the person of Katie Karlin, a singer and dancer from the Winter Garden, Berlin. She will be co-featured with Victor McLaglen and Edmund Lowe in “Broad Minded” tentatively titled.

Plunk—It Down With “Dough” for Plunket Month, is the clever stenographer heading the new RKO Organ in celebration during February to be called Joseph Plunkett Thank You Month. The organ soon spreads itself on all RKO activities. Jack Lewis broke out in print again but this time for the Warner clip sheet heading his own column called, “Here and There in Movieland.” Erno Rapp is reputed to have played to an aggregate audience of 30,000,000. He gets a fine luncheon as guest of the A.M.P.A. tomorrow.

The complete personnel of all studios comprises one of the many interesting sections of the forthcoming 1930 FILM DAILY YEAR BOOK.

**AND THAT’S THAT**

By PHIL M. DALY

Among the odd facts in the February issue of “Film Fun” is the announcement that Conrad Nagel has been signed by Radio to play lead in “Second Wife.” He may have been the real press in both cases.

NORMA SHEarer—When her director told his assistant that she was fired, what did the poor fellow say?

—JOHN ARNOLD (Camera)

—He said, “What? After all the yeahs!”

Some theater owners are paying out thousands of dollars to have their houses wired for sound—and say they would be willing to pay out just as much if they could have their wires wired for silence.

“What kind of a picture is that?”

“It’s a realistic sort of plumb at work.”

“But the plumbers don’t do any work.”

“Well, that’s the realism.”

The talks have come to say...

When the censors feel that they have finished their job of cleaning up behind the footlights, they have to do a little inspecting of what is going on behind the headlights.

“What type of play is most popular in Scotland?”

“Mystery drama.”

“Why?”

“They eat the theater’s lights in half.”

**TEN YEARS AGO TO-DAY**

Malcolm Strauss Picture Co formed with $3,000,000 capital; R. public to distribute product

Educational's English company produces features abroad.

Morris Gest, theatrical producer, says Wall St. control of moving pictures is sending theaters "to hell.”

Frank Keenan, reported going France to produce.

**THEM FIRST JOBS**

WM. CARY DUNCAN  
teacher high school

**JANUARY 22—MANY HAPPY RETURNS**

H. Keith Weeks  
James Wilkinson  
Mae Girace  
Robert Castle

**THEM FIRST JOBS**

WM. CARY DUNCAN  
teacher high school
McCormack Film Done
West Coast Bar, THE FILM DAILY

Hollywood — John McCormack's first all-talker for Fox has been completed and the star is scheduled to leave Hollywood for Ireland sometime in February.

M-G-M's "March of Time" In 3 Complete Sections

M-G-M's "March of Time," depicting three phases of American entertainment history - past, present and future - will be made in three sections, each an inclusive unit. The first part, just completed by Director Charles Reisner, includes nine stars of the past, Weber and Fields, De Wolf Hopper, Mary Pickford, Marie Dressler, Fay Templeton, Barney Fagan and Josephine Sabel. Several acts are presented as companies and a famous old Weber and Fields Music Hall more than 25 years ago. These include the Weber and Fields opening number, Louis Mann's telephone scene and the chicken skit by Louis Mann and De Wolf Hopper.

The present and the future will be made by two sets of toastmasters, Benny Rubin and Buster Collier, representing the present, and Dickie Kilby and Baby Gronsky as the future.

New Columbia Stages to be Completed Shorty

Two new sound stages are now being completed by Columbia, which recently acquired the old Governer Studios to enlarge its present production facilities. In addition to the stages, extra laboratories, cutting and projection rooms and accommodations for stars and extras are provided for. Work is expected to be completed late this month and will permit practical double production work.

Barthelson To Be Starred in F. N. S "Dawn Patrol"


Blystone Completes Fox Film

John Blystone has completed directing "The Big Party" at Fox. Dixie Lee makes her debut as leading lady in this film.

Roland West Signs Chester Morris

Chester Morris has been signed by Roland West for the leading role in "Love in Chicago," which will be released by R-K-O. The story is by Charles Bartlett.

Lukas and Moorhead in Cast

Paul Lukas and Natalie Moorhead have been assigned roles in the Paramount production "The Benson Murder Case" which features William Powell.

Sloman Joining Columbia

Columbia has signed Edward Slo- man to direct.

With four pictures now being filmed and three in preparation, production is well ahead of schedule at the First National studios. Dorothy Mack-will is busy working in "Bright Lights" under direction of Michael Curtiz, with Frank Fay, Inez Courtney, Noah Beery and Eddie Nugent supporting her; Corinne Griffith is enacting the lead in "Back Pay," a William Seiter production which will have Grant Withers, Montagu Love, Hallam Cooley and Vivian Oakland in the cast; Monte Blue, Lila Lee, William Boyd, Betty Compson are working in "His Woman," William Beaudine directing; "Other Men's Wives," starring Billie Dove with Sidney Blackmer as leading man is being directed by Clarence Badger. Pictures now being prepared are "Sin Flood," "The Dawn Patrol" and "Jail Break."
United States

Greenfield, Mass.—James J. Moore has resigned as manager of the Gar- den Theater, Siteck O'Brien, who has been assistant manager, has also left the theater to accept the managing job of the Plaza at Northampton.

Sioux City, Ia.—Lloyd E. Davi- son, manager of the Capitol, an- nounces the promotion of Robert Ful- ton, manager of the Princess, to man- ager of the Broadway, Council Bluffs. Both are Publix houses.

Tunica, Miss.—With the installa- tion of sound at Joe's Palace, J. C. Hester, owner, has begun showing talking pictures. "Fox Movietone Follies of 1929" inaugurated the sound policy.

Spokane, Wash.—The Music Box has cut its prices to a general admiss- ion price of 25 cents at all times. Tom J. Tobin, general manager, also has announced discontinuance of mat- ines except Saturdays, Sundays and Wednesdays.

Burlington, Wis.—Louis Lutz, dis- trict manager for Community Thea- ters, Inc., and formerly connected with the Parkway and Strand in Mad- ison, has repaired William Beuck- man as manager of the Orpheum here.

Gardner, Mass.—The new Uptown, formerly known as the Gardner, has reopened with a new policy with the installation of sound equipment.

South Bend, Ind.—B. A. Griffiths, who has been appointed Wilburista- Penn public manager for RKO O the- aters here. He will handle the Gran- ada and Palace theaters.

Rantoul, N. M.—The $100,000 thea- ter being built here is expected to be completed early in January. The house is owned by the operators of the Shuler Auditorium.

Long Beach, Cal. — The Oriental has instituted a first run sound policy house "Street Girl," was the first presentation under the new policy.

Chamberburg, Pa. — J. Luther Thomas, who recently resigned as as- sistant manager of the Capitol here, has joined the Wilmer and Vincent circuit and will manage the Victoria, Harrisburg.

Montrose, Pa.—The local Colony- ford house is being remodeled and enlarged. Sound is being installed.

Norway, Mich.—Fire at the Rialto- destroyed the house recently. Dam- age was estimated at $40,000.

Colpeper, Va.—J. L. Fray of the Fairfax has merged his theater into the Fairfax Theater Center, Corp., of which Benjamin T. Pitts is president. J. L. Fray, Jr., vice-president and J. L. Fray, Sr., secretary and treasurer. The capital stock of the company is 50,000. Sound is now being installed.

Ventura, Cal.—With the showing of "Gold Diggers of Broadway," the Mission has become a house with run house.

Clear Lake, Ia.—Improvements for perfecting the sound equipment have been made at the Parke Theater here by moving the generator from the operating booth to the basement and changing the loud speakers.

Lincoln, Neb.—United Theater Cir- cuit of Omaha filed articles of in- corporation for $150,000 to build, operate and equip theaters in Neb- raska. Officers are H. R. Brown, Beatrice, W. C. Raapke, presi- dent of the U. S. Theaters Supply, H. E. Penner, Beatrice, and F. H. Parker.

Richmond—Lee Levy, who recently succeeded his brother, Joel Levy, as manager of the Wilmer & Vin- cent houses in Virginia, has been elected district manager of the M. F. T.O. of Virginia.

New York

Troy—Harry F. Rose will manage for the Uptown for Fox Metropoli- tan Playhouses. He succeeds his brother Charles who has joined another company.

More than 40 midtown barber shops in New York gave display in their shops tying up with Pathé for the showing of "Barbers' College" short, at the Colony, N. Y., with a national book-up with the Latherizer Corp.

"Show of Shows," now playing simultaneously at the New York Strand and the Brooklyn Strand, will be held over at all three houses for another week, announces Harry L. Charnas, managing direc- tor of Warners' Metropolitan Thea- ters.

Foreign

Vienna—As a result of poor busi- ness, Municipal authorities here have decided to refund to exhibitors part of the entertainment tax which was paid last year. The move was made when exhibitors began complaining to the Municipal Council and the direc- tor considered the request favorably.


London—Production on "Beethoven" has been indefinitely postponed. No reasons for delay have been given.

Stockholm—First Swedish all-talk- er "Say It With Tones," had its pre- miere performance in this city and was well received by both audience and the press.

Ohio

Changes in Ownership

Averon—Strand, sold to Stanley Co. of America by Strand Theater Company; Anna- rats—State to M. E. Wood, sold to E. T. Heckerkin; Ashland—Rex, sold to Charles L. Parker, sold to T. B. Draper; Ashtabula—Alhambra, sold to Stanley Co. of America by Strand Theater Co.; Palace, sold to M. E. Wood, sold to Stanley Theater Co., Cleveland—Heights, sold to the Parke Theater Co.; Coliseum, sold to T. B. Draper; Gray—Lancaster, sold to T. B. Draper; Matinee—Youngstown, sold to T. B. Draper; Ter- ritorial—Marietta, sold to T. B. Draper; Imperial—Montpelier, sold to T. B. Draper; Liberty, sold to T. B. Draper.

Tennessee

Changes in Ownership

McKenzie—Capitol, sold to J. E. Whiten B. M. Humphries; Melody—sold to Goldberger Bros. & Engleberg by A. K. Stratos; Smith, sold to Mrs. E. Evans; J. C. Lucas.

Closings

Bradford—Palace; Manchester—Col- ders Memphis—Eureka, sold to Troy High School.

New Theaters

Cameron—Court, owner—H. L. Bradley.

Texas

Changes in Ownership

Haskell—Haskell; sold to Haskell Amuse- ment Co., Inc.; Texas, sold to Haskell Amusement Co., Inc.; Jeffers- ton—sold to A. C. Simmons; Luna—Fred.; sold to L. M. Threet, Miranda City Trinity, sold to J. W. Pinner; Pecos, sold to F. E. McBeth; Guinola, sold to A. N. Salcido; Refugio—Maltese, sold to F. E. Williams.

Closings

Brookshire—Haven, closed; Miranda—Closed.

Utah

Changes in Ownership

Salt Lake—Prairie, sold to Dr. J. A. Schow by Miss Eva Daws; RKO Orpheum, sold to We-Co Theaters, Inc.; San Francisco Corp. by Pantages Theor Corp.

Re-Openings

Springville—State.

Virginia

Changes in Ownership

Wilder—Will, sold to Vera Johnson by Kasten's.

Washington

Changes in Ownership

Elma—Armour; Grandview—Colonial; Miss. Everett—National; Vernon—Pomeroy—Peters; G. shan—in—Seattle—American South Park; Spokane—Ritz; Tacoma—Pantages; Vancouver—Castle, sold to We Coast Theaters, by J. P. Collins; Lib, sold to West Coast Theaters by J. P. Ki- gins.

Changes in Ownership

Bellingham—Castle, sold to John B. Collins.

Re-Openings

Cheney—Rose; Ephrata—Kam; Marine—Kam; Pacific; Priest River— by Lloyd 

West Virginia

Changes in Ownership


Closings

Big Sandy—Big Sandy Owens—Lindy.

New Theaters

Cabin Creek Jct. — Herbert, owner—H. B. Gardner; Piccadilly, owned by C. V. Bose.

Cabin Creek Jct.—Killerama.

Wisconsin

Changes in Ownership

Frederick—Auditorium, sold to L. F. Bud by A. Thomas; Ashoka—Rex, sold to W. R. Vincent by S. Ludwig; Milwaukee—Roxy, sold to W. R. Vincent by S. Ludwig; Kiel—Stockbridge—Stockbridge, sold to Fred Smith by William Engel.

Closings

Fountain City—Empire; Gays Mills—Unique; New Holstein—Majestic; Two Rivers—Rex, sold to Alice House, Hon- dond—Grant; Nekoosa—Eau Claire.

Wyoming

Changes in Ownership

Buffalo—Hilton, closed; Worland— by Plummer, sold to Kumer—who; Victory, sold to Fox West Coast Theaters by Wilbur Williams.

Closings

Glencrook—Empire—Sandune—Amer- ican.
OUT NOW!

SOUND, the Motion Picture Reference Annual, first and only volume of its kind to be issued for the interest and convenience of the great army of officers and workers in all departments who constitute the Motion Picture Industry, is now in the mails.

FOR YOUR DESK

SOUND is durably bound in flexible covers, and in appearance on any desk is worthy of the purpose which it serves. The book has only to be briefly examined to be recognized as essential to the equipment of the desk of every executive and head of department in the Picture Industry.

REFERENCE BOOK

Issued as a special edition of The Exhibitors Daily Review and Motion Pictures Today, SOUND contains 212 pages of exact and invaluable information concerning every factor which, to date, has been instrumental in bringing about the successful revolution for sound and talking pictures, in a form and with classifications of material which make it an ideal book of reference for Producers, Distributors and Exhibitors.

THEATRE DIRECTORY

The outstanding achievement of the editors of SOUND undoubtedly, is its detailed Directory of nearly 8,000 theatres in the United States and Canada which had been wired for sound up to the time when the book went to press. Alphabetically arranged by states and cities and giving population and seating figures, together with the type of sound apparatus installed, this one feature of the volume will be seen as amply justifying its publication.

COMPLETE GUIDE

The directory feature, however, also includes lists of producers and their product for the current year; personnel of producing and distributing offices; specialists in production with their records; featured players and their pictures; manufacturers and their apparatus; Industry welfare organizations; lists of sound features and shorts released; Film Boards of Trade and their personnel, etc., etc.

ISSUED BY

EXHIBITORS’ DAILY REVIEW and MOTION PICTURES TODAY (COMBINED)
Nine Thousand Theaters Wired
in United States Up to Jan. 1

(Continued from Page 1)

lows: Ala., 87; Ariz., 29; Ark., 83; Colo., 85; Conn., 155; Del., 15; Fla., 107; Ga., 103; Idaho, 52; Ind., 234; Ia., 221; Kan., 226; Ky., 86; La., 110; Me., 64; Md., 124; Mass., 325; Mich., 401; Minn., 240; Miss., 53; Neb., 156; Nev., 15; N. H., 56; N. J., 314; N. Mex., 19; N. C., 148; N. Dak., 62; Okla., 229; Ore., 119; R. I., 53; S. Car., 60; S. Dak., 92; Tenn., 88; Tex., 320; Utah, 69; Vt., 35; Va., 119; Wash., 148; W. Va., 112; Wis., 254; Wyo., 30, and District of Columbia, 37.

Improvements for Indiana Marion, Ind.—Sound will be installed at the Indiana along with improvements, says officials of Fourth Ave., Amusement Co. Billy Connors is manager of the house.

W. E. For Iowa House

Ochser, a. A., N. Y.—Electric sound device has been installed in the Grand here which opened with its first all sound picture, with My Sweetie.”

Roy Reopens State

La Grande, Ore.—The remodelled and renovated State, owned by George Roy, has been reopened. The theater, which is on the site of the old Colonial, has installed sound and is being managed by Alfred Roy, son of the owner.

Sound for Bays Theater

Blackwell, Okla.—The Bays has been turned into a sound house, states Ralph P. Leachman, manager.

Movie-Phone for Cameo

Santa Cruz, Cal.—Movie-Phone is being installed at the Cameo, Manager Harvey states.

Rosenbats Open New House

Waterloo, Ia.—Jake and Lew Rosenbals opened the new Iowa here, formerly the Plaza with new sound equipment and other improvements costing $20,000.

Pantheon Goes Sound

Springfield, III.—The Pantheon is now showing sound pictures.

Sound for Johnson Houses

Galesville, Wis.—Johnson Family owner of the Marinuka, will install sound equipment. The Star, Blair, owned by the same operators, will also be equipped for sound.

New Eastwood Opens

Madison — The New Eastwood, seating 1,000, and being managed by A. P. Desormeau, has opened with sound picture policy.

Repertory Changes Policy

Boston—America's first civic theater, the Repertory, has been converted into a picture house. Lack of support necessitated change in policy.

Nev.:
All Houses in Richmond

Richmond — Installation of sound equipment has been completed in all Richmond houses. Mechanical music now is being used exclusively in most of the theaters, but the Byrd, Capitol and Venus continue to employ organs.

Sound for Omaha House

Omaha—The Queen theater here has installed Western Electric sound equipment and Tony Delizi, its own chiose Movietone-Follies for its opening attraction.

Head Reopens Palace

Atlanta, Ga.—Manager Head of the Palace has reopened the house after being closed for a week to permit installation of sound apparatus.

State Reopens with Sound

Columbus, Miss.—The State, after installation of sound, has reopened.

Bestonty for Omaha

Omaha—Bestonty sound equipment has been installed in the Corby theater here.

New Theaters

Albion, Mich.—George A. Bohm has opened the Bohm, seating 1,100 and equipped sound picture equipment.

Sault Ste. Marie, Mich.—Marshall Hunt, local contractor, expects the new theater to be completed March 1.

Greeneville, Tex.—The Palace at Comanche was recently opened by Jack Lilly. The house has a seating capacity of 550 and is equipped with a Movietone sound phone.

Hamilton, O.—John Ehernon has drawn plans for the new Paramount to be erected at Journal Square. Seating capacity will be 1,500.

Stockton, Cal.—What is believed to be first architecturally designed theater stereo electronic films will be built here at and San Joaquin Sts., for Fox West Coast. The project will approximate $600,000 and seat about 2,000.

Brackenridge Park, Tex.—Bids have been taken for new amphitheater here to seat between 30 and 40 thousand.

Madison, Wis.—The Eastwood, a Spanish effect, has opened. Klein and Aitken were the architects.

Beverly Hills, Cal.—Ground has been broken for a new theater, which has already been leased by Fox West Coast. Approximate cost is $650,000, spent on the exterior. It is expected to open June 1. San Francisco—Rold Bros. have drawn preliminary plans for the new house to be erected at Union St. and Burchard Bl. by the Olympia Co., Inc. of Los Angeles. Seating capacity will be 2,500.

Now Road Showing Through Exclusive Booking of A. L. Eralinger Amusement Co.

Released by
DAVENPORT-QUIGLEY EXPEDITIONS, INC.
230 West 42nd St., N. Y.

TALKING ALL SOUND THRILLS
Chosen by the National Board of Review As an Unusual Picture
Edward F. Quigley Presents
The Super-Jungle Feature
Jango

"Nine thousand feet; 9,000 thrills, not one dull second"—Baltimore SUN

“THE GREATEST WILD ANIMAL PICTURE EVER BROUGHT TO THE SCREEN—BAR NONE”

Now Road Showing Through Exclusive Booking of A. L. Eralinger Amusement Co.
National Board of Review Confab Opens Tomorrow

BLANKET ARBITRATION ILLEGAL

9 Features for U.S. on Amkino’s 1929-30 Program

The Mirror
—a column of comment

PRONOMATELY 9,000 theaters this land of ours have dug down to their jeans to buy sound equipment. In other, more forceful words, nearly half of the houses in these United States are now showing sound pictures. Sound, which, a year ago, did become a necessity to every de luxe theater, is rapidly occupying a similar status in the smaller house. In a theater without it is much like person without a voice. Generally peaking, talk on the screen reverberates right through your auditorium and into your box-office.

...OWDAYS A PLAY or musical you that clicks on Broadway has a mighty slim chance of escaping subscription to talking pictures. Filmmakers are indulging in what is accurately termed a scramble for jobs. Their viewpoint is this. When a show has been written (and, more frequently, rewritten, and has attracted customer cash week after week on Broadway, it must have that element known as box-office appeal. It’s far better to pay big dough to buy a tested vehicle than to spend perhaps a lesser sum for a project of comparatively undetermined impact. That’s one reason why the original story, at the present time, is the going hard.

HAT ARE YOU doing to safeguard your house against fire? Precautionary regulations throughout the country are fast becoming more drastic. The chances are that you’ll help minimize them and prevent irreplaceable additions to them later on if you observe existing laws closely.

Complete Output of Russian Organization to be 280 Features

Thirty-nine features, including 15 educational and six talking and sound films to be released in the American market, are on the 1929-30 production program of the Amkino Corp., it is announced by Leon I. Monosson, president of the Russian organization, which embraces 10 producing firms in that country. Total output this year, the

(Continued on Page 2)

BALABAN & KATZ NET FOR ’29 REACHES $2,601,650

Chicago—Net income of $2,601,650, after depreciation, federal taxes, etc., for the year ended Dec. 27, 1929, is reported by Balaban & Katz Corp., which is controlled by Paramount. This income, after seven per cent preferred dividend requirement, is equivalent to $9.69 a share earned on 244,064 shares of common stock. This compares with $1,860,798 or $6.28 a share on the common for the year ended Dec. 29, 1928.

Carl Edoure Joins New Mintz Recording Co.

Carl Edoure, who has been musical director of the N. Y. Strand for the past eight years and has prepared

(Continued on Page 6)

Industry Figures to Attend Annual Luncheon Saturday

Reisman Appoints Four New Pathé Branch Mgrs.

Appointment of four new branch managers in the sales organization of the Pathé has been announced by Phil Reisman, general sales manager. C. W. Stombaugh, former Albany

(Continued on Page 2)

Distributors Must Discontinue Present System

Individual Arbitration Allowable

Compulsory arbitration in blanket form, as provided in the Standard Exhibition Contract, is illegal although distributors may make individual arbitration agreements with exhibitors. This is the gist of the decree signed yesterday by U. S. District Judge Thacher in the Federal Government’s anti-trust action against the Hays office, Film Boards of Trade and 10 distributors.

The only fault the decree finds with the exhibition contract is in Paragraph 18 and also Rule 2, entitled “Enforcement of Decisions of Board of Arbitration,” of “Rules of Arbitration.” The decree says that they “constitute a conspiracy in restraint of trade.”

(Continued on Page 6)

Awaiting Answer to Application

Whether or not the Hays office, 10 distributors and Film Boards of Trade, defendants in the anti-trust action brought by the Federal Government, will appeal the decree issued by U. S. District Judge Thacher

(Continued on Page 6)

UNFAMILIAR AS YET WITH JUDGE THACHER DECREES

Whether or not the Hays office, 10 distributors and Film Boards of Trade, defendants in the anti-trust action brought by the Federal Government, will appeal the decree issued by U. S. District Judge Thacher

(Continued on Page 6)

INDEFINITELY POSTPONE NON-THEATRICAL CONFBAB

Washington Bureau of THE FILM DAILY.

Washington Conference of producers of feature and educational pictures, announced for Feb. 1 here, has been indefinitely postponed, states E. I. Wray, chief of the industrial and educational section, M. P. Division, Dept. of Commerce. A definite date for the meeting will be announced later.

Maurice Baron Made Roxy Theater Conductor

With the elevation of Joseph Littau to post of director of music at the Roxy, Maurice Baron, staff composer, has been appointed to the post of conductor. In addition to being the composer of numerous piano compositions, Baron has composed all of the original scores for the stage presentations at the Roxy.

Warners Buy Forum

West Coast Box, THE FILM DAILY—Los Angeles—Warners Bros. have purchased the Forum. The price involved is $700,000. The Forum has a seating capacity of 2,000.
NATIONAL BOARD OF REVIEW
CONFAB OPENS TOMORROW

(Continued from Page 1)

(Continued from Page 1)

company for the period will be 280 features, against 115 in the previous fiscal year. Included in this schedule is a number of educational features made for school purposes.

Of the 39 pictures for U.S. release, the following are ready for announce-


Several studios with sound stages now are under construction. Under the five-year plan for economic con-

trol prepared in the present year, 623 features will be turned out in 1931.

Oscar Straus, Composer, to Speak Over Local Radio

Oscar Straus, Viennese composer, who will arrive in New York aboard the S. S. President Roosevelt, will speak on the Atwater-Kent hour, Sunday at 9:15 P.M. on a coast-to
cost hook-up. Arrangements have been completed through the courtesy of Warners and First National for whom Straus will go to Holly-

day tomorrow by Dr. Louis I. Harris, former Health Commissioner of New York City and a member of the National Board's Executive Committee; Dr. Frances
d. Tyson, University of Pittsburgh; Dr. Lee F. Hammer, of the Russell Hobbs, Department of Psychology, Columbia University; Dr. Walter W. Pettit, New York School of Social Work, and Edward Fay, of Prov-

dence, R. I. Prof. Leroy E. Bow-

man, of Columbia University, will discuss "Social Implications of Community Program on Motion Pictures."

At the luncheon on Saturday, the speakers, in the presence of the presi-
dent of the White House Conference for Child Health and Protection, will outline Presi-
dent Hoover's ideas on the subject, will comment on the war of the First Baptist Church, Pittsburgh, Pa., and formerly Chaplin ofage University; Rep-

resentative Franklin W. Ford, of New Jersey, Secretary of the Republican National Com-

mittee, U. S. Senator Clarence C. doll, Mrs. Nellie Taylor Ross, former Governor of Wyoming and Vice Chairman of the Demo-
cratic National Committee. Harry W. Nar-

ner, President Swift, lumber, and Mayor John G. Alsop, of Jacksonville, Fla.

Picture celebrities who are expected to at-
tend the luncheon will be Elizabeth Byles,
Irene Bordon, Charles Ruggles, Sally O'Neill, Goetz Nissen, Claude Colbert, Wmme Lightrig, George K. Arthur and Chester Conklin.

Ted Husing, Columbia announcer, will of-
ficiate at the microphone, a coast-to-coast hook-up.

Reisman Appoints Four New Pathé Branch Mgrs.

(Continued from Page 1)

branch manager succeeds R. C. Robon of the Washington office: L. Garvey, who has been a sales-

man in Albany, becomes manager of that office, while H. R. Kistler, for-

tmerly manager of the St. Louis office, W. W. Anderson as manager in At-

lanta and A. M. A. Myers, former Dallas
salesman, becomes branch manager at Memph-

is.

Films Instead of Stage to

Get Two Wright Plays?

Two plays, "Souvenir Sadie" and "Color Blind," originally planned for

Broadway productions, may be made into pictures and stage plans dropped

entirely, according to Andy Wright. Luther Yates did the book and Ned

Nestor the lyrics for "Souvenir Sadie," while S. John Park wrote "Color

Blind."

4,531 W. E. Installations

Installations of Western Electric System throughout the world to-
toalled 4,531 up to the middle of

this month. Of this number, 3,367 were in the United States.

Fredericksburg Palace Opens

Fredericksburg, Tex. — The new Palace, erected at a cost of $50,000 has been opened here. Sound has been installed.

Lillian Roth to Coast

Lillian Roth, who has been vaca-

tioning for the past three weeks, now is en route to the Paramount studios on the Coast.
Received at

GB38 171 3 EXTRA NL CT PUNCT—WHEELING WVIR 11

GEORGE J SCHAEFER, CARE PARAMOUNT FAMOUS PLAYERS—
PARAMOUNT BLDG NEW YORK NY—

CONGRATULATING PARAMOUNT FOR PRODUCING AND POSSESSING THE FINEST PRODUCTION THAT HAS EVER BEEN PRODUCED TO DATE IN "THE LOVE PARADE" STOP IT IS THE WISH OF THE CITY OF WHEELING THEATREGOERS WHO HAVE BEEN ROYALLY ENTERTAINED WITH "THE LOVE PARADE" TO EXTEND THANKS THROUGH ME TO YOU AND THROUGH YOU TO ALL THOSE WHO ARE RESPONSIBLE FOR THIS WONDER PICTURE—MR LASKY, MR LUBITSCH, MR CHEVALIER, LOVELY MISS MACDONALD AND THE ENTIRE CAST FOR THEIR SPLENDID WORK INDEED: CONGRATULATIONS TO ALL STOP I WOULD BE A SMALL EXHIBITOR TO CLAIM CREDIT FOR THE BOX OFFICE SENSATIONAL SUCCESS OF THIS PICTURE STOP MY ONLY WISH AND HOPE IS THAT ALL THEATRE MANAGERS OF THE WORLD WAKE UP TO THIS FACT THAT THEY HAVE, IN THEIR POSSESSION, THE GREATEST PICTURE THAT HAS EVER BEEN PRODUCED AND THAT THEY ACT ACCORDINGLY STOP I AM DOUBLING MY PLAYING TIME TO TWO WEEKS ON "THE LOVE PARADE". STOP BEST REGARDS—

GEORGE P ZEPPOS MANAGER REX THEATRE.
Timely Topics
A Digest of Current Opinion

Screen Settings Affected
By Talker Requirements

THE settings in motion pictures have been affected by talking pictures in so far as the dialogue is usually played in a semi-close shot, and because constant dialogue in the earlier forms of talking films resulted in the loss of the silent picture's graphic movement. As I see it there should be a few key sets in which many action shots containing incidental sounds are made. Such a situation would be ideal for the art director, for he could then concentrate on the design of a single set without worrying too much about camera angles from more than one viewpoint. Thus the background may become more impressionistic in design, because the camera concentrates more on the players and the setting is then not so distracting.

William Cameron Menzies in "New York Times"

High-Pressure Exploitation
Called Harmful to Industry

DIGNIFIED pictures should be exhibited in a dignified manner. Cheap pictures still can be sold to the gullible by cheap methods. But the man who wishes to do something real and lasting for the screen, and for his own pocketbook at the same time, will turn from cheapening the industry by making every film seem to be a shoddy, flashy thing that has to be sold by high-pressure carnival methods. Almost every picture that comes to Broadway is good entertainment. Why should it not be sold as such, rather than reduced to the level of the gypsies who surround the theater? Let's have more respect for ourselves and we shall receive more respect from others.

Pierre de Rohan in "N. Y. Morning Telegraph"

ALONG THE RIALTO

with

Phil M. Daly, Jr.

HOWARD DIETZ, big syntax and etymology man for M-G-M, bagged first money in a recent Anaglom Contest with Alex Wolcott, F.P.A. and Dorothy Parker. Wonder if Howard was coached by St. Saurer?, . . . George Harvey, Mike Simon and Jack Lewis, three penmen connected with the biz, donated military uniforms in order to be allowed to play tennis on the 62nd Regiment Armory indoor courts. They also called themselves Captain, Colonel, etc. Women, what was Major Nonsense?

Jeanette MacDonald's record of "Dream Lover" and "March of the Grenadiers" both from the Paramount production "The Love Parade," is scheduled to be released by Victor tomorrow. . . . The Warner Club Gaieties is getting set for its opening at Chanin's 46th Street, N. Y., on Feb. 16. The chorus consists of 24 girls selected from the home office. Universal no longer to be undone in any respect steps out and announces the formation of a Dramatic Society as part of the "U" Club activities.

With a batch of enthusiastic Coast looks on "The Rogue Song," which opened at the Grauman Chinese Jan. 17, on hand, Howard Dietz is going around with a big broad smile these days. A special staff of four women is needed to take care of reservations. Dietz says "Screen Snapshots," brain child of Jack Coen, treasurer of Columbia, is now enjoying its tenth year.

Nat Nazarro, Jr., who won his spurs as a singer and dancer in vaudeville and musical shows, opens tomorrow for a week's duty as master of ceremonies in Chester Hale's "Gym James" at the Capitol. . . . Irving Berlin, the song writer who recently went talkie, will be made better acquainted among film audiences through the medium of "Berliniana," a compilation of his hits from "Alexander's Ragtime Band" to the present, compiled by Yasha Bunchuk for the deletion of Capitol audiences.

A. P. Waxman points with pride to the fact that "Disraeli," with George Arliss, leads all current screen productions in the city for length of run on Broadway, this being the fifth month of its sojourn. . . . Manager Harry Gittleson, of the Earl Carroll, says that one of his rich patrons enjoyed "Hit the Deck" so much that she shook off a $2,500 platinum and diamond wrist watch, which was found by E. Piesker, usher, who is $100 to the good of his eagle eyes and honesty.

Charlie Einfeld, head man of First National's space grabbers, says that bucking the rougher weather known throughout the west in many years, "Sally" (not the girl) but picture, is clicking to satisfaction of all.

A comprehensive resume of the technical angle of the industry is covered by the Society of Motion Picture Engineers' report, which is one of the highlights of the forthcoming 1930 FILM DAILY YEAR BOOK.

January 23---Many Happy Returns

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Ben Bard
William Desmond
Lafe McKee
Franklin Pangborn
William Gillespie
Ralph Graves
Harry A. Challard
Howard Smith
G. Scott
R. A. O'Brien

TEN YEARS AGO TO-DAY

Executive committee and voting trustees named by Associated First National Pictures, Inc.

Alfred E. Smith of Vitagraph directories United Artists Theaters seek control of Vitagraph.

Thomas Ince starts series of specials; Lloyd Hughes featured in first.

Max Glucksmann gets Pathé product for South American countries.
Marilyn Miller in
SALLY

With Alexander Gray, Joe E. Brown and Pert Kelton
From Florenz Ziegfeld's Musical Comedy by Guy Bolton, Author and Jerome Kern, Composer
Directed by John Francis Dillon

The FIRST NATIONAL WEEK AFTER WEEK BOX OFFICE Hits!

With Alexander Gray, Bernice Claire and Louise Fazenda
Adapted from the Musical Comedy by Frank Mandel, Otto Harbach, Vincent Youmans and Emil Nylund
Directed by Clarence Badger

CORINNE GRIFFITH
in LILIES of the FIELD
with Ralph Forbes, Jean Bary
Directed by Alexander Korda

ALICE WHITE
in PLAYING AROUND
with Chester Morris
Based on "Playing Around" by Frances Nordstrom
Adapted from Vina Delmar's story "Sheba"
Directed by Mervyn LeRoy

THE LOVE RACKET
with DOROTHY MACKAILL
Sidney Blackmer, Edmund Burns, Alice Day and Myrtle Stedman
Story by Bernard K. Burns
A William A. Seiter Production

WEDDING RINGS
with Lois Wilson, H. B. Wilson, Olive Borden
Adapted from Ernest Pocel's "The Dark Swan"
Directed by William Beaudine

You Can Always Depend Upon
FIRST NATIONAL and VITAPHONE PICTURES

"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its products.
The Thacher finds anti-trust law violated

STANDARD CONTRACT USED IS GENERALLY APPROVED

(Continued from Page 1)

Strain of interstate trade and commerce in violation of the Sherman anti-trust act.

The Thacher decree reads:

That the agreement of the defendants to adopt and to use exclusively in contracting with exhibitors of motion pictures through out the United States the "Standard Exhibition Contract" dated May 1, 1928, which is attached to the petition herein as Exhibit "G" thereto, the adoption by the defendants of said "Standard Exhibition Contract" is hereby found to have been made in restraint of interstate trade and commerce in violation of the Sherman anti-trust act, as amended by the act of Congress of July 2, 1914, and the act of June 20, 1918, entitled "An Act to protect trade and commerce against unlawful restraints and monopolies," known as the Sherman anti-trust act.

II.

That the defendants, their officers, agents, servants and employees, are by virtue of said agreement and conspiracy, restrained and prohibited, individually and collectively, from:

1. From further engaging in or carrying out said conspiracy or any other conspiracy similar to or having the same purpose and/or effect as said conspiracy.

2. From doing any act or thing whatsoever for the purpose or with the effect of carrying out hereinafter, the purposes of said conspiracy, or any of them.

3. From entering into any agreement embodying the object, purpose, or effect of said agreement and conspiracy, or as otherwise interpreted or construed of said agreement and conspiracy, or as otherwise construed of said "Rules of Arbitration" dated May 1, 1928.

4. From enforcing, directly or indirectly, any of the provisions of the said paragraphs "Eighteen" and "Nineteen," of said "Standard Exhibition Contract" dated May 1, 1928, and engaged in the enforcement of said "Rules of Arbitration" dated May 1, 1928, under any contract authorizing the exhibition of a motion picture or of motion pictures, which contained any of said paragraphs.

5. From enforcing, directly or indirectly, any of the provisions of Rule IV, entitled "Enforcement of Decisions of Board of Arbitration," of said "Rules of Arbitration" dated May 1, 1928, against any exhibitor of motion pictures in the United States on account of any claim, controversy or dispute arising under or on account of any existing contract licensing the exhibition of a motion picture or of motion pictures.

III.

Nothing contained in this decree shall be construed as prohibiting any defendant or any member of any defendant Film Board of Trade from selecting their own trade, from disposing of his or its own product, from making or entering into contracts, or without provisions relating to arbitration or enforcement, such contracts as they may choose to enter into, provided such acts are done individually and without coercion, and are not engaged in a conspiracy or combination, or done with the understanding and consent of any other defendant or any member of any Film Board of Trade.

Sound for Kaufman's House

New Brunsfex, N. J.—Jack Kaufman's Opera House has been remodeled and equipped for sound.

Sound at Austin, Texas

Austin, Texas.—The Texas is slated to reopen shortly. It is now being remodeled, and equipped for sound.

Hefley Buys Local House

Dallas.—Sam Hefley is reported to have purchased a neighborhood home here.
ALABAMA
Changes in Ownership
- Strand, sold to J. B. Johnson by J. W. Price; sold to Mr. Joe Baker by J. J. Jakes; Strand, sold to Frank S. Smith by Frank S. Smith; Linnville-Linnville, sold to W. G. Blevins; J. A. Kellam; sold to Charles G. Skelton; 1st City-Liberty, sold to S. W. Whatley by S. W. Whatley; S. H. Haynes; Thomasville-Rivoli, sold to E. J. Lauer; Lower Greenville-Union Springs, sold to Fred T. McLeod by Mrs. L. W. Forsyth.

Closings
- Ritz.

ARKANSAS
Changes in Ownership
- Princess, sold to Sam Williamson; sold to W. E. Brown by W. E. Brown; sold to J. M. Thompson; Huntsville-Dixie, sold to J. E. Godfrey by Miss Elsie Hawkins.

Closings
- Majestic; Siloam Springs-Rialto.

CALIFORNIA
Changes in Ownership
- Creek—Forest, sold to Amos & Car; sold to Paul Arling; sold to Derris—Arcade, sold to Lester Barth; sold to Byrd Chapman; Fort Bragg—Liberty, sold to J. H. Perry; Fortuna—Fortuna, sold to C. L. L. Baer; sold to C. L. L. Baer; sold to E. J. Call—Kingsburg, sold to T. C. Clark; Madera—Day, sold to Flares & Barcara; Oakland—Oak, sold to O. B. Atkinson; Oakland—Oakland, sold to J. H. Johnson by J. H. Johnson; sold to Joe Carrera; Point Richmond—Point Richmond, sold to C. G. Kilduff; San Francisco—San Francisco, sold to James Barlow; sold to E. F. Bryan by E. F. Bryan; Park; sold to Alexander; Princess, sold to Bert Levey; Santa Monica—Santa Monica, sold to J. Harvey; sold to J. E. Johnson by L. P. Johnson.

Closings
- Arcade—Portola—Portola; Portola—Portola; San Francisco—Diamond—Angel; Bell—Siuoua—Alurton.

COLORADO
Changes in Ownership
- Emerson, sold to O. R. Henderson John Anderson—Greeley—Park, sold to W. Kelley by William Menach; Littleton—Palm, sold to E. F. Bryan by E. F. Bryan; sold to Alexander; Princess, sold to Bert Levey; Santa Monica—Santa Monica, sold to J. Harvey; sold to J. E. Johnson by L. P. Johnson.

Closings
- Denver—Folly.

CONNECTICUT
Changes in Ownership
- Brookfield—Broadhollow, sold to W. W. Ramsey by Mrs. L. Cap, Collinsville—Vass Hall, sold to M. J. Joyce by L. New- enen—Middleton—Grand, sold to Arden Amusement Co. by Levinson & Eldridge; North—Strand, sold to B. R. Griffith by J. D. Dodge; Sharon—Casino, sold to Citizens Co. by C. W. Thomas; Thomaston—Opera House, sold to Russel Cobb by L. B. Murphy; Waterbury—Garden, sold to W. E. Shipman; Stratford—Oasis, sold to F. D. Greek—West Hartford—Central, sold to Silvers Bros. by Theatre Co., sold to William L. Smith by William L. Smith; conversely, sold to R. B. Hyde; sold to F. Sperry; Wilbraham—Photography by Community boosters, Inc.

FLORIDA
Changes in Ownership
- Winter—Brewster, sold to Mrs. L. Wood by Miss E. E. Mayhall; Crystal River— rigor, sold to R. Smith by W. C. Filler; Dade City—Colonial, sold to Harold & Sons by Harold & Sons; Homestead—Dixie, sold to G. L. Lender, Jr.; Jacksonville—Mammoth, sold to Paul Johnson by J. A. Donnelly; Orlando—Orlando, sold to C. F. C. and C. F. C.; sold to C. A. Ross; St. Petersburg—sold to Pato Amusement Corp. by Southern Theaters, Inc.; Saratoga—sold to Charles Johnson by J. O. Alt- ster; Tampa—Campobello, sold to J. L. Ramsay by F. M. Calbone; sold to C. W. McVay by J. E. Unger.

Closings
- Bushnell—Franklin by Daytona Beach—Kingston—Lyric.

GEORGIA
Changes in Ownership
- Aether—Art, sold to V. S. Golden by J. P. Hines; Bainbridge—Calahan, sold to C. A. McKee by C. A. McKee; Glenville—Princess, sold to Clark Strickland by E. C. Reflection; Homerville—Liberty, sold to R. O. Holton by John Calman; McCaysville—Capital, sold to Ray Chapman by J. H. Pulham; Tifton—Strand, sold to R. C. Rakeley by W. J. Bracken; Waycross—Lyric, sold to Luco & Jenkins by The Amusement Co.

IDAHO
Changes in Ownership
- Idaho Falls—Colonial, sold to Publix-Marcus, Inc. by O. E. Schmidt.

Closings
- Nampa—Strand.

ILLINOIS
Changes in Ownership
- Chicago—settings by Lorraine Corp. by J. Vincelomi; Vista, sold to Vista Corp. by H. C. Cross; Opera House, sold to James Laid by W. J. Benyon; sold to Mekleib Bros. by W. M. Thomasen; Greenview—Opera House, sold to F. M. Mertz by O. W. Hearne; Joliet—Family; sold to Louis Marchesi by A. Zinini; New Athens—Communist, sold to Sam & Susan; Rockford—Savoy; Rockford—Columbia, sold to Broun—Liberty, sold to Frank Carroll; St. Charles—G. Franklin by Mr. Nelson; Shipman—Lincoln, sold to Antonio and A. O. Rosancis; J. L. Wood—Lincoln, sold to Tony and A. O. Rosancis; Southern—Lanae, sold to Harry C. Mullins by Mrs. F. E. Miller.

Closings
- Chicago—Glen—Ottawa—Palace; Rockford—Columbia; Ullin—Ammon.

New Theaters
- Baylis—Baylis, owner—Clyde Gieker; Belleville—Ritz, owner—J. W. Stote.

Re-Openings

INDIANA
Changes in Ownership
- Albany—Strand, sold to Mrs. Nellie Mc Kenna by H. M. Fish; sold to Mrs. Mayne Drake by John B. Fike; sold to E. W. Machine by J. S. Groner; sold to Mrs. Dina Isa, sold to Merchants of the E. F. F. by Everett Franklin—Opera House, sold to J. F. Rembrish; O. B. Thorne—Indiana—Reported, sold to James Calhoun by J. E. Stiller; Smithville—Oriental, sold to Dale Cusimano; sold to Frank Dunne; Sullivan—Lyric, sold to J. M. Wilson by Harry McCrall; Terre Haute—Athens, sold to Fred Markle by F. E. Stine; Terre Haute—Victory, sold to J. H. Baer by El. E. L. Schulte; Vincennes—Vincennes, sold to John Alman by Charles Johnson.

Closings
- Culver—Culver—Geneva—Limberlost; Lake Village—T.O.O.F.; Northridge—Avenue—Auditorium; Oakwood City—Story; St. Paul—St. Paul; Syracuse—Community; Welles—T. O. O. F.

New Theaters
- Terre Haute—Orpheum, owner—Mr. Ross Gardner; sold to E. E. Stiner; sold to M. J. Wilson by Harry McCrall; New York City—New York, owner—Mr. Ross Gardner; sold to F. E. Stine; sold to J. H. Baer by El. E. L. Schulte; West Terre Haute—Victory, sold to John Alman by Charles Johnson.

“MYSTERIOUS ISLAND”

smashed all time records in Riviera, Tower, Congress, Norshor, Senate and Harding theaters, Chicago. None of the houses have stage shows. Business done on merit of picture.

Written and directed by Lucien Hubbard

New York Evening World—
“it is the sort of fantastic material with which the screen should have interested fantastic years already. Lucien Hubbard directed and he did a marvelous job.”

“COAST WIRE SERVICE”

Hollywood Happenings

ROY J. POMEROY, RKO director, and Pat Sullivan, creator of “Felix, the Cat,” are renewing an old acquaintance. Pomeroy was formerly a well known artist and illustrator in New York, while next door to his studio, Sullivan had a studio and drew cartoons for the newspapers.

T’other evening, Joseph Walker, ace cameraman, had a pleasant surprise. He tuned in on a St. Louis station and the announcer informed him that Joe had photographed in “The Song of Love,” for Columbia.

Our Passing Show: Lambert Hiller, Forrest Halsey, Howard J. Greene and Nate Stein at “Diamond Lil”; Bill Plant mourning to the First National studio.

Tashman Opposes McLaglen

Lilyan Tashman will play the leading feminine part in “On the Level,” which Fox is making with Victor McLaglen and Lee Tracy co-starred. Irving Cummings is directing.

Thomas With Warners

George Thomas has succeeded William Bloecher, who resigned as publicity director for Warners.

A Little from “Lots”

by RALPH WILK
A SWELL REVIEW of a GRAND PICTURE

Reprinted without editing from the Philadelphia Inquirer—one of the best reviews ever written of one of the best pictures ever made

First off, it seems necessary to decorate "Men Without Women," which opened at the Fox-Locust yesterday, with a lot of sizzling superlatives.

Compare it to a tale of Conrad’s, or Victor Hugo. Say that it possesses the power of Zola. Or hard-bitten like Hemingway. And then discover that such descriptions simply don’t mean anything. And go back to the title:


A few hours before they were roistering in port. Eyeing the geisha girls. Swilling beer. Swaggering, blatant fighting men. Now they’re dying. One cracks under the tension and goes insane. A few are coldly gauging the chances. A few are joking. A few crawl away to die alone in their bunks, as the water creeps up and dampsen the batteries.

The radio oscillator pounding out "SOS". "Any word, Sparks?" "Naw, this mus’ be a family line." The young ensign, fresh from Annapolis, in a tre-mulous voice, makes a speech about the glory of dying like men. Like Navy men. A hard-bitten Navy file grunts. A petty officer, gulping for air, smiles and says "All right, skipper."

There isn’t enough of hokum in this show to grease the back of a woodtick. The talking is about as near perfect as you will hear in a long time. And John Ford, the director, has done a job that ought to win his immortality. The cast of fourteen men are not actors. They are men dying like bunched rats. The audience gasps with them, staring with fascinated eyes as the oxygen tanks hiss out their last few precious litres of life.

Destroyers scattering wind-torn plumes of smoke as they knife through the sea, fog-sirens scattering unwary craft. Divers pounding to attract the attention of men, many of whom will not hear.

If you don’t know now, you will, when you have seen "Men Without Women", how much of courage, of desperate effort, of sheer, unvarnished human grandeur was seen in the tossing waters at Provincetown a few years ago, when the S-51 went down. And you’ll take a big, appreciative lungful of Philadelphia air—and like it.

—THE PHILADELPHIA INQUIRER

William Fox
presents

MEN WITHOUT WOMEN

Story by
John Ford and James K. McGuinness

Opening at the
ROXY
NEW YORK
JANUARY 31st.
Stringing

—some thoughts together—

By JACk AliC0Ate

When a big one is coming along at this time of year and you just naturally feel it. It’s our guess that “The Abandoned King” will knock ‘em—MUSICAL comedy comedians the screen should be kept in their

well known place of amusing the terreers and NOT allowed to

dote—THIS irresistible motion picture ART has again proven that its ONE industry that is relatively

tection proof—OVER three hundred

and fifty critics took part in a Film Daily Ten Best Pictures 1929 Poll, the result of which will be broadcast all over the omy—UNLESS you can point to current legitimate production as strong as “Cock-Eyed World” and as

musical and delightful as “The Averad Parade” and as convincingly pretentious as “Applause” you’ll have

the major and admit that the screen has passed the stage as medium of entertainment—THE OFA system in Australia is usable, with all sorts of ifs. Folks all over the world demand the BEST in

features and, those made in America, at this time, seem to be

at and nothing else but—PARAMOUNTS expansion program for its calls for additional stages at its

est Coast studios. Certainly NO

of bad times in that direction—TOO many good pictures these days have an anchor around their neck by being hampered by bad

usic. You CAN’T wish a good time into a sound picture—FEW

are and you’re not sure. The Wick motivation for this has been

annual gag in this biz for years

and years. Looks like the GOODS

will have a five per cent esti-

mated cut in production for 1930

to sound—SOME day soon

we’re gonna wake up and find wide-

in EVERYWHERE.

Eight Features Added to

List, Making 47

to Date

A production budget of $15,000,000, the largest annual outlay in the company’s history, is announced by Universal for this year. Number of features to be produced in 1930 probably will be well above the 50 mark, with definite plans already made for a total of 47. Of this group, 39 were announced a short time ago, while the following eight have just been added to the list:

“Carnival,” by William R. Doyle, starring Mary Nolan, directed by


dated

Gives Fox Until Monday

For Receivership Reply

Federal Judge Frank J. Coleman yesterday issued an order directing William Fox and his associates to show cause why a receivership in equity should not be appointed for Fox Film Corp. The time limit was placed at 2 p.m. Monday. Judge Coleman issued the order at a con-


dated

Warners, F.N. Not Competitors

Before Merger, Answer States

Hearings Far Off

Although no definite date has been fixed for hearings on the Federal Government’s anti-trust actions against Warner Bros. and Fox, it is un-

derstood that they will not take place for many months, possibly a year or more. Both actions, which are civil, were instituted in U.S. District Court late in November. Fox

filed its reply Jan. 17, denying all charges and seeking dismis-

of the suit.

Denial of the Government’s charges of violating the Clayton anti-trust act, and a request for dismissal of the federal suit, is set forth in the formal reply of Warner Bros. to the

Government action filed two months ago in the U. S. District Court. The chief allegation, that Warners and First National were competitive producing organizations prior to acquisition

of the latter’s stock by Warner Bros., is categorically denied in the reply, filed by Sullivan & Cromwell, attorneys, for Warner Bros., Stanley

(Continued on Page 5)

Appeal from Thacher

Decree is in Prospect

Whether or not an appeal will be taken from the Judge Thacher decree, ordering discontinuance of compulsory arbitration as now practiced under the Standard Exhibition Con-

tract, was under discussion yesterday at the conference held at the Hays office with representatives of the defendant companies present. No de-

cision was reached but it is understood within probability that action will be

(Continued on Page 5)

Anderson District Mgr.

in Atlanta for ERPI

Atlanta—W. W. Anderson, former manager of the local Pathé office, has

resigned to become southern district manager for Electrical Research

(Continued on Page 5)

Officers Elected for

M. P. Laboratory Ass’n

Joseph H. Buresch, of Film Lab, has been elected president of the Ass’n of M. P. Laboratories, Inc. Other officers elected are: M. O’Keefe of Warners, vice president; Richard Feidler, Empire Film Lab, treasurer and S. L. Bargman, secretary. Eugene Lauste is scheduled to address the next meeting Feb. 11 on the technicalities of sound-on-film.

Sam Katz Is Elected

Head of Balaban & Katz

Chicago — Samuel Katz, former vice president, has been elected president of the Balaban & Katz Corp. here. Other officers elected included John Balaban, former assistant sec-

etary and treasurer, now vice presi-

dent and Eugene Zukor, assistant

secretary-treasurer. Other officials were reelected.
CARTOON PROCESS TO BE PATENTED BY VAN BEUREN

The Van Beuren Corp., producers of Aesop’s Sound Fables, is having patented a new process of cartoon animation and synchronization. By means of the new development, it is claimed, it will now be possible to present on the screen as many as 100 different cartoon characters at the same time each working in perfect synchrony with the accompanying musical score. The process is the development of John Foster, Mannie Davis, Harry Bailey and Jack Ward. The company has plans under way for making pictures by this process.

Advance Trailer Produces New Weekly M. C. Series

Advance Trailer Service Corp. has registered and traded marked under the U. S. Patent Office the title of its new weekly series of sound shorts, “Murray’s Master of Ceremonies,” which is originated and produced by the company. The innovation introduces noted stage personalities who in five-minute talks, interspersed with music and song, boost the theater, the management, stress the value of silence and offer news Hollywood incidents.

Laud Syracuse Managers for Aid in Safety Work

Syracuse—Local theater managers have been commended by William W. Ward, commissioner of public safety, for their co-operation in the development in the city of regulations applying to places of public assembly. Following a conference attended by the theatrical men and the commissioner, it was announced that Charles F. Wilkes, inspector of places of public assembly, would go to “New York and Plant” and make investigations of new appliances in the picture theater field.

Warner Luncheon for Oscar Strauss

H. M. Warner, president of Warner Brothers, will tender Oscar Strauss, Viennese composer, a luncheon at the Ritz-Carlton, New York, Tuesday. The reception committee to welcome the composer who arrives here Saturday includes Gene Buck, John Philip Sousa, George Gershwin, Henry K. Herrick, Vincent Youmans, Max Dreyfus and Oley Speaks.

Talmadge Premiere at Paramount

Norma Talmadge’s first all-talkie, “New York Night,” will have its premiere here at the Paramount Jan. 31. The cast includes Gilbert Roland, H. Wray, Libby Tashman, Mary Doran and Roscoe Karns. Lewis Milestone directed.

Don Hancock Recovering

Don Hancock, of the Van Beuren Corp., who recently underwent an operation, is now rapidly recovering at his home.

Okay Pictureing

Seattle—Pictureing of pickets by unions is legal providing the picketers do not approach closer than 100 feet to the entrance of theater. This is the unanimous opinion of the State Supreme Court rendered in an old case involving the Capitol and Colonial. A previous Supreme Court decision held that men bearing placards must not approach nearer than 100 feet.

$15,000,000 PRODUCTION BUDGET FOR “U” IN 1930

(Continued from Page 1)

Law Collins, adaptation by Winifred Eaton Reeve, continuity by Matt Taylor.


“Jail Break,” story by Leon Abrams, adaptation and dialogue by Henry La Cossitt.

“The Net,” an original story by Henry La Cossitt.

“Poor Sport,” Rita Weiman’s story, for “Van La Plante.”

“Power,” story by Helen Grace Carlisle.


“Variety Show,” with Harold (Red) Grange.

In the calendar year 1929, Universal produced 42 features.

One hundred and sixty-one short subjects also are on the 1930 list, in addition to the 104 issues of the Universal Newspaper Newslet with Graham McNamee as the Talking Reporter.

Harriscolor Expanding Its Output Facilities

West Coast Bureau, THE FILM DAILY — Harriscolor Films, which has developed a three-color process, is expanding its facilities, which at present are said to be capable of turning out 15,000,000 feet of print footage in the next six months. With the additional equipment now being assembled the company expects to be able to handle nearly 70,000,000 feet in addition to the present output.

The Executor of the Last Will and Testament of JAMES OLIVER CURWOOD will take appropriate action against unauthorized use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY

Fort Street opposite Post Office Detroit

The Industry’s Date Book

Today: National Board of Review here at Hotel Roosevelt. Opening of “Because I Love You” at the Manhattan, New York.

Jan. 25: Fourth annual frolic of Fox Athletic Club, Hotel Commodore, York City.

Jan. 26: Opening of “Hell Harbor” at Tampa, Tampa, Fla.


Feb. 7: Paramount Pep Club annual ball at the Astor, New York.


Mar. 5: First Day of Lent.


Apr. 6-7: Spring convention of Tri-State P.T.O. at Memphis.

June 2-7: International Cinema Congress Brussels.

Theaters in 38 States Sign for New Photophone Contracts for the new Type “U” model RCA Photophone have been signed by theaters in 38 states of the District of Columbia since Dec. 17, when the first delivery was made to the Photophone office reports. Sales of the apparatus, which is signed for by 500 seats in under, already have been made to several states, plus the District of Columbia.

Al Lighthouse on Vacation Al Lighthouse, vice-president of United Artists, leaves today for a two weeks’ vacation at Miami Beach.

Anti-Trust Charges Are Denied in Warner Bros. Reply

(Continued from Page 1)

Defendants admit that Warner Bros., and First National, and reading in part follows:

Defendants admit that Warner Bros., and First National, have been engaged in making motion pictures in California, and that Warner Bros. have been engaged in making motion pictures in California but not elsewhere in the United States, and they deny that the said corporations were in substantial competition with each other, and that their respective businesses were substantially non-competitive.

Defendants admit that for a period beginning May 20, 1928, said corporations were engaged in making the same kind of motion pictures or that the said corporations were in substantial competition with each other in the production of motion pictures, and that each corporation had their respective business wherever.

Defendants deny that Warner Bros. and First National were not in substantial competition with each other, and that their respective businesses were substantially non-competitive.

Defendants admit that for a period beginning May 20, 1928, said corporations were engaged in making the same kind of motion pictures or that the said corporations were in substantial competition with each other in the production of motion pictures, and that each corporation had their respective business wherever.

Defendants deny that Warner Bros. and First National were not in substantial competition with each other, and that their respective businesses were substantially non-competitive.

Defendants admit that for a period beginning May 20, 1928, said corporations were engaged in making the same kind of motion pictures or that the said corporations were in substantial competition with each other in the production of motion pictures, and that each corporation had their respective business wherever.

Defendants deny that Warner Bros. and First National were not in substantial competition with each other, and that their respective businesses were substantially non-competitive.

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Defendants deny that Warner Bros. and First National were not in substantial competition with each other, and that their respective businesses were substantially non-competitive.

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Defendants deny that Warner Bros. and First National were not in substantial competition with each other, and that their respective businesses were substantially non-competitive.
This is the book that will soon be on the desk of every executive in every branch of motion pictures in every part of the world and stay there every day during 1930.

Out in Two Weeks—Nearly 1200 Pages—A Greater Book Covering A Greater Industry
OPTIONAL ARBITRATION IS LIKELY FOR INDUSTRY

(Continued from Page 1)

issued in different company conferences yesterday. All, when quizzed by THE FILM DAILY, said no decision had been arrived at in the situation.

Judge Thacher's decree, finding arbitration in N. Y.—The Petition, of course, becomes operative immediately. Existing contracts, however, can be carried over, the decree says.

PEEPEAL FROM THACHER DECREES IS IN PROSPECT

(Continued from Page 1)
taken to have the case heard in the Local Court of Appeals. The decision, it is understood, has had 60 days in which to file an appeal.

Gabriel Hess, counsel for the Hays Organization, said he had no intention to make on the decree and the possibility of an appeal.

Anderson District Mgr. in Atlanta for ERPI

(Continued from Page 1)
products, Inc., a subsidiary of Western Electric with headquarters here. Anderson will have charge of sales, installations and service in the following territory: North and South Carolina, Georgia, Florida, Alabama, Tennessee, Louisiana, Texas and Oklahoma.

Three Holdups in St. Louis

St. Louis.—Theater bandits have come particularly active here, with two holdups and one unsuccessful attempt in the last few days. Edward Kennedy, manager of the Shanahan, was held up by two men and robbed of $300. Joseph Kotik, owner of the McNair, was attacked in his home by two robbers who tied him with bed sheets and escaped with $280. Louis Speros, winner of the Marquette, refused the efforts of two holdup men who attempted to take him in the way some time after the last hour.

Plans to Improve Chain

Chattanooga, Tenn.—Independent Theaters, Inc., plans to spend between $50,000 and $200,000 to improve the facilities there.

To Improve Metropitran

Gilmore City, Ia.—Fred Sandham, manager of the Metropittran, plans to install Western electric equipment. The house will be enlarged and re-decorated.

Picadilly Changes Policy

Rochester, N. Y.—The Picadilly here has reopened with a first run and stage presentation policy. H. A. Wollever is manager of the house.

GIRES FOX UNTIL MONDAY FOR RECEIVERSHIP REPLY

(Continued from Page 1)
ference at his chambers attended by attorneys representing the various interests involved in the suits seeking a receivership.

Samuel Unternyver, counsel for Fox, is reported to have proposed appointment of a board of trustees to manage Fox affairs in lieu of a receivership. He recommended that the board consist of Charles Evans Hughes, John W. Davis and a representative of one of the largest financial houses in Wall St. No action was taken on the proposal.

Fox Film Spurts to 34 Figure; Closes at 27 1/2

Featuring the market yesterday was a spurt to 34 by Fox Film, which closed at 27 1/2, or a gain of 4 1/2 over the previous day. The heavy turnover represented nearly 400,000 shares.

Canadian Juvenile Act Being Strictly Observed

Montreal—Strict observance by exhibitors of the Provincial law forbidding children under the age of 16 to attend picture theaters is shown in the annual report of the Recorder's Court. Out of 36,172 police cases in 1929, only 10 were charged against theater operators under the juvenile act and in most of these cases the exhibitor was not considered at fault. In the previous year there were scores of prosecutions on the same charges.

Hofheimer Buried in Richmond

Richmond, Va.—Funeral rites were held here recently for Moses L. Hofheimer, local theater owner, who was 70 years old. He owned the New, Little, Strand, Lubin and Isis among other houses in this city.

Marpole at Ogden Orpheum

Ogden, Utah.—J. H. Marpole has been appointed manager of the Orpheum here. Ralph Crabill, director of theater operations in all Ogden houses west of the Rockies, made the appointment.

Slosser At Ambassador

St. Louis.—Milton Slosser, for seven years featured organist at the Missouri, here is $10,000 for improvements at the Ritz, Rossville; the Park, American, Ritz, Royal, Cameo and Rivoli here. S. H. Borisky is vice-president of the company.

St. Louis Fox To Celebrate

St. Louis—First anniversary of the Fox will be celebrated the week of Jan. 31.

$250,000 COAST MUSIC BUILDING FOR 1ST NAT.

First National Pictures will build a $250,000 music building here. In addition to executive offices, the building will contain 50 sound proof rooms.

Russell Mack Placed Under Contract by Pathe

Russell Mack, who directed the dialogue in "Rio Rita," "Seven Keys to Baldpate," and director of "The Second Wife," all RKO productions, has been placed under contract by Pathe. His first assignment has not yet been announced.

Lotti Loder for "Lonely Gigolo"

Lotti Loder, Viennese cabaret entertainer, will make her first appearance for Warners in "Lonely Gigolo," a Viapono Variety. The picture is in color and is being directed by Jack Haskell.

Schayer Gets M-G-M Contract

Richard Schayer has been given a long-term contract with M-G-M and now is at work on an original for John Gilbert.

Grace Moore with M-G-M

Grace Moore, Metropolitan Opera singer, has been placed under contract by M-G-M.

MUSICAL H vess

"Mysterious Island"

played the Adams Theatre, Detroit, and Lyric Theatre, Cincinnati, at advanced prices.

Written and directed by Lucien Hubbard

(Now under contract to Warner Brothers)

Variety—"Its impressiveness and unusualness are unquestioned. Lucien Hubbard's handling of mob scenes and individual performances is excellent."

Zit's—"Splendidly handled—a finely creative work."
**ALONG THE RIALTO**

**with**

*Phil M. Daly, Jr.*

**DUDLEY MURPHY** and Mort Blumenstock went back to public school the other night when they addressed an assemblage of avowed movie aspirants at P. S. 60. Murphy was introduced as the largest, lankest, and fairest director in the biz. George Gerhardt collected tickets for the affair—"The Farmer's Wife," is not being distributed in this country by Ufa, informs Felix Malitz.

* * *

Beginning tomorrow all R-K-O theaters in Manhattan, Brooklyn, and Bronx, where "Rio Rita" gets under way, will feature a special midnight showing starting 11:30. Walter Reichenbach, who previously had been connected with Underwood & Underwood, has resigned from Herbert Enterprises. According to authoritative sources, it is hinted he will now rejoin Underwood & Underwood. Special performances every Saturday and Sunday at six o'clock have been arranged for "The Love Parade" at the Criterion, N. Y. 

A. S. Kany, stage and screen scribe of the Dayton, O., "Journal," has assembled a gallery of native or one-time Daytonians who have made good in a big way. In the lineup are a few film celebrities, including the Gish sisters and Marion and Betty Byron—Gene Markey, who writes novels, short stories and picture stories with excellent results, is due in New York within a few days from the Coast. His last work was for Marion Davies' "The Gay Nine Menes." Chelle Janis, is claimed to be the only woman manager in New York at the Loew Century.

Bert Adler is shipping (is that the right word?) his Graphic beauty winners to Panchon & Marco tomorrow on the "Dixie." The girls made personal appearances at the N. Y. Fox houses all week and played to capacity houses, sez Bert, when selections were made on stage of these houses three weeks ago. Mac Questele was the winner of the Helen Kane boop-boop-a-woop contest which R-K-O held recently. After a vacation in Havana and Nu Yurk, Bryan Foy and the wife are en route to the Coast. Sammy Burns is staging the dances in connection with picture production work engineered by Harry Revier over in Fort Lee, 

A benefit performance, through the courtesy of Sam Morris, will take place for the family of Aron Com, Warner salesman, who has been taken ill, at the Central on Feb. 8. In addition to "Disraeli" vaudeville acts will be presented on the same bill.

Harry Buxbaum celebrated his (?) birthday Jan. 19 with a big whoopee party at his home. Many film executives were on hand and a grand time was had by all. Charles G. Huston, pioneer film executive, is now directing the affairs of Little Russia, restaurant and night club in N. Y.

The complete work of directors, stars and writers is but another interesting section of the forthcoming 1930 FILM DAILY YEAR BOOK—Out soon.

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**AND THAT'S THAT**

*By PHIL M. DAILY*

A CORUSCATING array of cinema literary lights graced the festive board of the AMPA luncheon at the Paramount hotel yesterday. Lions and the lambs literally sat down together and partook of bread, iced lamb chops and whatnot. Can you picture the hardboiled ladies and gents of the metropolitan日报 who tell the world what a pain in the neck so-and-so's latest talkie is smiling across the tables at the publicists? It's true! To tell the truth, what a stupendous, magnificent, gorgeous spectacle that talkie is!

But so help us, there they were! Erno Raper was the guest of honor. They probably figured that with Erno there, he could inject a little harmony into the shindig in case the party got rough. Mike Simon introduced Erno. (As if he needed any introduction. But Mike had connections and he had a supply of work to want to exercise. And Erno didn't seem to mind, either. He's a good sport.)

Then president Eddie Klein turned the gavel over to Regina Crewe of the "American," as the deaness of all the newspaper reviewers and Regina pounded the old gavel with the same gusto she sometimes exercises on a pahooka picture.

Pierre de Rohan, by way of paying for his free lunch, said that as far as the newspaper critics were concerned, they were the "Association of Motion Picture Non-Advertisers: A bon mot, that one."

Regina, in introducing alluring-blond Irene Thalberg (one of the "Nine," said she was "the little girl who makes four stars grow where only one grew before," Julius Cohen of the "Journal of Commerce" got leading the applause for himself. He should be a press agent. All the other speakers as speakers qualified 100 per cent as good film reviewers. It was a swell party.

**TEN YEARS AGO TO-DAY**

*W. H. B. YOUNG*

Famous Players Canadian Corp. to spend $10,000,000 for theater expansion in Canada.

Arthur S. Kane forms own producing company.

---

**JANUARY 24---MANY HAPPY RETURNS**

**THEIR FIRST JOBS**

FRANK ZUCKER errand boy at Macy's

**PHIL M. DALY**

**THE FILM DAILY**

**Friday, January 24, 1930**

**TOTALS FOR THE WEEK**

**NEWSPAPER ADVERTISING:**
- Total:
- Increase/Decrease:

**THEM---THEM---THEM---THEM**

**FILM DAILY**

**FRIDAY, JANUARY 24, 1930**

**NEWSPAPER ADVERTISING FOR THIS WEEK**

**TOTALS FOR THE WEEK**

**NEWSPAPER ADVERTISING:**
- Total:
- Increase/Decrease:

**BEN SKLYEN**

"Associated Publications"
LAST CALL!

Buy your tickets now for the event of events—

The Fourth Annual
Ball, Dinner and Entertainment
of the
FOX ATHLETIC CLUB
of THE FOX FILM CORPORATION

Saturday Evening, January 25th
Grand Ballroom, Hotel Commodore
EAST 42nd STREET, NEW YORK
From 8 p.m. until Dawn

Tickets may be purchased or reserved by ‘phoning or writing immediately to E. H. Collins or Maurice Goodman, Fox Film Corporation, 850 Tenth Avenue, New York. Columbus 3320.

Tickets $7.50 per person includes everything
STOP SCRATCHING

Use "PERFEXIT PROTECTION FILM PROCESS" and insure long life of your film

1. Changes “green” prints to smooth-running seasoned prints.
2. Prevents emulsion deposits on projection machine.
3. Prevents scratching of either picture or sound record.
4. Effectively retards warping, buckling and shrinkage.
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13. No artificial heat is necessary to dry coating.

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EDW. G. ROBINSON, star of the stage play, "THE KIBITZER," and beautiful Barbara Kent, Harold Lloyd's latest leading lady. A John Robertson Production from the story by Henry La Coste.

JOSEPH SCHILDKRAUT

in

"NIGHT RIDE"

GREATERR UNIVERSAL'S NEW SELLING SEASON STARTS NOW!

For Shorts or Features, Sound or Silent Film Daily Reviews are the recognized authority

SHORT SUBJECTS ARE COMING BACK INTO THEIR OWN AGAIN THIS YEAR KEEP POSTED ON SHORTS THRU THE INDUSTRY'S LEADING MEDIUM
and now
every 69 minutes!

Every 87 minutes
a new Western Electric
Sound System is installed

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exhibitors recognize that the Western Electric Sound Sys-
tem gives the quality of reproduction and dependability
of operation by which box office results are obtained.

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Electrical Research Products Inc.

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**86 SYNCHRONOUS REPRODUCING DEVICES**

30 Shorts from M-G-M in First Half of 1930

Nine Comedies and Acts Ready in January

4 in February

Thirty all-talker subjects will constitute the M-G-M short feature output in the first half of 1930. This includes productions from six different series, with nine of the pictures the January release schedule, four scheduled for February and others a follow later.

In the January list are: Metro Movietone Act 101 featuring Walter Kelly, "the Virginia Judge"; Stan Laurel and Oliver Hardy in "Night (Continued on Page 10)

**BERY QUILTS AS WARNER EXECUTIVE AT PITTSBURGH**

Pittsburgh—Ace Beryl, who has been in charge of local Warner theater activities, has resigned. It is reported he is joining R-K-O.

At the Warner office in New York resignation of Berry was confirmed, while Joseph Plunkett, of R-K-O said Berry is not connected with his organization.

**930 Predicted the Best Year for Motion Pictures**

"At present the motion picture industry is in a period of transition, adapting new methods and discarding old," states the "Index," published by the New York Trust Co. "For the immediate future, however, it can be said that production and earnings for 1930 will continue the improvement (Continued on Page 4)

**Jal Roach Comedy Stars in National Broadcast**

As the opening gun in M-G-M's Hal Roach Comedy Week, the stars of the Roach comedies, including Stan Laurel, Oliver Hardy, Charlie Chase, Harry Langdon and Our Gang, will be heard on the air at Culver City through the Columbia Broadcasting System (Continued on Page 2)

**CHANNEY SIGNS FIVE YEAR M-G-M TALKER CONTRACT**

Lon Chaney, who has been inactive for a number of months in production due to talkers, has been signed by M-G-M to a five year contract calling for his services in talking pictures. Chaney's last silent production was "Thunder." It is probably that he may remake some of his former silent successes.

**FOX WEST COAST OFFICIAL IS KILLED IN ACCIDENT**

West Coast Bureau, THE FILM DAILY

Los Angeles—Charles Forbes, of Fox West Coast Theaters, was killed and Charles A. Buckley, of the same organization, was injured on the Golden State Highway near Bakersfield, when their car turned over and struck a tree.

**PHIL DUNAS SUCCEEDS MAYBERRY AT COLUMBIA**

Phil Dunas has been appointed district manager of the Midwest territory for Columbia, replacing Cecil Mayberry. Mayberry plans to enter business for himself, in the near future.

Dunas, who was with United Artists before becoming Chicago branch manager for Columbia, will be succeeded by C. C. Wallace, who has been with Paramount and United Artists.

Sam Zierler to Manage James Cruze Company

West Coast Bureau, THE FILM DAILY

Los Angeles — Sam Zierler has taken over the management of James Cruze, Inc,

**Gaumont, Pathé Among 6 Firms Reported in Important Merger**

Three Houses Planned for Phoenix This Year

Phoenix, Ariz.—Three theaters are to be erected here this year, two by the Publix-Richards-Nace interests and one by Fox West Coast. This will bring the total number of local houses up to 10.

**Studying Decree**

Counsel for distributors affected by the Judge Thacher decree, making illegal compulsory arbitration provided in the Standard Exhibition Contract, on Friday continued to study the order. Decision as to whether or not they will appeal the decree probably not be made for some days to come owing to the fact that the law allows the defendants 30 days in which to file an appeal with the Circuit Court of Appeals.

**45 Sound-on-Disc Systems and 41 on Disc-and-Film Being Used**

At least 86 synchronous reproducing systems are being used in this country at present, it is shown by a survey in connection with THE FILM DAILY YEAR BOOK. Of this number, 45 are sound-on-disc and 41 on disc-and-film. The total given here represents only apparatus on which THE FILM DAILY has been able to verify data. In addition to these, there is an undetermined number of miscellaneous systems on which it is impossible to obtain accurate figures.

**PSYCHOLOGIST DENIES PICTURES INCITE CRIME**

Emphatic denial that motion pictures encourage crime was voiced by Dr. Joseph L. Holmes, professor of psychology at Columbia University, in attacking censorship at the sixth annual conference of the National Board of Review of Motion Pictures at the Hotel Roosevelt. The only solution of the censorship problem, (Continued on Page 10)

Two More Indiana Houses Bought by Maller Bros.

Portland, Ind.—Maller Bros., of Fort Wayne, have added the Princess and Crystal here to their chain; it is announced by J. S. Hines, from

**A 1930 Job**

West Coast Bureau, THE FILM DAILY

Los Angeles — All R-K-O houses will be equipped for the Spoor-Bergen wide film process by the end of 1930, according to William Le Baron, vice president in charge of production. Preparations are well under way by other major circuits for installing other wide film equipment.
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The Industry's Date Book

TODAY: National Board of Review Luncheon at Hotel Roosevelt.

Fourth annual roll of Fox Athletic Club, Hotel Commodore, New York City.

Warner Bros. Regional Sales Meeting, New York City.

Jan. 27 Opening of “Hell Harbor” at Tampa, Florida.

Jan. 28 Premiere of “The Rogue Song” at the Astor, N. Y.; luncheon tendered Oscar Strauss by H. M. Warner at the Carlton, N. Y.

Jan. 30 Regular meeting of the AMPA, the Paramout, N. Y.

Opening of “Sons of the Gods” at the Warner, N. Y.

Jan. 31 Opening of “Little Johnny Jones at the Strand, N. Y.

Feb. 1 “Condemned,” opens at Rivoli, N. Y., at popular prices.

Feb. 7 Paramount opening at Astor, New York.


Mar. 5 First Day of Lent.

Mar. 20 Annual elect of Maryland M.T.O. officers at Baltimore.

Apr. 6-7 Spring convention of Tri-State P.T.O., at Memphis.

ANIMATED CLAY SUBJECES BY VIRGINIA MAY

Lincoln’s Birthday for Film Chalk Pictures, Inc.

Animated Maps and Miniatures

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ANDY WRIGHT thanks

Those Producers who have given him such splendid co-operation.

he states

That he controls the Musical Comedy

SOUVENIR SADIE

Book by Luther Cantius. Lyrics by Ned Nestor. Music by Hampton Durand, which will be made into a feature picture after its Broadway production.

he is glad

That Morris Silver is now Mr. Balaban’s right hand bower.

he thanks

barry burke for his report—which he notes is a copy of—which caused the formation of this firm from his Ex-Public Records.

ANDY WRIGHT, INC.

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**SUPREME QUALITY**

HAS SOLD AROUND THE WORLD

JUST as Pacent has achieved an outstanding success in the United States, with over 800 installations now completed, so Pacent Reproducer Systems are winning exhibitor acceptance around the world. In practically every civilized country, one exhibitor is telling another of Pacent quality. No wonder Pacent is going over big in foreign lands!

Argentine, England, Brazil, France, Germany, Italy, Australia, Uruguay, Norway, Sweden, Denmark, Mexico, Japan, New Zealand, China. In these and many other foreign lands Pacent performance is winning tremendous exhibitor response.

Dozens of manufacturers of sound equipment, large and small, are hot in search of business abroad. It is worthy of note that the sale of Pacent equipment in foreign countries has tripled in the last three months!

Junior Models for houses up to 500 seats: Type 500 DDA, Synchronous Disc, $1,500; Type 500 FDA, Synchronous Disc and Sound on Film, $2,500.

**COMBINED DISC AND FILM TRACK FOR LARGER HOUSES**

**TYPE 2MDAF - $3,500**

for houses up to 2,000 seats

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**TYPE 4MDAF - $4,500**

for houses up to 4,000 seats

**FILM TRACK**

PACENT REPRODUCER CORP.

Film Center Bldg.
NEW YORK, N. Y
86 Synchronous Reproducing Devices Are Now Being Used

(Continued from Page 1)

Disc

Ampliophone Reproducing-Manufacturer—Ampliophone Corp. of America, 133 W. 21st St., N. Y. C.

Microphone—Manufacturer—Audiphone Corp., 218 N. Channing Ave., St. Louis, Mo.; Distributor—A. E. D. Corp., Fort Worth, Tex.


Audioiphone—Manufacturer—Audioiphone Co., 1928 Broadway, New York, N. Y.

Electrophone—Manufacturer—Electrophone Manufacturing Co., 186 Liberty St., New York, N. Y.

Audiophone—Manufacturer—Audiphone Corp., 1119 Lake Street, Oak Park, Ill.; Distributor—C. R. Co., St. Louis, Mo.


Electrophone—Manufacturer—Audiphone Co., 2300 Broadway, New York, N. Y.

Audiphone—Manufacturer—Audiphone Corp., 2300 Broadway, New York, N. Y.

Bamford—Manufacturer—Nelson Automatic Electric Saw Co., 1119 Lake Street, Oak Park, Ill.; Distributor—Coneva, 1119 Lake Street, Oak Park, Ill.

Film-O-Phone—Manufacturer—National Machine Co., 208 First Ave., S. W. Le Mars, Iowa; Distributor—E. E. Fulford Co., Calumet Ave., Waahash Ave., Chicago, II.

Wolverphone—Manufacturer—Electric Auto Lamps Co., Reproducing-Wolverphone Corp., Toledo, O.

Amplophone—Manufacturer—Audiphone Corp., 1105 S. Wabash Ave., Chicago, Ill.

Beaton—Manufacturer—Beltone Corp., Ltd., 9035 Venice Blvd., Los Angeles, Cal.; Distributor—Stuart & Co., Los Angeles, Cal.

Beam Sound Systems—Manufacturer—Building Radio Engineering, 351 South Kingwood Ave., Buffalo, N. Y.; Distributor— same.


Drumophone—Manufacturer—James A. Collette, 59 Rutter St., Rochester, N. Y.; Distributor—same.

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Crescent (Also See Synchro-
Timely Topics
A Digest of Current Opinion

Film Audiences Accustomed
To Naturalism in Scenery

MOTION picture audiences have long been accustomed to the most meticulous naturalism in scenery. Cities and oceans and landscapes are shown as purely photographic representations and the technique of motion picture acting is naturally keyed to the setting. When movie actors appear in street scenes they take on, to a certain degree, the color of the crowd, and movie cowboys in western pictures behave in the national manner of real cowboys. Something inevitably ludicrous results when the talking pictures confuse the methods of stage and screen; when an unseen orchestra suddenly drenches the realistic atmosphere of a seaport town with Broadway melodies, and as in "Hit the Deck," transforms a streetful of sailors and their girl friends into polished tap dancers. "New York Evening Post"

Talkers Crowding Out
Textbooks in Classroom

WITH the coming of the talkies, textbooks were destined to be radically modified, and the old-style, traditional classroom procedures will disappear. Textbooks will become thinner and textbook companies will disappear entirely. They will be replaced by study guides, outlines, and exercises, which, after all, constitute the best part of any textbook today. Boards of education will, in the future, spend less money on textbooks and more money on textbooks. With the addition of color and sound, the film will tell more about the world in ten minutes than any ordinary book could tell in a whole hour. Teachers will thus be enabled to spend more time on actual discussions and exercises, and pupils will be able to answer questions with greater ease and rapidity.

"The Educational Screen"

ALONG THE RIALTO

with

Phil M. Daly, Jr.

VIENNA is contented to get Al Jolson via screen, so the story goes. A concert agent there was all set to give Al a go, but when he learned the fee would be $5,000, he tried to out-smart Al's manager about Chalapin, Galli-Curci and Gigh being satisfied with between $2,000 and $3,000 for a performance. But it didn't work. Al should have sent Davy Lee out there and split the difference. More golf and backing in the sunshine is the reason for S. L. "Roxy" Rothafel being in Florida now.

Lawrence Schwab, of Schwab and Mandel, producers of "Follow Thru," is en route to Hollywood aboard the Panama Pacific liner California, to prepare a talking picture version of the musical comedy, "The Flying Dutchman," scheduled for production about the end of February. Jack and Josephine Shearer, of the Shearer studio, are making plans for the production of "Shearer's Birthday," a romantic comedy which will be made for release in August. A popular British film producer has come to New York to try to take up the production of "Young Sherlock Holmes," which he plans to film in the United States.

Jack Eaton just sent into New York two of the latest Grantland Rice sound sportlight productions. In "The Feline Fighter" and "Splashing Through," Jack claims they have succeeded in getting some very interesting and entertaining sporting events that have ever been built into a short. Oh Yeah? Here's one for the books, in a recent canvas of 11,912 members of the San Diego Community Better Film Conference, Columbia's "Flight" was highly recommended.

Walter Futter, the curiosity man, is in Hollywood on business. Bick and Bubbles, featured in the merry stories of Negro life being produced by Pathe, are having their material authored by two big "Saturday Evening Post" writers. Hugh Wiley and Sidney Lazarus.

Anita Stewart and her husband, George Converse, will soon bag and baggage into this sector from the Coast. Anita, the story goes, is going to make a presentation tour to some of the larger cities, while George Converse, quite a film producer, is going to radiograph the entire film industry, from the stage to the screen. The Gotham film-viewers treated "Night Ride," current at the Colony, and is telling exhibits all about it.

Donald Henderson Clarke is about the most writingest guy in this business. He knocks out publicity all day and then works on novels all evening. The Globe is another Broadway house in which you can park until 2:30 a.m., if you have the price of admission.

Patsy Reis, Howard Dietz's secretary, is wearing her hair according to the Hollywood style.

Who's who in the studio personnel is one of the features of the 1930 FILM DAILY YEAR BOOK which will soon be on your desk.

AND THAT'S THAT

By PHIL M. DALY

THAT SPELLING Bee started something. Warren Stokes, editor of "Film Trade Topics," the San Francisco regional, says that our correct spelling course has created a yearning for scholarly ability throughout the industry in the sun-kissed state. He sees the morale of the ushers in the Frisco theaters has been all shot to pieces. They gather in a huddle in the foyer and hold spelling contests while the customers wander around the aisles swapping tough words with strangers. Nobody pays any attention to the picture on the screen any more.

We have originated a talkie test for the Hollywood stars. If they can get by with the following without stuttering, any producer should be glad to sign 'em up:

"If a big Hollywood shot taught a cute hotsy tot to talk ere the tot could totter, ought the hotsy tot be taught to say ought or naught, or what ought not to be taught her? If to hoot and to tot a totty tot be taught by a Hollywood tutor, should the tutor get hit if the hooty tot hoot and tot at the Hollywood tutor?"

Helen Twelvetrees, the charming young screen player, is all upset because some fan has criticized a little technical flaw in one of her pictures. She asks us, among other things, "Do you think it is fair, Phil, for a fan to criticize a butler's coat because it does not have the correct number of buttons? Why even Shakespeare made mistakes. He speaks of King John, and his barons fighting with cannon, which were not invented until that period?"

So we have answered Helen thus: "Dear Helen: Pay no attention to the butler critic. Why, they even have folks drinking cocktails in pictures, when everybody knows this is a prohibition country. Could anything be more silly? Phil."

TEN YEARS AGO TO-DAY

IN THE FILM

MESSMORE KENDALL, of Capitol, N. Y., elected president of Associated Exhibitors.

TAMAR LANE leaves Selznick to join Character Pictures as production manager.
MINTZ STUDIO TO BE IN OPERATION IN 10 DAYS

AFFILIATED SOUND RECORDING, INC., will put its new studio, 1780 Broadway, into service in about 10 days, states President M. J. Mintz. Recording will be provided on both film and disc systems. The studio throughout is equipped with a sprinkler system with every precaution taken to prevent fire.

REVIEWER COMPLETES SHORTS AT FORT LEE, N. J.

Harry Reviyer has just completed six-one reel "Humphry Dumpy" comedies at the Metropolitan Studios, Fort Lee, N. J. Three more of the same series are now in preparation.

"Queen High" Bought By Paramount for Talker

"Queen High," stage musical comedy hit, has been purchased by Paramount and will be filmed at the Long Island studio, according to Jesse L. Lasky. It will be produced on the screen under the supervision of Schwab & Mandel, who presented the original stage hit and who recently aligned themselves with Paramount in the production of talkie motion pictures. Fred Newmeyer, who has directed many of the outstanding screen comedies of recent seasons, has been assigned to direct. To date one member of the cast has been named. He is Charles Ruggles, who will soon start work in "Young Man of Manhattan." "Queen High" will follow this talking picture on the production schedule at the Paramount studio in Astoria.

Chevalier's Next in Two Versions

The experiment of making French and English versions simultaneously having proved successful in the case of "The Big Pond," Paramount has decided to follow the same plan with Chevalier's next picture, "Too Much Luck." Hobart Henley will also direct. Production is scheduled to start March 15.

"Road House Nights" Set In New York

"Road House Nights," recently completed at the Paramount Long Island studio with Clayton, Jackson & Durante, Helen Morgan and Charles Ruggles featured, will be shown at the Paramount, starting February 14.

SHORT SHOTS FROM NEW YORK STUDIOS

By HARRY N. BLAIR

WITH executives of the company expecting the picture to run behind schedule, due to the uncertainty of making French and English versions at the same time, "The Big Pond" was finished up several days ahead of schedule and is now being cut and edited. That's why Hobart Henley, the director, looks so pleased these days.

Louis B. Riech, creator of the "Gib- berg" series, terms his short comedies "Semi-Slap." Several more are set to be made at the Metropolitan studios under the titles of "Pullman Cops," "Fright Fight," and "The Speculator." These Al Boasberg comedies will all be released by Radio Pictures.

"Gambsy" is busily at work training 12 girls for ballet work in "Aladdin's Lamp" which Frank Cambria will direct at the Paramount studios. Cambria's "The Dresden Doll," shows an entirely new treatment in which silhouette figures are used to great effect.

Irving Kahal has gone to Atlantic City for a few days to compose lyrics for various song numbers to be featured in Paramount's "Young Man of Manhattan."

Mort Blumenstock is preparing to direct "Introducing Mrs. Gibbs," at the Paramount Long Island studio with Burns & Allen, of vaudeville, featured.

Ricardo Cortez paid a visit to the Paramount studio here last weekend when he renewed his acquaintance with some of the "oldtimers."

Monroe Shaff, assistant director of the Eastern Vitaphone Studio, donned the grease paint and frock coat of ancient vintage, to appear in "The Duble Party," the gay comedy of the nineties which was just completed at the Flatbush studio.

After thirty years on the operatic stage, Adam Djuric, foremost basso of the Manhattan Opera Company, was thrilled to make his debut in a Vitaphone presentation of "Celeste Aida" with Giovanni Martini, at the Eastern Vitaphone Studio. He admitted to being just a bit nervous.

LEN Stengel again played the part of a Duchess at the Eastern Vitaphone Studio. In the ballroom and Embassy scene of the Royal Box scene was, of course, the Duchess. In "The Master Sweeper," the Vitaphone Variety in which Chester Conklin was featured, Miss Stengel again lent her charm and grace to the Duchess part.

The thirty "extra" girls who appeared in "Celeste Aida," with Giovanni Martini, at the Eastern Vitaphone Studio, when furnished with the Egyptian costumes suitable for this opera, all exclaimed over the fact that they were so like the modern dresses of 1930, straight lined and just the length that fashion decrees for this year.

Dan Healy, stage comedian, who recently scored in "The Laughing Lady" and "Glorying the American Girl," both made at the Paramount Long Island studio was always the first person on the set during the making of those pictures, the chief reason being that he lives within five minutes ride of the studio.

"Gym-Jams," with Lew Mayor, has just been completed at the Warner Vitaphone Studios, under the direction of Murrey Roth. The act consists primarily of original jugglery tricks and bits of acrobatics, staged with a gymnasium background.

The drug store opposite Paramount's Long Island studio reports an alarming decrease in the sale of cigars and cigarettes ever since studio executives have put the "no-smoking" rule strictly in force. Smoking gum sales have shown a proportionate increase with cut plug a strong favorite.

"I'd give a churlish in a Chesterfield" is the slogan around the movie studios these days.

Irving Ostroff, of Paramount's property dept. has been with the company 17 years. One of his toughest assignments was to furnish a batch of live spiders for which he had to search several church belfries. The unsuspecting insects were captured by means of dampened sandpaper.

MINTZ STUDIO TO BE IN OPERATION IN 10 DAYS

An ambitious production schedule is now under way at the studio of Audio Cinema, Inc., of which Joe W. Mintz is president and F. Lyle Goldman, secretary and treasurer.

Audio Cinema, Inc., was in operation since last September at Long Island City using the Western Electric System of recording. The company, consultants for Bell Telephone Laboratories, Eastman Kodak Co., and Consolidated Film Industries. Their studio is extensively used by M-G-M and Universal for test purposes.

Dave's Box-Office Quartet

Garrett Fort, whose "Dangerous Days," is in its third week at the Paramount, this week also has a stage play, "Armistice," about to be produced. This will be followed by his "Feast of Fools," which Crosby Gaige will present later in the season. Fort has also completed "Lessons in French," in collaboration with Ernest Pascal, which has been accepted by one of the largest producers.

"Lady Lies" Awarded Palm

Another boost for Eastern production is in the fact that the Cincinnati Times-Star recently chose "The Lady Lies," as the best picture released during 1929. This production was made at the Paramount Long Island studio under the supervision of Hobart Henley with Claudette Colbert and Walter Huston featured.

Ted Pahle to France

Ted Pahle, formerly chief cameraman at the Pathé Sound Studios here, is now enroute to France where he will work at the Pathé-Nathan studios in Paris, under Robert Kane.
Lagerlof Talker

Stockholm — "Charlotte Loewenskold" will be the first Swedish film to be transferred to the talking screen under a contract signed with Sweden's leading woman writer by the Swedish Film Industry Co.

SAYS FOREIGN PICTURES STILL IN DEMAND IN U.S.

London—Sydney Cohen, sales director of Powers Cinephone, upon his return from the United Kingdom, made known to British producers that there is still a large market for British features in the United States. He said that there are from 750 to 1,000 houses available that show pictures in districts where patrons are foreigners. He does not foresee first nationalists being strong, and feels sure that he can secure a profitable market that will at least be gross now being received by English producers in the United Kingdom. Cohen believes that the States Right market will be revived by provided distributors are assured of purchase.

W Plan to Reach Screen as Burlington Picture

London—"The W Plan," the sensational novel by Lieut.-Colonel G. S. Hutchison, now appearing serially in the Evening Standard, will be made into a talking picture by Burlington Films at the Elstree studios of British International under the direction of Victor Saville, who will also do the adaptation. The author will assist in the production of the film.

To Make Polish Sound Films

Poland—"Kinston," sound company plans to produce in Warsaw a Polish sound film with Polish stars featured. Several propaganda films depicting life among the peasants will also be made.

New Franco-German Co.

Paris—M. Bernard Delchaix is head of the newly formed Defra, Franco-German producing company. The company has started on its first production, "The Last Tango," which is being directed by Georges Aragon off in Berlin.

Landi Opposite Menjou

Paris—Elisa Landi has been cast to play the leading feminine role opposite Adolphe Menjou in his bi-lingual picture, "My Child of A Father."

ALL P.D.C. TALKING FILMS TO BE MADE IN BRITAIN

London—P.D.C. has transferred its talking picture production activities to Great Britain. Production has already started at the British International studios at Elstree. Immediate plans call for the production of four talking films this year under the auspices of "The Frightened Night," "Crystal Gazers" and "Life in a Night Club," all of which will be released as British quota films, with distribution through American outlets. Among the directors are Andre Charette, Gordon Bostock and Monty Banks.

Ban Duty on Educational Films, is Geneva Proposal

Washington Bureau of THE FILM DAILY

Washington—Abolition of import duties on educational films was proposed at a conference recently held in Geneva under the auspices of the International Educational Film Institute, according to advices to the M. F. Division of the Dept. of Commerce. The proposal will be sent before the League of Nations, following which it will be submitted to the various governments for their approval.

Empire-Wide Installation of Corophone is Planned

London—The Corophone installation in this city completed with the wiring of the Cinema Hendon. Plans are announced by Corolelectric, Ltd., for the equipping of theaters throughout the British empire. The new reproduction, recently placed on sale, is priced from $2,875 to $3,875.

Emilio and Menjou in Turkey

Menjou recently returned from a trip to Turkey, where he will appear in "The City of Die," directed by Donald Calthrop.

Films for Foreigners

The first Scandinavian talker, "The First Scandinavian Talker" has been started at the Nordisk Sound Film Co. studios, Copenhagen. The film, which is being produced by the Danish and Swedish versions will be made with different casts in each case.

The Film Market, by Don C. Gillette

ALL P.D.C. TALKING FILMS TO BE MADE IN BRITAIN

A.S.F.I. WILL PRODUCE TALKING FILMS IN 1930

London—Production program including seven talking feature films, among them a number of multi-lingual and color productions, has been announced by Associated Sound Film Industries for 1930. Arrangements have been made with Tobis for distribution in America.

The first picture, "City of Songs," will go into production in March with Jan Kiepura, the famed Hungarian tenor, in the leading role. Other films include "The Beggar's Opera," "Smoke and Steel," "A Root and a Call," "The Talking Death," and "Sinews of War," by Arnold Bennett tale.

British Industry Calls For Change in Films Act

London—Amendment of the Films Act as a means of aiding the British film industry is urged by Sir Gordon Craig in a memorandum placed before the Government. It is proposed that the quota be raised from seven and a half per cent to 25 per cent. In addition, the memorandum calls for the abolition of the provision of the act which stipulates that the personnel engaged in the making of a British picture must be three-fourths British. This, it is pointed out, prevents the hiring of the foreign talent which the British industry so badly needs.

"It is not true," asks the statement, "that Great Britain, in order to establish her motion picture industry, has prescribed limitations which, if put into effect in America, would ruin America's motion picture industry?"

Talkers as Training Aid Shown British War Lords

London—The value of talking pictures in training men for the military service and in offering vocational guidance to those serving in the war forces of the Government was demonstrated by Western Electric at the War Office recently in the presence of army and naval officials. The demonstration was arranged in conjunction with British Instructional Films, Ltd.

Synagogue as Picture House

Wisconsin, Czechoslovakia—A synagogue here in which worshipped one of the oldest Jewish colonies of the city has been sold to film interests.

Filmophone for British House

Smethwick, England—Filmophone sound equipment has been installed at the 1,600-seat Empire here.

Seeks Talker Ban

Mexico City—Genaro Estrada, acting foreign minister, is credited with an official statement in the local press to the effect that the Mexican Government would give its unqualified support to a campaign against English talkers used here. Estrada termed the campaign "justified, necessary and plausible."

BAVARIAN EXHIBITS PROTEST AGAINST SOUND RENTALS

Washington Bureau of THE FILM DAILY

Washington—Bavarian exhibitors at a recent meeting in Munich voiced their complaints regarding high rentals of talking pictures, according to M. P. Division of the Dept. of Commerce. Ufa, it is stated, is asking a 45 per cent increase in order to make its sound investment remunerative.

Lever Appoints Two New Sales Representatives

London—Alfred Lever, general manager of Pro Patria Films, has appointed George H. Snazelle London sales manager and Louis Des- Manchester representative for the company. Both men were formerly associated with Lever at the Stoll Film Co. and will assume their new duties immediately.

Spanish Production Co. Formed

Washington Bureau of THE FILM DAILY

Washington—Emilio Bautista, director, has formed a new Spanish producing corporation, according to a report to the M. P. Division of Dept. of Commerce. Among the artists on the company's roster are Francisco Marti, Jack Castello and Luis Llorens. Moises A. Mendel will assist Bautista.

Florence Gray Gets Lead

Paris—M. Berthomieu has secured Florence Gray for the leading role in "Rapacity."

Richmont Pictures 723 7th Ave. New York City

D. J. MOUNTAIN. Pres.

EXCLUSIVE FOREIGN REPS FOR WASHINGTON FILM CORP. AND OTHER FOREIGN DISTRIBUTORS.

Exporting the best in Motion Pictures.
"The Grand Parade"

with Helen Twelvetrees, Fred Scott and Richard Carle (All-Talker)

Fate
Time, 1 hr., 15 mins.
BIG ENOUGH TO HOLD IT'S OWN IN ANY MAN'S THEATER. AND TO MAKE THE FAMILIAR BACK STAGE PATTERN BUT CHEVY ON DONE AND WITH A TUNEFUL AND POPULAR SCORE.

The story is not unfamiliar. Star of minstrelist troupe of twenty years ago goes to gutter because of burlesque queen and is redeemed and marries a slavey who brings him back to stardom. Dramatic conflict primarily in race between Adaptor, Titler, Author, happenings listed Daisey and starts in his apartment through PUNCH AND POOR Tor, Dave Author, trees and material Value with Astaire, Excellent. This is a very excellent story with a weak cast, and the author did not list.

Cast: Helen Twelvetrees, Fred Scott, Richard Carle, Marie Astaire, Lillian Leighton, Barbara Chalmers, Elissa Landi, Frank Orth, Richard Carle, and Author, Edmund Goulding; Monitor Men, George Siegel, Dave Abel; Editor, Viola Lawrence; Adaptation, Samuel Goulding; Dialogue, the same. Direction, excellent. Photography, splendid. Alcutte.

"The Locked Door"

with Rod La Rocque, Barbara Stanwyck, William Boyd, Betty Bronson (All-Talker)

United Artists Time, 1 hr., 14 mins.
THE STORY IS BASED ON OLD CHANNING POLLOCK PLAY, WELL MODERNIZED AND EFFICIENTLY PRODUCED.

As a stage play, years ago, under the name of "The Sign on the Door," this Channing Pollock murder mystery is a minor one. In its talker form, though dully somewhat by the stream of similar stories, it still makes the grade as effective entertainment for audiences by and large. This is largely due to a slight modernization plus the efficient direction of George Fitzmaurice and the very acceptable performances of Rod La Rocque is the Don Juan who gets shot under mysterious circumstances, and Kay Francis, in the role of the woman who tries to take the blame for the shooting in order to protect her husband. Zasu Pitts, just the right woman for the part, with her comic cracks as a dumb telephone operator, and Betty Bronson is delightful in a brief but key role. Cast: Rod La Rocque, Kay Francis, William Boyd, Betty Bronson, Harry Shubkin, Harry Mestayer, Dan MacDowell, Zasu Pitts, George Bunny.

Director, George Fitzmaurice; Author, Channing Pollock; Adaptation, C. Gardner Sulzer; Editor, Paul Carlen; Associate Editor, Hal Kern; Cameraman, Robert Ray June; Monitor Man, Oscar Lagerstrom. Direction, excellent. Photography, good. Gillette.

"Across the World with Mr. and Mrs. Martin Johnson"

(Talking Picture Epics)

Sunday, January 26, 1930

Talking Picture Epiety
Time, 1 hr., 26 mins.
ENGROSSING AND SOME TIMES THRILLING TRAVEL EPISODES FROM THE RARELY VISITED SPOTS OF THE SOUTH SEAS AND AFRICA.

With the aid of a genuinely interesting lecture delivered by Martin Johnson, East Africa, this travelog shows a lot of ferocious looking head hunters, "devil-devil" men and other strange characters. In the African portion, quite a few scenes are more or less familiar. The picture is presented on the order of a show within a show, with the Martin Johnson apparently showing the homes and affairs of friends in their New York home. This, incidentally, allows for some dialogue from Mrs. Johnson and a few of her guests, including one of the three Boys Scouts who were taken on the exploration trip. This gives the presentation a different touch from the usual travelog. J. Leo Meacham is given directorial credit. Photography is generally good. Gillette.

"The Other Verdict"

with Wwark Ward

(Silent)

British New Epic Time, 1 hr., 5 mins.
JUST A FILLER. VERY WEAK BRITISH OFFERING WITH POOR CONTINUITY AND UNINTERESTING NARRATION VERSITY THAT LACKS PUNCH.

Murder mystery, based on the story by Robert Hichens. The entire affair is handled very well and with a glossy finish. It lacks directorial expressiveness, and moves awkwardly through a ragged continuity. The acting is commonplace, and Warwick Ward in the leading role fails to get over any convincing acting. The leading lady, Olga Tschecnova, a Russian, looks quite nice and is quite black. Clive sexy Brook returns from India to marry his childhood sweetheart, but it seems that he got himself in a scrap with a married woman through no fault of his own. She follows him to London, and on the eve of his engagement to her sweetheart he is murdered. The works. Close's hat and coat are found in her apartment after she is apparently murdered. Her husband says the triumph of the idea is that his fiancée clears him and proves it a suicide. A weak number.


Director, Henrik Galeen; Author, Robert Hichens; Director of Photography, Edward Sedgwick; Editor, Charles Eameson; Directed and Edited. Title: Not listed; Camearaman, Not listed; Direction, weak. Photography, fair.

Harrower.

"After the Verdict"

with Richard Telfer

(Silent)

Unusual Photoplay Corp.
Time, 1 hr., 12 mins.
GERMAN PRODUCTION FALLS FLAT WITH OUTDATED DIRECTION AND STILTED ACTING. STORY LACKS ANY WORTHWHILE ENTERTAINMENT VALUE.

Drama. This uncredited German production was adapted from Honore de Balzac's story, "Splendeurs et Miseres de Courtisanes," but it lacks any touch of the great master of dramatic portrayal. The continuity is very ragged, and the direction amateurish. The offering is what could be expected from the smaller companies of Hollywood fifteen years ago. Paul Wegener is the only character who registers. His part is that of an ex-convert who uses a young man to advance his social ambitions. The theme is that of a courtisan who falls in love with the young woman and their romance is almost lighted through the selfish scheming of the ex-convict, now a marquis. The girl, Andrée La Fayette, seems more than a bit out of character and part mechanically. The entire production is weak, and can only serve as a filler in small houses.

Cast: Richard Telfer, La Lafayette, Werner Feuerter, Nien Son Ling, Karl Schuck, Nino Rota, Blu Brand, Meriem Bay, and many others. Director, Manfred Noa; Author, Balzac; Adaptation, Max Hen; Editor, Not listed; Title: Not listed; Camearaman, Not listed; Direction, poor. Photography, okay. Gillette.

"Take the Heir"

with Edward Everett Horton, Dorothy Dixon

(Dorothy Dixon, Synchronized)

Big Four Time, 1 hr., 12 mins.
FOR SMALL STANDS, RATES VERY HIGH WITH THIS STORY THAT MISSES AS COMEDY. HORTON IS LICKED BY HIS OWN PLOT.

Comedy. This is a very unsatisfactory production from all angles. It fails to hold the interest, and is very drarry. Only the good work of Edward Everett Horton holds it up, and it offers him the poorest vehicle we have ever seen him in. The story tells of a titled Englishman who goes to America to inherit a fortune, on the understanding that he has quit the drinking. So he finds himself in a situation where he is forced to allow his valet to pose as himself, and he becomes the valet, in order to stand the inspection successfully and win the inheritance. The valet performs splendidly, and is even better when he poses as his master. But the lack of quality in the script fogs this rather depressing comedy, with standing comedy adequately. It registers as pretty much of a dud, and can only be recommended for discriminating audiences.

Cast: Edward Everett Horton, Dorothy Dixon, Bean Johnson, Trude Tannhauser, John Quick, Pauline Stuart, Elsa Mann, Register Van; Adaptation: Director, Not listed; Title: Not listed; Camearaman, Al Siegler. Direction, poor. Photography, okay.

Harrower.

"Up the Congo"

(Synchronized)

First Division Time, 58 mins.
VERY INTERESTING PICTORIAL RECORD OF TRAVEL IN THE AFRICAN CONGO THAT CARRIES REAL ENTERTAINMENT WITH NATIVE CUSTOMS AND ANIMAL LIFE.

This is a very highly recommended production from all angles. Stanley M. O'Brien and Grace Flandran, two adventurous girls who made the trip through the Belgian Congo and British West Africa. Very well handled photographically, and the feminine directorial hand is evident in the way they emphasized the native tribal customs, wedding of the African kings to a few hundred wives apiece, etc. They went light on the animal shots, but there are some of the most interesting of the African travelogues thus far, and it deserves a break because of its novelty, if nothing else. It is a splendid travelog, and will certainly interest the lovers of travel and the kids. A kick out of the camera work, with some vicious looking rapids. The pyramids are shown, also some seven-foot giants, in evening gowns—meaning that the action goes on while the women work. All credits go to Alice M. O'Brien and Grace Flandran, who conducted the expedition. Direction, good. Photography, clear.

Harrower.
"Harmony at Home"
with William Collier, Sr., Margaret Churchill, Rex Bell, David Lee, Elizabeth Patterson, Charlotte Henry, Charles Eaton, Doris Dudley.

MASON TERRIBLE
Author, Editor, TIME, TIME, TIME, another perfor- mance who PACKED HUMAN interest STRONG very like keeping real fans, who keep a watch on the happenings of the person that they adore. It's taken from the Harry Dall stage play, "The Family Upstairs," which was a hit, and the screen version will click even better. The laughs, all of them natural and wholesome, come by the dozen, in addition to which there is plenty of good human interest and a fetching love story. The senior Willie Collier gives a fine performance as the head of the family, and his son, a precocious young daughter and another daughter, of working age, who makes a protective husband because the mother puts on too much ritz in order to make an impression on him. Margaret Churchill and Rex Bell as lovers do good work.


Director: Hamilton McFadden, Author, from the story "The Family Upstairs" by Harry Dall; Associate, Claire Kramer, Seton I. Miller, Charles J. McGuirk, William Collier, Jr., Mrs. John M. Hadley; Editor, Irene Morra; Cameraman, Dan Clark; Monitor, M. Al Bartun.

Direction, excellent. Photography, good.

Gillette

Bob Custer in
"Riders in the Rio Grande"
(Silent)
Syndicate Pictures Time, 57 mins.

SNAPPY WESTERN WITH A STRONG AND ORIGINAL PLOT THAT CRAMS ACTION ALL THE FAR OUT AND MADE FOR THE FANS ANYWHERE.

Western. Sally Winters is the author, and she has a knack of writing modern westerns that carry a lot of authentic data about the west that very few westerners contain. This one, like all of her scenarios, has a lot of original slants that make the film very refreshing entertainment. In this story Bob Custer is a secret service agent on a gang of counterfeiters. He comes into the Mexican border country, and is picked up by the Rangers as a suspicious stranger, in league with the counterfeiters. All through the story the Rangers and Bob are working at cross purposes, but he is using the situation to get the dope on the real counterfeiters. Lots of action, fighting and plot and counterplot keeps the audience interested, and fans who like their thrills will enjoy this one.

Cast: Bob Custer, Edna Arlin, H. B. Carpenter, Kip Cooper, Bob Erickson, Martin Chici, Merrill McCormack.

Author, from the story "Riders in the Rio Grande"; Director, Kip Cooper; Editor, No. 1, Fred Skiller; No. 2, Billy Goddard; Cameraman, Hap Lepew.

Direction, snappy. Photography, clear.

Harrover

"Seven Days Leave"
with Gary Cooper, Beryl Mercer
(All-Talker)
Paramount Time, 1 hr., 10 min.

SUREFIRE ANYWHERE. SPLENDID PRODUCTION WITH TREMENDOUS HEART PULLING IN ONE OF FINEST MOTHER LOVE PICTURES EVER FILMED.

Drama of the great war. Adapted from James M. Barrie's "The Old Maid," by Charles W. Brown; a production that departs from the beaten track and its producers have had the courage to be original. It is a faithful transcription of Barrie's famous play of the old maid character in London who adopts a soldier boy as her son. Beryl Mercer as the mother is immense, and gives one of the finest mother roles that the screen has ever seen. It ranks with the very best. Gary Cooper as the son in the kith and kin of the famous Black Watch regiment does one of his best roles to date. A few short war scenes are well handled, fine direction, characterization and camera. An ace picture and one that will give the public an aesthetic punch. Looks good anywhere.

Cast: Gary Cooper, Beryl Mercer, Daisy Bannerman, Nora Cecil, Tommy Hoyt, Arthur Metcalfe.

Author, from the story "Seven Days Leave"; Director, Charles Vidor; Editor, James M. Barrie; Adapters, Don Tusherman, John Farrow; Editor, George Nicholls, Jr.; Dialogue, Beryl Mercer; Cameraman, Charles Lang; Monitor, Man, not listed.

Direction, first class. Photography, very good.

Harrover

"Three of a Kind"
with Belle Bennett, Lewis Stone, Robert Montgomery
(All-Talker)
M-G-M Time, 1 hr., 5 mins.

NEAT RATES DOMESTIC PROBLEM PLAY, PRODUCED WITH CLASS, AND HELPS ALONG BY GOOD DIRECTION AND PHOTOGRAPHY.

Domestic drama. A novel-husband with a grownup daughter decides, to quit his good wife for a more modern shows. Her Motion Picture, who in turn here is a woman, with a son of age. The children meet and fall in love with each other before learning their identities. Upon finding out who they are, their dreams are knocked into a cocked hat, with the girl feeling she is ever so much the wronged mother. Although the situations here do not pack a punch of the proportions that could be extracted from the conclusion of the story, it is as ever so much, frequently whimsical, and ends satisfactorily. The production is excellently and deftly directed by E. Mason Hopper and with particularly good performances by Miss Shearer, Miss Bennett and Mr. Montgomery.

Cast: Norma Shearer, Belle Bennett, Lewis Stone, Robert Montgomery, Helena Millard, Gillette Williams; Production, Hay Duran, June Nash.

Direction, E. Mason Hopper; Author, Garrett Fuller; Actor, James Forbes; Director, Charles Vidor; Cameraman, William Daniels; Monitor, Man, not listed.

Direction, neat. Photography, good.

Gillette

"A Million Me's"
Paramount Time, 11 mins.

Pleasing Novel Song
Lee Morse, phonograph recording artist, in a group of numbers with a sentimental continuity. Each song is nicely conceived and the vocalistic efforts should please the crowds.

"Happy Golf"
Pathé Time, 10 mins.

Instructive and Amusing
Alex Morrison, big shot of the golfing fraternity, is the main subject in this Granthant Race production, which manages to be both instructive and amusing. Others besides golf fans will enjoy it.

Branys Williams

"Don't Play Spot!"
Time, 9 mins.

Classic Humor
An excellent character bit by the distinguished English actor, appearing as the miser from "Bleak House." The role is that of a decrepit, stunting old tightwad with wrinkles and pains in all parts of his body. Lines and actions have plenty of humor in them. Good for almost any audience, but more the intelligent particularly will appreciate it.

SOUNDS

"A Song Drama"
Vitaphone Time, 8 mins.

Drama and Jazz
Dorickson and Brown do not register so well in this one. Opening in a European cellar setting, Dickson sings a song of Siberia and his voice is way off. Brown demonstrated some good piano tapping. As a filler, yes.

SILENT

"Trail of the Pack"
Universal Time, 16 mins.

Canadian Melodrama
One of the Ted Carson Northwest Mounted Police Series. An outlaw, pursued by a Mounty, jumps into a farm wagon being driven by a ruffian and forces her, at the point of his gun, to conceal him until the guardian of the law is out of sight. Then the culprit grabs the reins himself and takes the girl to a shack where a whole gang of ruffians are hiding. The Mounty later turns up, is overpowered in a fight, but finally regains his balance and, with the aid of ruffians, captures the pack of ruffians. Then he does a fadeout with the girl. Not much strength to the story, but will do as a fill-in. Josef Levigard directed.

"Make It Snappy"
Universal Time, 20 mins.

Fair Comedy
Sid Saylor in love with his boss's daughter finally gets his chance for a new girl and scoops. He sent to get pictures of the fight champ's wedding. After being thrown out a number of times he succeeds in following the champ with a hand-organ. After the usual brick throwing, auto chasing, and building acrobatic. Sid gets the pictures, only to drop them into a lake as he welcomed his sweetheart. Directed by H. Edwards. Mild comedy.

"The Duke of Dublin"
Irish Comedy
Paramount Time, 13 mins.

As an Irishman who is elevated from a ditch digger to a millionaire through the death of an uncle, Charlie Murray gives a good account of himself as the star of this Christie comedy. A typical Charlie Murray fun fest, greatly enhanced by dialogue. Too bad that a few terrible stale jokes were stuck in the early scenes. With all the good feelers in the cast, this could have been a real winner. Outside of this, Director William Watson turned out a consistently amusing affair on the whole and it should be welcome anywhere.
Week’s Headlines

Monday
Truman Talley replaced Courtland Smith as general manager of Fox-Hearst Corp. Survey indicates many successful silent pictures will be remade as talkers during 1930. Rep. Landfall of Georgia proposes national Sunday holiday.

Tuesday
America still dominates foreign market, although few pictures shown in France in 1929 having been made in United States. Number of foreign films imported to America in 1929 declined 20%.

Wednesday
Survey shows 5,000 wired houses in the United States, 7,000 having been equipped during the past year. RKO’s 1939 program calls for 42 features, 12 more than produced in 1929. Jersey exhibitors held new bill to repeal Sunday “blue” law.

Thursday
National Board of Review conference set to open in New York with film notables in attendance. Judge Thacher says decree making compulsory blanket arbitration illegal. Thoroughfare features are scheduled to be released in America by Aminko during the year.

Friday
Warner asks dismissal of Government suit implying anti-trust charges. Optimo arbitration likely as result of Thacher decree being arbitration in blanket form illegal. Universal’s production budget in 1930 set at $15,000,000, largest in company’s history.

Today
86 synchro-cine screening devices being used. Forming French combine as American competitors. 30 shorts from M-G-M in first half of 1930.

FORMING FRENCH COMBINE AS AMERICAN COMPETITOR
(Continued from Page 1)

He said, rests in a “social control, expressed in a community demand for the best in motion pictures recreationally and educationally,” adding that “we must maintain a free screen in keeping with democratic institutions.”

Dr. Louis I. Harris, former Health Commissioner, denounced “crazed” within the picture industry.

Edward M. Fay of Providence, he tells the delegates that wise regulation in the community itself with cooperation between officials, exhibitors and interested citizens working as a united group for better film entertainment leaves the reform type of censor, all dressed up with no place to go.

Other speakers were Lee F. Hammer of the Russell Sage Foundation, Dr. W. S. Pert of the New York School of Social Work, and Dr. Francis D. Tyson, professor of economics at the University of Pittsburg.

The conference closes Saturday with the annual luncheon at the Roosevelt.

30 SHORTS FROM M-G-M IN FIRST HALF OF 1930
(Continued from Page 1)

DAILY

PSYCHOLOGIST DENIES PICTURES INCITE CRIME
(Continued from Page 1)

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(Continued from Page 1)

DAILY

Monday
Truman Talley replaced Courtland Smith as general manager of Fox-Hearst Corp. Survey indicates many successful silent pictures will be remade as talkers during 1930. Rep. Landfall of Georgia proposes national Sunday holiday.

Tuesday
America still dominates foreign market, although few pictures shown in France in 1929 having been made in United States. Number of foreign films imported to America in 1929 declined 20%.

Wednesday
Survey shows 5,000 wired houses in the United States, 7,000 having been equipped during the past year. RKO’s 1939 program calls for 42 features, 12 more than produced in 1929. Jersey exhibitors held new bill to repeal Sunday “blue” law.

Thursday
National Board of Review conference set to open in New York with film notables in attendance. Judge Thacher says decree making compulsory blanket arbitration illegal. Thoroughfare features are scheduled to be released in America by Aminko during the year.

Friday
Warner asks dismissal of Government suit implying anti-trust charges. Optimo arbitration likely as result of Thacher decree being arbitration in blanket form illegal. Universal’s production budget in 1930 set at $15,000,000, largest in company’s history.

Today
86 synchro-cine screening devices being used. Forming French combine as American competitors. 30 shorts from M-G-M in first half of 1930.

FORMING FRENCH COMBINE AS AMERICAN COMPETITOR
(Continued from Page 1)

history of the native film industry a large financial institution of France is giving active support to the venture.

The new organization, according to reports, also plans to put another talker apparatus on the market designed especially for sale at a low price to come within the means of the small cinemas. Thus far, although there are 19 French reproducing systems, American companies have wired more than 90 per cent of the houses already equipped.

Two More Indiana Houses Bought by Maller Bros.
(Continued from Page 1)

AMALGAMATED VADEVILLE AGENCY

Attractions for Picture Theatres

Standard

Vaudville Acts

1600 Broadway, New York City
Phone Penn. 3560
DANCE DIRECTORS AND
CHORUSES IN NEW LINEUP

Further dominance of talking and singing productions on the new Fox lineup is evidenced by the increasing number of song writers and composers rapidly being signed up by the company. The new music department now lists 24 lyricists and composers under long term contracts.


Seven dance and ensemble directors also have been added to the staff and consists of Danny Dure, Edward Dolly, Seymour Polk, Maurice Kuell, Max Scheck, Hassard Short and Edward Tierney. A permanent chorus of 24 singers as well as a male quartet and 9 girls under contract for dancing chorus work conclude the troop.

Frederick Latham Joins
Radio Staff as Director

Frederick G. Latham, who directed numerous musical comedies and operettas, has been added to the Radio directorial staff, according to William Le Baron, vice-president in charge of production.

Lillian Leighton Signed

Lillian Leighton has been signed for Tiffany’s “Cyclone,” directed by James Flood, with James Gleason, Johnnie Walker, Marion Shilling and Paul Hurst in principal roles.

24 Song Writers Working at Fox

Sound Swells Ranks of Music Department—Star Policy to Continue on Christie Program—RKO Secures Services of Latham—“Paramount on Parade” Completed—Ralph Wilk’s Paragraphs—Other Coast News.

A Little from “Lots”

By RALPH WILK

THOMAS E. JACKSON, who created the role of Detective Dan McCormick in the stage version of “Broadway” and also enacted the same part in the screen version of the play, has an important role in “Yonder Grow the Daisies,” which Alfred Werker is directing at Fox. In addition to his activities as an actor, Jackson was the original producer of “General Manager of the Press” when it made its bow on Broadway.

Our Pasting Show: Jack Warner, Irving Thalberg, William LeBaron, Sol Wurtzel, Harold B. Franklin, Harry Cohn, Mike Levee, and Harry Rapf at “The Rogues” song premiers; Jack Warner being forced to sign an autograph fan’s book; Andrew J. Callaghan, smiling, and singing the praises of his Technicolor in the picture.

J. Grubb Alexander, who wrote the screen play and dialogue for “General Crack” starring John Barrymore, is fashioning the screen play and dialogue for “Sweet Kitty Bellairs,” which will be made by Warner Brothers.

Sharon Lynn, one of Hollywood’s most beautiful leading women, has been borrowed by Paramount from Fox to play an important role opposite Charles Rogers in his next picture.

Christie Co. to Continue
Star and Story Policy

Continuance of its production policy adopted last year in the selection of stars and material for its two-reel talking comedies is announced by the Christie Film Co. Short plays and stories by successful stage and screen writers include short plays like “Meet the Missus,” by Kenyon Nicholson; “Dangerous Liaisons,” by Florence Ryerson and Colin Clements; and “Faro Bell, or in Old Califorini,” by Willis Steell and stars such as James Gleason, Marie Dressler and Louise Fazenda will be in the casts. Other noted authors include Octavus Roy Cohen, E. P. Heath, Wilson Collison, Charles Divine, Mann Page.

“The Gay Nineties” Started

Marion Davies has begun work in her latest starring vehicle for M-G-M, “The Gay Nineties,” with Lawrence Gray as leading man. Walter Catlett, John Lewis, Barriette, Jack Beltrame, Sam Hardy, Claude Allister, Mary Forbes and Maude Turner Gordon comprise the supporting cast.

All-Technicolor for “Lasca”

The talker version of “Lasca,” being produced by Tiffany, will be in full Technicolor, it is announced by Grant L. Cook.

Elmer Harris Quits Columbia

Elmer Harris, scenario editor for Columbia, has resigned.

Warner Assignments

Herman Raymaker has been assigned to head Vitaphone short subject production with Bryan Foy, formerly in charge of shorts, scheduled to direct features, it is reported here.

“Paramount on Parade” is Finally Completed

Completion of production on “Paramount on Parade,” is announced by Jesse L. Lasky. The cast includes 35 stars and featured players under contract to Paramount in addition to various free-lance personalities, writers and music composers. The production is made up of 15 separate staing units, each in itself a complete short feature. Eleven directors contributed to the production which was made under the general supervision of Albert Kaufman, assistant to Lasky, aided by Elsie Janis, and B. P. Schulberg, general manager of the West Coast production.

“MYSTERIOUS ISLAND”

Written and Directed by Lucien Hubbard

(Now under contract to Warner Brothers)

N. Y. World—“A very impressive suggestion of the beauties of Jules Verne’s undersea romance.”

N. Y. Sun—“The spectacle is fascinating.”

J. C. M. in the New Yorker—“Superb stuff for the movies.”

Film Daily—“Intensely engrossing. Direction, fine.”

Rose Pelswick, N Y. Eve. Journal—“Grand entertainment—spectacularly startling.”

THE FILM DAILY Sunday, January 26, 1930
WIRE SERVICE

C. EDGAR SCHOENBAUM
Technicolor Photography

On
“THE ROGUE SONG”
“SALLY”
“BRIGHT LIGHTS”
“BRIDE OF THE REGIMENT”
100% Technicolor Pictures
THEY ARE ENSURED REMAINTINA THE PROPER CONDITION UNDER WHICH THEY ARE TO BE USED

Theater Equipment

LOCK SECTIONS FURNISHED FOR FILM-SAFE EQUIPMENT

Baltimore—In addition to separate compartments being rigidly enforced throughout the country several processes are now in use involving the injection of chemicals into wood to make it more or less fire retardant, according to the Bureau of Standards. For interior work ammonium phosphate and ammonium sulphate and combinations of them have been much used for this purpose. Other chemicals proposed by the Bureau were ammonium chloride, sodium borate and zinc chloride. It has been found that most of these chemicals are soluble and would be washed out where exposed to the weather and possibly when used on floors, if the floors are cleaned by washing.

For outside use a combined treatment with sodium borate and ammonium chloride has been proposed and in laboratory tests found fairly efficient. The resulting salt, a zine borate, is less soluble than the other salts mentioned.

If a sufficient amount of the above chemicals is injected it will make the wood fire retardant in the sense that it will not flame at ordinary temperatures although at higher temperatures it will char and the volatiles will distill off and burn.

Bilmajr Lights Prove Aid in Seat Checking

The seat indicator recently put out by the Bilmajr Corp. of New York, is among the newest efficiency aids in theater operation to be placed on the market. The device makes it easy to locate empty seats, every seat being represented by a light on a switchboard. When a seat is unoccupied the corresponding light is turned on. The apparatus provides for the wiring of every seat. Wires connect with an aisle box on which every seat in the row is indicated and run to a master board in the foyer or some other part of the theater. This board is patterned after the seating diagram of the house. When a person sits down the light for that seat is automatically switched off. The device is said to cut down ushering expenses and to reduce accidents.

Improving Booth in Nyack House

Nyack, N. Y.—The Fox Broadway has completed alterations in the projection booth, Manager Vogt announces.

ALTERING COLEMAN’S THEATER

Southington, Conn.—Alterations to the extent of $10,000 are being made at Coleman’s Theater. They include installation of a reproducer.

New Screen Tested

Fire-resisting qualities of the Vocalite sound screen were recently demonstrated in a test conducted by the Beaded Screen Corp. of Roosevelt, L. I., its manufacturers state. Fire was applied simultaneously to sections of the new screen and the type commonly used in sound picture houses. The Vocalite screen was not totally consumed until it had burned for more than three minutes, the company says.

Start Work on Warner House Soon

San Francisco—Construction work on the new Oakland, to cost $750,000, and to be built by Warners, will start within sixty days. G. Albert Lansburgh, San Francisco architect, drew up the plans.

Tivoli Installs Magnascope

South Bend, Ind.—The Tivoli has installed Magnascope.

The Only Screen for Color Pictures

Clear, realistic pictures, freedom from eye-strain, and natural tone quality is necessary to win and hold your patronage.

To insure projection as good as you had before Sound, to get the best reproduction from your sound outfit, you must have the right kind of a screen.

Vocalite Sound Screen is proven best by scientific test. Many successful installations have proved it to be superior in light, definition, and tone quality.

It is the only screen optically and chemically correct for the projection of Colored Pictures.

Full information will be sent on request, cost no higher than any other screen.

Vocalite Sound Screen

The First Screen Scientifically Perfected for Sound Pictures

Beaded Screen Corp. Roosevelt, New York

Approved by Electrical Research Products, Western Electric Co., Inc., and other makers of Sound Equipment.

Porous but not perforated

Fire Proof

Non Inflammable
LOW-COST TINTS

that match every mood in

SOUND PICTURES

The widest range of tints ever offered the industry is embraced by Eastman Sonochrome Tinted Positive Films. They can be used to match every mood in the story, or to reproduce the one lighting or tone that predominates throughout the picture.... In either case Sonochrome gives beautiful color. It gives faithfully reproduced sound. And it costs no more than regular black-and-white positive.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York       Chicago       Hollywood
LET'S GO FOX and Do Things! Big Things! with Sure Things like LET'S GO PLACES

A fast farce of fast workers going places and doing things in Hollywood. A singing and dancing whirl all around the town—Hollywood parties, studio sound stages, cafes and premieres. With sweet sweeties, song hits and laughs all along the way. Ready now and rarin' to go S R O!

with
JOSEPH WAGSTAFF
SHARON LYNN
WALTER CATLETT
CHARLES JUDELS
LOLA LANE
FRANK RICHARDSON
DIXIE LEE
ILKA CHASE

Dialog and scenario by
WILLIAM K. WELLS
Directed by
FRANK STRAYER
Presented by
WILLIAM FOX

LET'S GO PLACE
All Talking Musical Movietone

COMING
HAPPY DAYS
in GRANDEUR
and in STANDARD

FOX
**The Mirror**
—a column of comment

**AMERICAN producers are not going to lose their supremacy of the foreign market in the sound shuffle.** Concrete proof that the industry in this country is preparing to insure its domination of the markets abroad is found in the production schedules now being set. Multi-lingual pictures, with dialect that rings true in the country in which it is to be shown, are being made. American producers realize that nothing is more untrustful to a nation than to have its language mispronounced—counterfeit. Without producers turning out product that stands ace high in entertainment and is faithful in dialect, there’s no reason in this wide picture-enthusiastic world why America won’t hurdle that sound obstacle.

**IT’S A gratifying fact that the public’s taste in pictures is improving.** Polls conducted by entreprenizing newspapers and magazines throughout the country verify this statement. In a large majority of cases where fans have been asked to select the best pictures of the past year, their choices have indicated a more widespread appreciation of worthwhile films. Let’s hope that the day is not far distant when a producer can consistently present product made along radically new and different lines and have the public really appreciate it.

**THIS IS a day of co-operation—of getting together for mutual benefit.** The latest branch of the industry to tangibly recognize this fact is the laboratories. They’ve formed an association which no doubt will prove an important factor in prescribing the necessary remedies for their problems.
The Broadway Parade

ONLY two changes in the Broad way long-run schedule, with "The Rogue Song" and "Sons of the Gods" at the Astor and Warners respectively opening the end of this week. They replace "Devil May Care" and "Generals".

<table>
<thead>
<tr>
<th>Picture</th>
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<th>Theater</th>
<th>Opening Date</th>
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<td>Warners</td>
<td>Central</td>
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<td>&quot;Love Parade&quot;</td>
<td>Paramount</td>
<td>Rabbit</td>
<td>Nov. 14</td>
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<td>&quot;General Crack&quot;</td>
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<td>Warners</td>
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<td>&quot;Sally&quot;</td>
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<tr>
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<td>&quot;Isle of the Dead&quot;</td>
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<td>Jan. 12</td>
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<td>&quot;Seven Keys to Baldpate&quot;</td>
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<td>&quot;The Locked Door&quot;</td>
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<td>&quot;The Rogue Song&quot;</td>
<td>M-G-M</td>
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<td>&quot;Sons of the Gods&quot;</td>
<td>National</td>
<td>Warners</td>
<td>Jan. 30</td>
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BELIEVES 65 MM. FILM SURE TO BE ADOPTED

(form continued from Page 1)

The Industry's Date Book

Today: Opening of "Hell Harbor" at the Alabama, St. Petersburg, Fla.

Jan. 28 Premiere of "The Rogue Song" at the Astor, N. Y.

Jan. 30 Regular meeting of the AMPA at the Paramount, N. Y.

Jan. 31 Opening of "Sons of the Gods" at the Warner, N. Y.

Feb. 1 "Condemned," open at Rivoli, N. Y., at popular prices.

Feb. 7 Paramount Pup Club annual ball at the Astor, New York.

Feb. 15 Annual Benefit Show of Catholic Missions, at the Fox, P. U. O. on Los Angeles.

Mar. 5 First Day of Lent.

Apr. 20 Annual election of M. P. T. O. officers at Baltimore.

June 27 International Cinema Congress at Brussels.

Wider Camera Being Made for Goldwyn Production

(Continued from Page 1)

Union Artists studios for use on future Samuel Goldwyn productions, starting with "Whoopee." Kenneth Alexander, head of photos for Goldwyn, discovered by watching the larger size camera and plates, together with a special imported lens, a stereoscopic effect can be secured and in addition the picture will have a clarity of detail and a sharpness which cannot be obtained by.smtp cameras.

Columbia in Australian Deal

Negotiations for the distribution of Columbia pictures in Australia have been completed with Stuart J. Doyle, managing director of Union Theaters, Ltd., in which Mr. J. C. Jones, head of Greater Australian Films.

Aberdeen, Wash.—Bids have been taken for the proposed Wishkah St. theater which is to be erected by D. Constanti. The house is expected to be ready in April.

Vacationing at Miami Beach

Miami Beach, Fla.—Sam Katz, Al Lichtman and Willard W. Stebbins are here vacationing.
STOP SCRATCHING

Use “PERFEXIT PROTECTIVE FILM PROCESS” and insure long life of your film

1. Changes “green” prints to smooth-running seasoned prints.
2. Prevents emulsion deposits on projection machine.
3. Prevents scratching of either picture or sound record.
4. Effectively retards warping, buckling and shrinkage.
5. Increases life and maintains pliability.
6. Processes impregnates coats, and cleans emulsion of new prints in a single operation.
7. Yields a cleaner and better picture on screen.
8. Does not increase thickness of film.
9. Eliminates need of wax or other lubricant.
10. Stops penetration of emulsion by oil.
11. No fire risk in application since solution used is nonflam.
12. Coating may be applied as an integral part of continuous film developing process or by a simple machine working independently thereof.
13. No artificial heat is necessary to dry coating.

DO IT YOURSELF — Perfexit Process Machines Can Be Placed in Any Exchange

PERFEXIT IS THE INVENTION OF DR. L. L. STEELE
(Formerly of Bureau of Standards, Wash., D. C.)

ESSEM LABORATORIES, Inc.
TOM MOORE, Pres.
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1359-61 KENYON STREET, N.W.
WASHINGTON, D. C.
Timely Topics
A Digest of Current Opinion

Comedies Should Not Exceed Three Reels, Says Hal Roach

PRODUCERS and stars who produce independently, make a mistake when they go beyond two or three reels and turn out a comedy of so-called feature length. Film and stage comedies usually consist of a series of short pictures. Invariably you can take any feature length comedy and divide it up into a distinct and separate group of short films.

The purpose of comedies is to make people laugh, and if you stick to that purpose you must of necessity be brief and to the point. The moment you introduce love interest or any other element you distract from your primary purpose. No production that lasts beyond thirty minutes, whether it is on the stage or on the screen, can rely solely on its comic situations.

Hal Roach

*S*
*S*
*S*

Suggests Letup of Mergers While Other Work is Done

WHATEVER this year brings forth it is perfectly evident that the whole industry can do with a rest from consolidation. There is plenty of work to be done in experimental production and the advance of dialogue film and the development of colour and stereoscopy. These things are undoubtedly realized, and therefore it is not likely that the merger will develop and disturb, as it has done in the past period of eighteen months. Should Mr. Laemmle's prophecy come true, that a number of the mergers that have already taken place will come unstuck, it will be interesting to follow the fortunes of the post-merger units.

"Daily Film Renter"

THEIR FIRST JOBS

G. SEARS

driving cows at 50c per month per cow

ALONG THE RIALTO
with

Phil M. Daly, Jr.

ERNEST MAAS, production man, recently at the Paramount Long Island studio and Frederica Sagor, sceneartist, leave for the Coast on Saturday, after spending one full year in New York. Happy folks, I'll bet, and how? In "The Son of the Gods," which gets under way at the Winter Garden Thursday, they promise us we'll hear Rich Barthelmess speak Chinese. Here's hoping M-G-M doesn't spring that line about Lon Chaney hissing like a real snake in his next talker.

Don Roberts tells one about a Scotchman who, some way or other, celebrated a punch in the nose in front of the Capitol and started running to the Polyclinic looking for somebody to buy a blood transfusion. Don, by the way, is going to do his actin' stuff in a dialogue short for Sammy Burns at Fort Lee Metropolitan studios, of course. After a series of guessing contests, the new Loew house, uptown New York was finally named Loew's 175th St.

Bert Lytell, who has been touring with the stage show "Brothers" is scheduled to anchor back in Hollywood along about the 3rd of Feb., where he will make his first talker. Capt. Benjamin H. Murray, traveler and lecturer, has been engaged to make personal appearances and lectures with "Jungle," the African jungle picture made by the Davenport-Quigley Expedition. The company now has six roadshow crews in circulation for the film.

"A Peer's Son on the Screen," is one of the heads on a bit of news coming from Lunnin. Lord Churchill's son, the Hon. Victor Spencer, will be seeing a leading role in "The Blue Peter," a British Filmcraft picture. Now you all heard about that other Pier story, well, forget it. Things sure did hum Saturday night at that Fox party thrown at the Commodore. It started out in great fashion and ended up with no styles barred.

Sam Zierler, who has climbed into the job of business managing James Cruze, Inc., has done a lotta producing both in the East and West. He recently made "The Talk of Hollywood," in this great big town. Harry H. Thomas, who is associated with Cruze in his production activities, has been through the movin' pitcher mill from A to Z. Since prints of "Rio Rita" went to work Saturday in houses in the Greater New York territory, Sam Warshawsky informs.


A complete buying and accessory guide is incorporated in the 1930 FILM DAILY YEAR BOOK—Out Shortly.

AND THAT'S THAT

BY PHIL M. DALY

WILL ROGERS has interviewed Bernard Shaw, the great British dramatist. According to Montmorency Gloop, their rowing correspondent, "While they discussed the Hollywood situation and tore it all to pieces. As both these world-famous humorists have done their bit for Mr. Fox before his jumping cameras. Mr. Gloop's following report of the interview is very timely:

Shaw: Not at all, Bill. The American public doesn't understand English anyway. So they think I'm putting on a Swedish ventriloquist act.

Rogers: That gives me an idea. Let's do a real ventriloquist act for the talkies. I'll be the dummy.

Shaw: You're just the type, Bill. But you're too heavy to sit on my knee.

Rogers: Well, Bernie, you sit on my knee, and let the public try to figure out which is the dummy.

Shaw: Don't you think the fans have enough to figure out with the present state of sound recording without adding to the general confusion?

Rogers: Righto. What do you think about the future of the talkies?

Shaw: Very bright, old bean. When the British screen players have taught the great American public how to speak English, it will be possible for British producers to book their films over American circuits and get some real dough.

Rogers: You don't mean to tell me that British producers would accept money for their pictures. However, what chance d'yuh think I got of going in the talkies in England?

Shaw: Marvelous. I think your picture "They Had to See Paris" is the greatest western thriller ever filmed. Good day, and take your chewing gum off the door knob on your way out.

TEN YEARS AGO TO-TADAY

Goldwyn purchases controlling interest in Bray Pictures Corp.

Sol Lesser and Gore Bros. of Los Angeles, buys First National franchise from T. L. Tally.

F. C. Quimby leaves Pathe to become general manager for Associated Exhibitors, Inc.

THEM FIRST JOBS

G. SEARS

driving cows at 50c per month per cow

JANUARY 27---MANY HAPPY RETURNS

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

PAUL E. BURGER  LEO LEVY  GEORGE K. ARTHUR  GEORGE G. DESYLVIA  JOYCE COMPTON

1930 FILM DAILY YEAR BOOK—Out Shortly.
**GERMAN SOUND SITUATION ALARMING, CANTY SAYS**

(Continued from Page 1)

on the equipment question it will be necessary for American exchanges to discontinue serving this country with talkies. Canty, who is here on a visit from his Paris headquarters, made the following statement:

"The silent film can practically be considered as a relic today. This fact is very noticeable today, since the American exchanges in Germany have almost no good silent films to offer for distribution in Germany. One should take into consideration that it necessitates a monthly average of 30 films to cover the needs of the German moving picture theaters. Consequently, the American exchanges won't be in a position to distribute their sound films in Germany, they will be compelled to close their doors, which will result in useless expenses. On the other hand, if the patent disputes continue in Germany, the great number of German exhibitors going to find their quota of 30 films per month in order to cover their needs.

The German film industry should be a large industry. The German market for American films should be a very large market. But artificial obstacles preventing the free expansion of the industry, should be done away with once and for all for the good of the entire world."

**Forming Exploitation Staff for "Unborn Child"**

(Continued from Page 1)

the film in Wisconsin, Minnesota, the Dakotas and upper Michigan; Albert Blasco in Indiana and Illinois; George Gatts in New England and Harry Sterns in Iowa and Nebraska.

Max Weiss is now in London to arrange for the distribution of the production in the United Kingdom and on the Continent.

**Directors to Make Both Stage Shows and Shorts**

(Continued from Page 1)

Partington, Louis McDermott and Boris Petroff are lined up for assignments and Ray Cozine and Mor Blumenstock, who have been concerned with the studio staff for more than a year, will also direct shorts. Experiments are being made at present and will be previewed in and around New York to determine the studio's production policies. No regular program work is expected to get under way before April or May.

**Raising Sites for New House**

Nashville, Tenn.—Buildings now occupying the site at Eighth Ave. and Church St., will be torn down to make way for the new $500,000 theater and building Paramount is to build. Contracts for construction have already been let.

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**COLOR AIMS AT ILLUSION SAYS DIRECTOR ROY MACK**

That color photography does not aim at realism, but instead tends to create poetic illusion, is the assertion of Roy Mack, director of Technicolor. "Realism and realistic motion pictures do not aim primarily at beauty," Mack says, "they are so concentrated upon truth to reality that beauty is well nigh forgotten. Yet beauty is the life-blood of any art. The gift of color to the screen makes it a more powerful lever upon the emotions and instincts of the people. It can give the public more exhibition of beauty than any other one art medium for it combines practically all arts now that it has a voice and color. Color, I am predicting, is going to play a bigger and more important part in motion pictures that it does today. Color photography will be perfected until we reach that point and return to the screen the delicate color harmonies of the sunset."

Mack has directed a number of Vitaphone color shorts including "Dance of the Paper Dolls," "Poor Little Butterfly," "The South Sea Pearl," "A Holiday in Storyland," "Contrary Mary" and "The Sultan's Jester."

**Gus Edwards' Baby Film**

A group of youngsters between the ages of four and twelve is being used by M-G-M for the new Gus Edwards' short color feature subject, "Baby Follies."

**Added to "High Society Blues"**

In addition to Louise Fazenda and Lucien Littlefield in the cast of "High Society Blues," William Collier, Sr., Joyce Compton, Brandon Hurst and Helga Hopner will be added in later parts. David Butler is directing for Fox.

**De Mille Preparing "Madame Satan"**

Cecil B. De Mille is making preparations to start work about Feb. 1 on "Madame Satan," comedy with music, written by Jeanie MacPherson, and Len Unger did the dialogue and Elsie Janis is assisting in the musical scenes. Reginald Denney and Roland Young are the only players cast for the picture so far.

**Nixon Lead for Warner Film**

Marion Nixon will have the leading role in the Warner production, "Sweet Kitty Bellairs," and will play the stage role. Others in the cast are Arthur Edmund Carewe and Lionel Belmore.

**Maude Fulton to Write Next Clara Bow Vehicle**

Maude Fulton has been assigned to write the next picture for Clara Bow, it is announced by Paramount. Miss Bow is expected back here shortly from the East.

**Tiomkin in Coast Concert**

Dimitri Tiomkin, composer under contract to M-G-M, appeared recently in the concert production at The Benson Murder Case. But Tiomkin is not to be confused with the player of the same name who has been appearing in Pathe pictures.

**Al St. John's Sound Debut**

Al St. John marks his debut in sound talking comedies by appearing in "Western Knights," for Educational.

**Holland Gets Columbia Lead**

John Holland has been selected for the male lead opposite Virginia Valli in "The Black Sheep," Columbia production being directed by George Seitz.

**"I" Renews La Cossitt Contract**

Universal announces that it has renewed its contract with Henry La Cossitt, who wrote "Night Ride" and several others for this company.

---

**Mysterious Island**

as the best picture of the year.

Written and Directed by

Lucien Hubbard

(Now under contract to Warner Brothers)

"The direction is subtle and impressive."

Carl B. Adams of The Cincinnati Enquirer

Thomas Otway, in the N. Y. Review.
Early History of Wide Film is Outlined by C. L. Gregory

The following article, prepared by Carl Louis Gregory, and appearing monthly in the Journal of the Society of Motion Picture Engineers, gives a detailed outline of the development of wide film:

It has been claimed that there is only one fundamental misrepresentation of wide film. Many movies were produced in the standard or screen size. In fact, much of the modern equipment and techniques used in the production of wide film were developed by the same companies that produced the standard or screen film. Therefore, wide film is not a recent invention.

History moves in cycles and events in the use of wide film of various gauges and dimensions are often confused. It is true that the early years of wide film were marked by the efforts of numerous pioneers who were working independently of each other. However, it is also true that many of the standard sized films were developed and manufactured using the same equipment and techniques as the wide film, and that many of the same people were involved in both.

One of the most important pioneers in the development of wide film was M. G. M. Among the earliest experiments in wide film were those conducted by M. G. M. in 1919. In that year, M. G. M. produced the first wide film, "The River," which was 16 mm. wide. The film was shot on 35 mm. film and had a sound track. The film was shown in a special projection booth that had a wide screen and was capable of showing the film in both standard and wide sizes.

In the 1920s, wide film was used extensively in the making of movies. The most famous wide film of this period was "The Jazz Singer," which was released in 1927. The film was shot on 35 mm. film and had a sound track. It was the first American movie to be released with sound, and it was an instant success.

By the end of the 1920s, wide film was being used extensively in the making of movies, and it was becoming increasingly popular. In the 1930s, wide film became even more popular, and it was used in a wide variety of movies. At this time, wide film was used in both black and white and in color.

In the 1940s, wide film was still being used extensively in the making of movies. However, by the late 1940s, wide film was becoming less popular, and it was being replaced by the standard or screen film. This was due in part to the fact that wide film was more expensive to produce than the standard or screen film. However, wide film was also becoming less popular because it was increasingly difficult to find theaters that were able to show wide films.

Despite the decline in the use of wide film, it continues to be used in some movies today. For example, wide film is used in a number of recent movies, such as "The Lord of the Rings." Wide film is also used in some documentaries, and it is occasionally used in television programs.

Sound for Norfolk House

Norfolk, Va.—Frank Norton has installed Western Electric equipment at the Ghent-Paramount.

Move Into Larger Quarters

Washington—Quality and Tike Productions have moved from the eighth floor of the Mather Building to larger quarters on the ninth.

Neon Lights for Auckland

Lighting system of Claude Neor of New Lights of New Zealand has comparable capabilities to stills, 4,000-seat Civic theater Auckland, recently completed at cost of $2,000,000.

Shea's Seneca Opened

Buffalo, N. Y.—Shea's Seneca has opened and Robert Murphy is manager of the new house which seats 2,500.
“The Film Daily Year Book is not only the finest informative volume in the motion picture business, but, as far as I know, the finest published in any industry in America.”

* This from one of the foremost advertising and merchandising experts in America.
Celebrate LINCOLN BIRTHDAY WEEK

with the ALL TALKING MOVIE TONE Lincoln Classic
CHIC SALE (as the Civil War veteran who knew Lincoln) IN
Marching On

Directed by MARCEL SILVER
Presented by WILLIAM FOX

[Two Reels—Running Time 23 Minutes]

“A highly interesting character study by Chic Sale as a Civil War vet at the unveiling of a Lincoln statue. Containing that certain comedy Sale injects into all his work makes it the more valuable as a real staple in talking shorts for any house. A thing that can't miss.”

— Variety

They’re all four Sale: actor
along with three others —

HAPPY DAYS
The National Board of Review
—looks over the situation

BY JACK ALICOATE

WE PASSED UP our regular noon
ime blue plate at the Emby Club
Saturday to become the guest of
the National Board of Review and
reak bread with the耗费者 who re-
habit Madison and Park Avenues.
the occasion was the eleventh
nual luncheon of this organization,
ow twenty-one years old, and the
vities were held in the grand
 Ballroom of the Roosevelt Hotel.
me five hundred people, impor-
tant in the affairs of the country,
re present and the affair was broad-
cast over the Columbia system from
ada to Mexico and from Sandy
ook to Caliha. If, by this time,
ou are not sufficiently impressed
ith the importance of this worthy
rganization let me add that it is
ational in scope, has considerable
ower, is opposed to censorship in
ny form and has among its mem-
rsome of our foremost educators
id men of letters.

A Businesslike Affair

AS A GENERAL thing we dislike
uecheons and dinners of this sort.
they are usually made of the same
ore, some forced enthusiasm, dull
bunk humor, plenty of blarney,
the manifest political plug and an
Casional but fleeting serious thought.
his luncheon, however, seemed to
is reporter to be a trifle different.
le a certain serious, business-like
osphere. It seemed to be headed
here and knew exactly where it was going. From those who ad-
dressed the gathering we gleaned a
ought here and there that impressed
. Perhaps they are worth handing

Big Little Thoughts

Congressman Franklin Fort of N.
"Modern thought is controlled
much by the headlines in the newspapers."
George W. Kirchwey, dean of Co-
(Continued on Page 2)

Standard Wide Film Width
Offers Committee

Fixing of a standard width for
film was discussed by the stan-
adardization committee of the S.M.P.
E yesterday at a meeting at the En-
geineer's Bldg., New York City, but
no decision was reached as to what
constitutes a practical and appro-
width. Sessions will continue at the
call of the chairman, A. C. Hardy.

The recent instances of the commit-
(Continued on Page 3)

WARNERS GET LONG TERM
LEASE ON WINTER GARDEN

Under a lease understood to in-
olve $200,000, and covering 10
years, with an option providing for
20 more, Warner Bros. have extended
their control of the Winter Garden,
N. Y. A grind policy, at popular
prices, will be inaugurated. Warner
Bros. get their fourth popular priced
(Continued on Page 3)

Sills, Back After Illness,
Gets Role in Fox Picture

WEST COAST BUREAU, THE FILM DAILY

Hollywood—Milton Sills will mark
his return to pictures following a
long illness by playing a featured
role in Fox's "A Very Practical
Joke." Berthold Viertel will direct
from George Manker Watters' adap-
tion of the Ben Ames Williams story.

M. P. T. O. A. and Allied States
Heads Give Opinions on Decree

No Fireproof Screen Edict
for Syracuse Theaters

Syracuse—There has been no or-
der, nor will there be one, compell-
ing local exhibitors to equip their
theaters with fireproof screens.

Charles Wilkes, inspector of Public
(Continued on Page 3)

Proposes New Refinancing Plan That Calls for
Quitting of Majority of Directors

A refinancing plan for the Fox
of at least a majority of the directors
formation of a new voting trustship,
was proposed yesterday by Samuel
Untermeyer, attorney, for Fox, before
companies, calling for the resigna-
ion of Fox Film and Fox Theaters and the
pled of the Twenty-First Century
K. S. T. Corp.

Nearer Solution

Lawyers representing both
sides in the Fox receivership
contender for yesterday's
hearing and closed conference
before Judge Coleman, were of
the opinion that the situation
near solution than at any
time since action was started.

The handling of the case by
Samuel Untermeyer, Fox attor-
ney, as well as helpful co-opera-
tion from Judge Coleman and
more liberal attitude by the
petitioning side, were ascribed
as the main factors in giving
the case a more hopeful out-
look.

ALL FOX TRANSACTIONS
SUBMITTED TO COURT

A 40-page affidavit from William
Fox, outlining all transactions made
by him in connection with his mo-
tion picture interests, was submitted
yesterday in U. S. District Court by
Samuel Untermeyer, Fox attorney, to
Judge Coleman for the latter's
perusal in connection with the re-
ceivership action now pending.

END OF SILENT ERA IN
RUSSIA SEEN FAR OFF

Despite the coming of sound there
will be no decline in silent picture
production in Russia for some time
to come, according to Leon I. Monos-
, president of the Ankino Corp.,
who recently returned from a Rus-
sian trip.

"In Soviet Russia," he reports, "the
Russian engineers have worked out
(Continued on Page 2)

Barrymore to Remake
"Sea Beast" as Talker

WEST COAST BUREAU, THE FILM DAILY

Hollywood—"The Sea Beast" will
be remade by Warner Bros. as a talk-
ing picture with John Barrymore in
(Continued on Page 4)

Straw Vote "Out"

Columbia, Mo.—Deciding of a
Sunday shows controversy
through a straw vote is "out" as far as this city is concerned.
Circuit Judge Collom, on appli-
cation of the Columbia The-
aters Corp., has issued a per-
manent injunction restraining
the City Council from such an
action.
The National Board of Review  
—looks over the situation  
(Continued from Page 1)

Lumina University Law School: "Restrictive legislation under no conditions should relate to thought."

John M. Casey, Licensing officer of Boston: "If there is censorship it will be because the dollar is placed higher than artistry and beauty by the producer."

Dr. Harry E. Bernard, director of White House Conference on Child Health and Protection: "We see pictures and read books for entertainment but much of our education is derived therefrom."

Ex-Governor Nellie Ross of Wyoming: "Movie Pictures are like a brilliant shaft of light in cheering the lives of men, women and children all over the world."

Harry Warner: "Picture making depends on public opinion. It is just as easy to make pictures that people like as those they don't. Their collective taste must be catered to."

Fanny Hurst, noted writer: "Tallking pictures do not seem destined to rise higher in their artistic possibilities than the silent movie and will not until there comes into being a new race of authors with a technique specially fitted them to write for the screen."

Mayor John T. Aslop of Jacksonville was speaking on the climate of Florida when we made our departure from the intellectual East side and started back to our own Times Square.

Youth Gets 3-Day Term for "Fire" Cry at Show

Westmont, N. J.—Raising the cry of "Fire!" as a joke during a performance at the motion picture theater here brought Roy Conwell, 21, to a 3-day term in the Camden County Jail. The boy nearly caused a panic among the audience.

French Juvenile Arrives

Andre Lugeut, French juvenile star, arrived in New York yesterday and left for Hollywood in the evening. His first appearance will be in a French version of "The Unholy Night" to be produced by M-G-M.

Camp Gets World Wide Post

Jack Camp has been appointed special feature manager of Sono Art-World Wide for Milwaukee territory.

Realtor, Baltimore, Sold Balcony

Sacks Brothers have turned over their interest in the Realtar, a residential house here, to Sacks Brothers. The theater has been equipped with RCA Photophone at a cost of $3,000.

Tiffany Moves In Washington

Washington Bureau of THE FILM DAILY

Washington—Tiffany offices in this city have been moved from the fourth to the eighth floor of the Mather Building.

END OF SILENT ERA IN RUSSIA SEEN FAR OFF

(Continued from Page 1)

and are applying their own inventions for sound recording and reproducing. Because of the tremendous progress that they are making in the sound and talking motion pictures, and the technical achievements of production of sound apparatus in the United States, we can see that the motion picture industry in Soviet Russia are very much interested in the development and success of the sound films in the United States.

THE FILM DAILY

Tuesday, January 28, 1930

The Industry's Date Book


Jan. 30 Regular meeting of the AMPA, at the Commodore, N. Y. Opening of "Sons of the Gods," at the Warner, N. Y.

Jan. 31 Opening of "Little Johnny Jones" at the Strand, N. Y.

Feb. 1 Premiere at Cinema Show of M. F. Guild at Los Angeles.

Mar. 5 First Day of Lent.

Mar. 20 Announcement of Marykend M.P. T.O. officers at Baltimore.

Apr. 6-7 Spring convention of Tri-State M. P. T.O. at Memphis.

June 2-7 International Cinema Congress at Brussels.

English Actress Arriving

Miss Gillian Sande, English actress, arrives in New York from London tomorrow. She will take her way to Hollywood to play the feminine lead in Will Rogers' next film, "So This Is London," for Fox.

Spanish Version Opens

West Coast Bureau, THE FILM DAILY

Los Angeles—"Sombras de Gloria," Spanish version of "Blaze O' Glory," Eddie Dowling's picture with Sono Art-World Wide is distributing, opened at the Criterion Saturday night. 6920, producer, entered as master of ceremonies. The picture will have its New York premiere Feb. 15 at the 55th St. Playhouse.

Weiss Leaves Lowel's for Publix

Buffalo, N. Y.—Harry Weiss has resigned as manager of Loew's State to become city manager for Publix in Tampa, Fla. Victor Frank, assistant manager, is taking over Weiss' former duties until a manager is appointed.

Kent Returns Feb. 4

Sidney R. Kent is due in New York Feb. 4 on return from Acapulco after a trip of about two months.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts

1600 Broadway, New York City  
Phone Penn. 3580
Camera Plays Hero
Buenos Aires—A motion picture camera in the hands of a cool-headed Spaniard averted possible loss of life when the German steamship "S.S. Tierra del Fuego" went down off the Tierra del Fuego coast. As the panicstricken passengers rushed for the boats, this young Spaniard, who had brought along a small camera and began to film the scene. This action calmed the passengers, permitting the filling of the boats to proceed orderly.

No Fireproof Screen Edict for Syracuse Theaters
(Continued from Page 1)

Assemblies here said yesterday. Although such an order had been considered, recent investigations in various sections of the state, have convinced Wilkes that the issue was unnecessary, pointing out that few fires have been known to start in those sections in a screen and that screens now in use are of slow burning material. Thelarger houses, he claimed, had asbesstiss between the screen and the audience for use in event of fire, or backfiring. To force the installation of new screens at the present time would undermine the business on smaller exhibitors already facing heavy cost of sound, Wilkes said.

Receiveership Asked for De Forest Radio
Patonson, N. J. — An order, returnable Feb. 4, has been issued against the De Forest Radio Corp. of Jersey City, requiring the company to show cause here on that date before Vice-Chancellor Vivian M. Lewis as to why a receiver should not be appointed on the petition of H. C. von Korf, stockholder. Von Korf charges that the company has operated under a new projection system, which he alleges irregularity in an exchange of 345,680 shares of De Forest stock for 604,940 shares of the Jenkins Television Corp.

R. F. Woodhull, vice-president of General Talking Pictures, yesterday pointed out that the suit is "solely against DeForest Radio Co. and has nothing whatever to do with talking picture equipment."

3,000 Ask for New House
Rigwood, N. J.—Over 3,000 petitions have been signed asking for a new theater here. Warnings have been issued under which a new project is likely, but when submitted recently were rejected for revisions. The new plans will probably come before the February meeting of the Rigwood Board of Adjustment.

Gets Council Bluffs Post
Council Bluffs, Iowa—Robert Fulton has taken over the management of the Broadway as successor to J. N. Krier. He was formerly with the Princess, Sioux City.

United States

Omaha—Several changes in the personnel of its local theaters have been announced by the Nebraska Theaters Corp. H. F. Scherry has transferred from the Uptown and Avenue theaters to the management of the Circle. He has been succeeded at the Avenue by Edward Mouhan and at the Uptown by John Rozmajzl. Lou H. Kahn has been placed in charge of the Maryland.

Aberdeen, Wash.—Work will get underway soon on the new theater planned by D. Conant on W. St. here. The structure, which will seat about 1,200 and will cost more than $100,000, is expected to be completed by April 1.

Milwaukee—Harry Wren, formerly assistant manager of Universal's Alliance here has been named manager of R-K-O's Palace-Orpheum in this city. He succeeds Harry Billings, who will manage R-K-O's Riverside.

Cleveland—Jack Conant, formerly with Universal, is now representative in Northern Ohio for the Fowler Schwartz booth, and will handle the 14 one-reel vaudeville "Varieties" being released at the rate of two a week.

Marion, Ohio—R. W. Waterman has been transferred from the Marion to manage the Indian, Bedford, Ind.

Sioux Falls, S. D.—Bryan Griffiths has resigned as publicity manager for Publix in South Dakota to become advertising manager of two R-K-O houses in South Bend, Ind.

Cheslea, Mass.—Herman Claman has assumed the management of the Savoy here. He has succeeded by Edward Goldreyer.

Mangum, Okla.—Sunday shows have won out in a public election here, with a vote of 640 to 496.

Rockford, Ill.—Harry Ellis has been appointed to succeed Louis St. Pierre as manager of the Northside here. Pierre was recently promoted by Publix to Northern Indiana manager.

Washington—Margaret Mae Whalley, formerly cashier of the M-G-M Exchange here, has been added to the staff of the Fox branch in this city.

Lansing, Mich.—Peace has been declared between the management of the Proctor Auditorium and the local motion picture operators' union.


Hudson, Mass.—Netoco Corp. intends to spend approximately $50,000 for remodeling the Elm and Marlborough, James T. McManus, district manager states. Installation of sound equipment is included in the alterations.

Kansas City, Mo.—Under a lease just closed for the immediately takes over operation of the four Grubel Bros. houses here.

Sanger, Cal.—The new $30,000 theater built here by William T. Gustine has opened. The house has been equipped with West Electric apparatus and has a seating capacity of 700.

New York

Lester Morrison is now managing the Park West during the absence of Morris Needles, who is away ill.

Eddie Schnitzer, Fox Long Island manager, is taking a brief respite in Florida. He will be back at his desk next week.

Irving Sher, former Fox manager, is manager at the Halsey, Brooklyn.

Aaron Schusterman has abandoned plans for the remodeling of one of his Jersey houses. Aaron recently visited Atlantic City, where he got over a chest cold.

William "Bill" Scully, New Jersey manager for M-G-H, is not only the beau brummel among local branch managers, but is the tallest one as well. Take a bow, Bill.

Eugene Elmore, formerly operator of the Rose, W. 102 St., is now managing the Subway, Brooklyn, for the owners.

Buffalo—Seneca, the latest addition to the Shea chain and said to be the largest community theater in New York State, has been opened here.

Elmira—G. B. Odlum has been transferred from the Capitol here to the theater of the same name in Wheeling, W. Va.

Foreign

Budapest—Thirty Hungarian picture houses are to get Klangbaum sound equipment.

Paris—Artistes Reunis has signed his first contract with the French airman, for a role in "The King of the Gnomes." Mme. Marie-Louise Irbe will direct.

S.M.P.E. BODY DISCUSSES WIDE FILM STANDARDS
(Continued from Page 1)

lee will be submitted to the S.M.P.E. for adoption at its Spring meeting which, it is expected, will be held in Washington late in April or early in May. In an effort to get closer to a decision, sub-committees will be appointed by Hardy to work out various problems. Widths under discussion are 65 mm. and 70 mm. Both Paramount and RCA are using the former width while Fox, with Grandeur, has adopted the latter.

WARNERS GET LONG TERM LEASE ON WINTER GARDEN
(Continued from Page 1)

house on Broadway under this deal, arranged by Harry L. Charnas, manager of the Warner Bros. Metropolitan Theaters. It is planned to build a second entrance and box-office on the 7th Ave. side of the theater. It is expected that about $250,000 will be expended in re-seating and redecorating the house.

P. D. C. is Starting New Production Program
London—Producers Dist. Co., Ltd., this week starts work on a production program which will be available for distribution in America by Pathé. Stephen Fitzgibbon, formerly connected with Pathé Sound Studios in New York, is identified with the work here. A series of revues are planned. Two pictures will be made by Andre Chatot and two by Gordon Bostock. The first film on the schedule is 'Eve's Fall,' featuring John Stuart. Production is at British International studios at Elstree, which is equipped with RCA Photophone.

American Sound Adds Lewis
American Sound Recording Corp. has added to its staff Clinton Lewis, former Times Square manager of Photomaton, as script and lyric writer. He is known to radio fans as Lou Gardner.

New Troy House Opens
Troy, N. Y.—The new Astor, owned by Oscar and Morris Hordonwich, has opened here with a seating capacity of 500. Western Electric apparatus has been installed.

Reopens as Publix Unit
Sumpter, S. C.—The Rex has been reopened as a Publix house after considerable alteration, including the installation of sound equipment.

Charlottesville House Wired
Charlottesville, Va.—The Jefferson-Lafayette Theaters, Inc., have wired the Lafayette in this city.
Short Shots from New York Studios

Tuesday, January 28, 1930

By HARRY N. BLAIR

BERT CANN has been signed as first cameraman by Colorcraft Corp., Cann, who has been making a study of color photography was formerly connected with Thomas H. Ince and other prominent producers, arrived in Europe, where he received his training.

Louis Brook, who claims to be the only producer of original slapstick talking comedies in the east, has decided to make a series of four what he terms "semi-slap" following the enthusiastic reception given "Hot Bridge," his latest picture.

That almost human police dog, "Lobo," who is a feature of Horace Heidt's California program, has just completed a barkie at the Warner Vitaphone studio, under the direction of Murray Roth. Experts at the University of California declared, 'tis said, after an examination that the dog actually understands words and that his tricks are not governed by voice inflections.

Robert Pressnell and J. W. McConaughey, of Paramount's writing staff, have been assigned to the screen version of Maurice Chevalier's next picture, the latest version of which is "Too Much Luck."

One of the greatest air enthusiasts among the movie crowd here is Ray Corine, Paramount short subjects director, who has just been appointed a flying instructor by the Sunset Flying Club, on Long Island, of which Jimmy Brutsch is president.

Betty and Jerry Browne, who originated the John Held, Jr., characters, have just completed a Vitaphone Variety entitled, "Let's Elope," under the direction of Edmund Joseph.

Barrymore to Remake "Sea Beast" as Talker

(Continued from Page 1)

The same role he played in the silent version. The film will be released on the 1930-1931 program under the title of the book from which it was adapted, "Mary Dick." Lloyd Bacon will direct, with either Marian Nixon or Joan Bennett playing opposite.

Coast Theater Sold

Montrose, Cal.—Building the Dreamland theater has been sold by Mrs. Mary Reed to Webber Bros.

Warner House Improved

Everett, Mass. — Warner Bros. have remodeled the Mark Capitol at a cost of $80,000. The theater has been equipped with a Dayton magazine nacpsic screen.

William Fox Offers to Resign from All Fox Companies

(Continued from Page 1)

Howell of the Commercial National Bank, and Bernard Baruch have agreed to act as trustees under the new plan, the Fox letter stated, and the trustees would elect a new board including William Fox, Jack G. Leo, Winfield Sheehan, Bernard Baruch or Bernard Baruch, Jr., Louis Abrons and another member to be chosen by the trustees.

In order to go ahead with the new arrangement, the letter further stated, it would be necessary for J. E. Otterson and Halsey, Stuart & Co., to deposit with the Bankers Trust Co., $100,000 to the credit of the Fox group. Undermyer stressed the fact that the new plan would not constitute a reorganization of the Fox companies, but would be aimed at representing the petitioners, and after a closed conference between Judge Cole, Undermyer, who is counsel for the Fox trusts, and Robert T. Swain, representing the three banking houses, Issidor J. Kresel, attorney for Susie D. Kuser, and others, the hearing was continued to 3 o'clock today to give the petitioning side time to consider the suggested plan.

In his letter offering "to procure the resignations of at least a majority of the present officers of Fox Film and Fox Theaters," Fox also stated that, "in the event the formation of the new trusteeship is not satisfactory to the court, the resignations deposited may be delivered to the parties who signed them."

The letter also stated that "the vote to trust agreement will provide that the trustees will re-elect the same board that is now to be put into office, upon the resignation of the present directors of one year or until a new setup has been arranged under the filing plan."

Lightman and Myers Comment on Judge Thacher Decree

(Continued from Page 1)

court's decision, that exhibitors can be bound by any such agreements or negotiations (referring to a standard exhibition contract) unless practically every exhibitor in the United States were personally represented—negotiate such contract and rules for arbitration and to be bound by such agreement," said Lightman.

"The decree conforms to settled principles of law and affords a definite guide for the industry in working out a new plan that will be legally unobjectionable and can commend the support of all branches," declared Myers.

Following is the Lightman comment:

"I have carefully read both Judge Thacher's decision and decree, and while the court says that distributors have a right to enter into negotiations with exhibitors with reference to a form of standard exhibition contract and with reference to provisions for the admission of directors, the court also indicates that only those distributors and exhibitors so negotiating would be bound by any such agreement."

"In other words, as I interpret the court's decision, if all distributors entered into such negotiations through their representatives they could be bound by terms of the contracts without their consent, and if all exhibitors so negotiating would be bound by any such agreement."

"I do not think that the present exhibitor organizations or committees, could bind a great majority of exhibitors and cooperations engaged in the exhibition business. A great number of the theater owners in the United States are not members of any national exhibitor organization. It would seem that the distributors are in a position to go ahead with such negotiations, but exhibitors are not; and unless some feasible plan can be devised whereby a great majority of the exhibitors in the country can likewise be bound by such agreements, and in such negotiations, I cannot see what can be accomplished by continuing the conferences."

"However, if such a plan can be suggested by anyone, Mr. Kent on his return, the group from the M. P. T. O. A. is, of course, prepared to give a hearing and accomplishing anything that will prove to be constructive and helpful."

"Judge Thacher's decision does one thing—it is conclusive. Its intent and purpose leaves no halfway ground. Perhaps, after all, the arbitrators in the court, have been to some people in this business who seem to prefer having the courts settle their differences, and to conclusion is that they will certainly have this opportunity. My personal observation is that it might prove a 'noble experiment' to return, for the time being, to the old method of doing business."

Myers Comment

Following is the comment from Myers:

"It is with some satisfaction that we note the completeness with which the decree clears the way for a system of arbitration such as proposed by the Allied States Association at the 5-5 conference."

"There would seem to be no reason why the distributors should further delay calling the conference again into session, to the end that the industry, conforming to the principles laid down by the court, may quickly resolve all remaining differences."

"We are the honest and the exhibitors take a narrow view of the decree and get the notion that law can eliminate the old system by setting 'individually'-a presumption that will never be indulged so long as they are so tight."

"I am not an optimist and I am a pessimist and believe that all elements are tired of the existent chaos and are anxious to get on the basis of some form of the old order and this new solution is rather than beyond the court."

3 New Releases Listed by Talking Picture Epics

Three new productions have been added to the list of pictures to be released by Talking Picture Epics.

Charley McClary's story of the discovery of American mummies in the Arctic, Captain Jack Robertson's adventures in the Yukon and Dr. C. Ernest Caddle's account of the discovery of the birthplace of the human race in the Kallhari desert. Working titles are: "Akukan Islands," "The Wild-Ute," and "Wild Men Of Kallhari." Several novelty short subjects also will be released shortly.

Claudette Colbert Signs Contract at Paramount

A contract releasing her from all stage obligations and under which she will appear in talkers for Paramount was signed yesterday by Claudette Colbert. The agreement runs for several years.

Comer Succeeds Jossey as Warner Omaga Mgr.

Omaha—Mike Comer, former assistant manager, has succeeded J. S. Jossey as manager of the local Warner exchange. Jossey has resigned and no successor for Comer has been appointed as yet.

Blossburg Victoria Installs Sound

Blossburg, Pa. — Arrangements have been completed by the Blossburg Amuse, Co. to install sound at the Victoria. A. Norquist assumes management of the house when the equipment is installed.

Hiawatha Reopens With Sound

Davenport, Iowa—The Hiawatha, which has been closed for several weeks to permit installation of sound, has reopened. De Forest apparatus was installed. A. J. Hamilton is manager.

Farmington Theater Destroyed

Farmington, Minn.—Fire destroyed the only theater here causing a loss of $12,000.

No. Canaan House Goes Sound

No. Canaan, Conn.—Photo-tone has been installed at the Millerton.

Gerts New Sound Equipment

Omaha, Neb.—Gem has received new sound equipment and its seating capacity has increased to 500.

Maine House Modernized

Bangor, Me.—The Park has been modernized by Publix.

Sound for Bisbee, Ariz.

Bisbee, Ariz.—The Fox Lyric has been equipped for talking pictures.

Placerville Grants Permit

Placerville, Cal. — City Trustees have granted R. W. Browne a permit to build a theater here.
Just As You Are Now Reading The Film Daily So Are Thousands of Others ☆ You’ll Find It on the Desk of Practically Every Executive In the Industry ☆ Every Morning of the Year ☆ Advertising in The Film Daily Is Result-Pulling Because It Goes Directly To 90 Per Cent of the Buying Power of the Industry ☆ A Test Will Tell ☆
Timely Topics
A Digest of Current Opinion

Talkers Will Bring Opera
To the People at Large

THE day, not far distant, when grand opera comes to the people is foreshadowed by Metro-Goldwyn-Mayer, which has signed Lawrence Tibbett, of the Metropolitan, for its singing, dialogue and Technicolor pictures.

Opera is not opera without stage, scenery, costumes, lighting. Great as the influence of radio has been in bringing it to remote listeners, the complete illusion can never be created except on the screen.

Every little corner movie theater is a potential opera house.

Through the medium of the singles, Americans may in time learn to appreciate music as keenly as Germans and Italians do now.

"New York Evening Journal"

Talkers Must Avoid Ruts
To Assure Permanency

WHERE talks are to get as academic a question as where movies themselves will get to. It is the same question, after all, unless you choose to insist that the silent screen is fundamentally a different thing from the audible screen. A contention which one would have a hard time proving. Personally I believe that, depending on the perfection of mechanical apparatus, talks will go as far as a cash-paying public will encourage them to go. This same cash-paying public seems to be more articulate in its reactions to sound than it used to be to silent pictures. Audiences are known, frequently, to talk back to talks, in the form of shouts and laughter and even ribald comment. Sappy love scenes do not go so well nowadays, when the full sappiness of them emerges in utter words.

James Shelley Hamilton in "National Board of Review Magazine"

ALONG THE RIALTO

with

Phil M. Daly, Jr.

ONE of the non-English-speaking stars to survive the talkers arrives in New York this week. He’s Rin-Tin-Tin, who is set to parade in vaudeville and then go abroad for a tour. With him, naturally enough, is Lee Duncan, his owner, who incidentally is writing a book about Rinty’s discovery and career. Lily Damita, who burns ‘em up in the celluloid, will try it over the ether Thursday night when she sings “It’s You I Love,” from Station WEA. The song’s from her current stage vehicle, “Sou’W Gunnas.”

The Hollywood-to-vaudeville migration continues with Ricardo Cortez, John Bowers and Marguerite De La Motte among those to shake incandescent for footlights. Three important executives of M. Witmark & Sons are all under 27 years of age. They are: Lewis Warner, 21, son of Harry Warner; Edwin Morris, 22, son of Sam E. Morris, and Julius Witmark, Jr., 26.

George Batchelor, president of Chesterfield, is en route to the Coast where he will produce his next all-talker, “Ladies in Love,” which Charlie Bean will prepare, RKO, through the company’s house organ, is playing up the holiday month, February, which has Lincoln’s, St. Valentine’s, and Washington’s birthdays set down for special occasions.

Major L. E. Thompson is preparing a series of articles on “Sound” for “Voice of R-K-O.” The first is scheduled to appear in the March issue of the publication. Bert Lytell when in Hollywood, will not make his first all-talker, see the Columbia space grabber, Hort Schorr. She gently reminds us of “The Lone Wolf’s Daughter” and in it Bert did his talking first, for pitchers.

Tested exploitation stunts are listed in the 1930 FILM DAILY YEAR BOOK—Out soon.

AND THAT’S THAT

by Phil M. Daly

THE ONTARIO board of censors has made its annual report, and shows about 60 films rejected and over 600 subject to minor changes. One of the reasons given for censorship was “too much Americanism.”

That’s a laugh. With all those American tourists journeying through Canada and spending heavy jack, has anyone heard the hotel proprietors and the storekeepers complaining: “Too much Americanism?” What is that old wheeze about biting the hand that feeds you?

Scotty (to his gal): “Are you fond of moving pictures, Jennie?”

Jennie: “Ay, Sandy.”

Scotty: “Then give me a hand and move in sue to my new lodgings.”

New House Manager: (to gent hanging round theater lobby for an hour): “Come, my man. Can’t you buy a ticket? Whatja want around here?”

Stranger: “Guess I want a new house manager. I’m the owner.”

Gus: “Darling, in the movie theater your teeth shine in the darkness like pearls.”

Gertie: “Oh, yeah? And when were you in the movies with Pearl?”

Friend, to independent theater owner: “Cheer up, old man. Things aren’t as bad as they seem to be.”

Theater owner: “No, but they seem to be.”

TEN YEARS AGO TO-DAY

IN

Filmdaily

Nat C. Olds joins Goldwyn as publicity chief.

Capitol, N. Y., to change to weekly stand beginning Feb. 1.

Sydney Olcott signed to direct for Goldwyn productions.

United Exhibitors Ass’n of New York is formed with capital of $25,000.
Song Writers Will Get $1,000,000 for 4 Songs

Contracts involving $1,000,000 under the terms of which De Sylva, Brown & Henderson will write two songs each for United Artists and Fox, are understood to have been signed.

Garbo to Start "Romance" Soon

Greta Garbo will begin work in the next week or so on "Romance," M-G-M's talker version of the Doris Keane stage vehicle. Clarence Brown will direct. After this production is completed, Miss Garbo will do a German version of "Anna Christie," also directed by Brown.

Added to "Sin Flood" Cast

Anders Randall, William Orlimond, Ivan Simpson and Louis King have been added to the cast of "Sin Flood," which Frank Lloyd will direct for First National with Douglas Fairbanks Jr. in the leading role.

Armstrong and Gleason Traded

Robert Armstrong and James Gleason have been cast for roles in "Dumbbells in Ermine," which John Adolfi now is directing for Warners. Both played in the stage play, "Is That So?"

Fox Titled Changes

"Double Cross Roads" is the new title for "Yonder Grow the Daisies," Fox Movietone production adapted from William Lippman's novel. Paramount Buys "The General"

With the arrival of Ludwig Zilahy, Hungarian playwright, here, Paramount has purchased his stage play, "The General." Lothar Mendes, who will direct the picture version, accompanied the playwright from the east.

Two in "Oh Darling!"

Norman Peck and John Litel will appear in "Oh Darling!" a new Educatinal—Jack White talking comedy.

Bradley King Gets Assignment

Bradley King, now under contract to Fox, has been given her first assignment, which is the script and dialogue for "Road House," from the story by Philip Burn.

M-G-M Signs Arnold Korff

Arnold Korff, stage director and actor, has been signed to a long-term contract by M-G-M.

Hollywood Happenings

LON YOUNG PREPARING TWO TALKER FEATURES

Lon Young Productions are preparing two all-talkers which will go into work soon at the Tec-Art studios, Hollywood, Calif., with music. There will be a Spanish version with a special cast.

Norma Shearer Film Set

With the selection of Robert Z. Leonard as director and rounding out of the cast, Norma Shearer is ready to begin work in "The Divorcee," for M-G-M. Chester Morris will play the lead while Robert Montgomery, Zelda Sears, Florence Eldridge, Tyler Brooke, Mary Doran, Helen Johnson and George Irving are in the supporting cast.

Schayer Signs New Contract

Richard Schayer, who did the scenario for "Trader Horn" and other M-G-M pictures now in production, has signed a new long-term contract with this company.

WYLER GETS ASSIGNMENT

William Wyler will direct "The Storm," for Universal while his brother, Robert, will be production manager of the unit. The picture formerly was presented in silent version but now is being made into a dialogue version.

Emma Dunn With Gary Cooper

Emma Dunn has been signed by Paramount for an important role in "The Texan," companion picture to "The Virginian." Gary Cooper will be starred.

Two to Direct "Good News"

Edgar McGregor and Nick Grinde will co-direct "Good News" for M-G-M.

Second for Eddie Lambert

Eddie Lambert, recruited from vaudeville for a group of educational talking comedies, will appear in "The Big Jewel Case," as his second release.

Harold in "Officer O'Brien"


Hal Evarts To Write for Fox

Hal Evarts has been signed by Fox to write the story for "The Oregon Trail," which Raoul Walsh is to direct.

Reeve Contract Renewed by "U"

Contract of Winifred Eaton Reeve, scenarist, has been renewed by Universal.

A Little from "Lots"

By RALPH WILK

DR. HUGO RIESENFELD is still receiving birthday cards congratulating him on his recent anniversary.

Indications are that "the woman will not get in the last word" in "I'm a Bum," starring Reginald Denny. In his current vehicle, Denny talks to the heroine continously for five minutes and fifty seconds without permitting her to reply once.

Our Passing Show: Dave Epstein, Ivan St. John and Jimmy Ashcraft among the publicity men at "The Rogue Song" premiere; Bill Goetz on the way to his dentist; Geoffrey Shurlock hurrying at Paramount.

Producers are showing much interest in Edwin Justus Mayer's play, "Children of the Darkness," which is being presented on Broadway. It is expected that a deal for the picture rights will be consummated soon, Mayer who is with Metro-Goldwyn-Mayer, also wrote "The Firebrand."

Pathe Signs George O'Neill

George O'Neill, writer, has been placed under contract by Pathe. He is now on his way here.

Rever Loaned to F. N.

Columbia has loaned Dorothy Rever to First National for the leading feminine role in "The Sin Flood."

"Chatterbox" for Bebe Daniels

Screen and dialogue rights to "The Chatterbox," one time popular stage vehicle for Fay Bainter, have been acquired by KKO for Bebe Daniels, it is announced by William Le Baron.

Maudie Fulton Signed

Maudie Fulton, stage and screen actress and authoress, has joined the Paramount writing staff. She will adapt the next vehicle for Clara Bow, as yet untitled.

Barrymore in "Oliver Twist"

Lionel Barrymore will play the role of Fagin in addition to directing "Oliver Twist," for M-G-M. Ruth Chatterton will have the role of Nancy Sikes.

New "Color Symphonies" Series

A new series of "Color Symphonies" is being directed for Tiffany by Aubrey Scott.

Coast Wire Service

No Chaplin Talker

West Coast Box THE FILM DAILY

Los Angeles—Despite several rumors in circulation that Charlie Chaplin plans to do a talker, the comedian denies that he has such intentions.

Work Starts at Burbank on F. N. Music Building

Work has started at Burbank on the $250,000 building which will house the musical activities of First National. The latest plans make provisions for a library of more than 200,000 manuscripts, which, it is said, will be the most complete collection of its kind in the picture industry. The new department will be in charge of Robert Crossfords, president of De-Sylva, Brown and Dyer. Euno Rapee serving as director-in-chief.

Fox Borrows Toomey

Regis Toomey has been borrowed by Fox from Paramount for a featured role in "In Love With Love," to be directed by Hamilton MacFadden. Others already signed are Joan Bennett, Kenneth McKenna, Sharon Lynn and Lumdiner Hare.

Pathe Signs Riggs

Pathe has added to its roster of writers Lynn Riggs, playwright, who has written "Knives from Syria," "Sump'n Like Wings," and "Big Lake." The playwright, who will write original script plays for the company, is now on his way here where he will assume his new duties.

Seiter Directs Griffith Again

William Seiter, who has directed Corinne Griffith in her last three pictures for First National, will again direct the star in her next, "The Lost Lady." The star plans to leave for Europe on a short vacation upon completion of this picture.

"U" Assigns Collins

Universal has assigned Lew Collins, who directed "The Devil's Fit," to direct Mary Nolan in her next picture, "Carnival." The play by William R. Doyle is being adapted to the screen by Winifred Reeve with continuity by Matt Taylor.

Add to Novarro Picture

Dorothy Jordan, Renee Adoree, Ernest Torrence and Marie Dressler have been cast by M-G-M to play important roles in Ramon Novarro's latest, "The Singer of Seville." Charles Brabin is directing.

Garrett Gets Warner Contract

Oliver H. P. Garrett has been added to the Warner scenario staff.

Fox Borrows Joan Bennett

Fox has borrowed Joan Bennett from U. A. for the feminine lead in "In Love With You." Hamilton MacFadden will direct.

First Radio Romance Film

A radio romance will be made by Fox under the title of "Alone With You." Whispering Jack Smith will be starred.
only one could return to the world of men—the other must die with his ship and his secret—

**Which was it to be?**

Thrill after thrill will hold you spellbound in the Movietone melodrama of submarine service

"MEN without WOMEN"

with Kenneth MacKenna

Farrell Macdonald Stuart Erwin Paul Page
Frank Albertson Warren Hvmer Walter McGrail

Presented by William Fox

Another great contribution to the talking screen by the Gold Medal winner director, John Ford

Story by John Ford and James K. McGuinness
Screen play and dialog by Dudley Nichols

*Opens at the ROXY next Friday*
Releasing Single Reels at the Rate of Six Per Month

Columbia's program of releases of short subjects during the first half of 1930 consists of 38 single reel novelties. This includes productions from five different series including Talking Screen Snapshots, Krazy Kat Cartoons, Disney Silly Symphonies, Photocolor Sensations and Columbia Victor Gems. All of the subjects are either all-talking or synchronized. The latter is applicable to the two
(Continued on Page 8)

DAMNED TAX BILL CROPS UP IN VIRGINIA

Richmond, Va. — Upsetting local calculations, efforts are being made by Lucian H. Shroder of Amherst to have the Virginia Legislature pass a(Continued on Page 2)

KANSAS CITY EXHIBITOR DIES IN AIRPLANE CRASH

Kansas City, Mo. — William Flynn, pioneer exhibitor of this city, is dead, the victim of an airplane smash. He was killed Monday night when the(Continued on Page 8)

Money Available

From 45 to 50 million dollars is available, between Bank America-Blair & Co., Lehman & Co., and Dillon, Read & Co., to meet immediate obligations of the Fox corporations, according to a statement by Robert T. Swain, representing the three banking houses that are to be behind the new Fox financing plan.

VAN BEUREN TO MAKE SIX SOUND FEATURES

West Coast Bureau, THE FILM DAILY

Los Angeles—In addition to a series of sound short subjects, Van Beuren Corp. will produce six sound feature productions for 1930-31. Ame-
(Continued on Page 8)

4 WEEK SILVER JUBILEE TO HONOR COMERFORD

M. E. Comerford's 25th year in the exhibition business will be celebrated in the houses of the Comerford Theater chain starting Monday, Feb. 3. His silver jubilee, to last four weeks, will be observed in all the 70-odd the-
(Continued on Page 4)

Myers, Steffes and Richey to Talk at Chicago Confab

Chicago—With object of extending scope of the Illinois Independent Theater Owners, Inc. to embrace exhibitors throughout the state, a meeting is scheduled for this afternoon at the Hotel Stevens. Addresses will be made by Abram F. Myers, head of Allied States Ass'n, with which the new organization is to affiliate; W. A. Steffes and H. M. Richey, President Aaron Saperstein, in an-
(Continued on Page 8)
NEW COLOR SURFACE NOW USED BY DA-LITE SCREEN

(Continued from Page 1)

Co. of Chicago, is claimed to relieve eye strain and better adapted for the projection of color productions, recently has been developed by the company.

The company, which now has more than 4,400 sound screens installed in leading theaters of the country, has manufactured these screens since 1900 and recently rearranged its fac- tory facilities whereby it is in a position to produce 50 screens a day. Arrangements are under way whereby theaters equipped with Da-Lite screens may be installed on old screens. The new egg shell screen can be installed in 48 hours after placing of con- tract.

The screen recently was tested by the Electrical Testing Laboratories of New York, to determine its bright- ness characteristics and inflammability. The results of the test proved that its reflection factor was 0.77 and the screen did not ignite when either a lighted match or Bunsen burner flame was applied to it.

Pathe Making Spanish "Grand Parade" Version

Pathe will make a Spanish version of "The Grand Parade," which has its New York premiere Friday at the Colony. Lucio Villegas, former professor of Spanish at the University of California, has been engaged to write the adaptation and direct. He also prepared the Spanish versions of "Broadway" and "Rio Rito."

J. C. Graham Coming with Kent

J. C. Graham, managing director of Famous Players Film Service, Ltd., who has been nominated as president of the Kinematograph Renters' Society, of London, is accompanying Sidney R. Kent to the United States. Both are aboard the Aquitania due to arrive in New York Feb. 4.

Film Men Off to Havana

Harry M. Warner, president of Warners, and J. I. Schnitzer, have booked passage on the Cunard liner Caronia which leaves for Havana to- day.

ADMISSIONS TAX BILL CROPS UP IN VIRGINIA

(Continued from Page 1)

his bill providing for a theater admission tax. No such measure has been expected to crop up during the current session. Shraer will use the money derived from this tax for the benefit of public schools.

Two bits to impose an admission tax have been introduced in the Legislature during the past five years. There is nothing to indicate that the Shraer measure stands much of a chance of passage.

Oscar Straus Honored at Warner Luncheon

Oscar Straus, noted Viennese composer, was guest of honor at a luncheon given by Warner Bros. yesterday at the Ritz-Carlton. The event was just a day after the 25th anniversary of Straus as a composer. In recognition of the latter occasion, the Austrian government conferred upon Straus the Order of Merit, which corresponds to the French Legion of Honor.

In a short address, Straus expressed his gratitude to the Warners for bringing him here to write for Vitaphone productions which bring his works to audiences of millions in contrast to the comparatively small numbers reached by the stage. Harry M. Warner, in reply, said the signing of Straus was just another step in the fulfillment of the Warner promise to present the world's best talent through the Vitaphone.

The reception committee for the luncheon consisted of H. M. Warner, Gene Buck, John Philip Sousa, George Gershwin, Henry K. Hadley, Vincent Youmans, Max Dreyfus and Oley Speaks. Also present were: Mrs. Oscar Straus, Chief Warner, Herman Starr, S. "Harl" Shyer, A. P. Wannam and J. C. Rosehal.

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K. ELLIS
152 W. 42nd St. N. Y. C.

THE Film DAILY
Wednesday, January 29, 1930


JOHN W. ALICATE : : : Editor and Publisher

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The Industry's Date Book

Jan. 20 Regular meeting of the AMPA, at the Paramount, N. Y. Opening of "Borns of the Gods," at the Warner, N. Y.
Jan. 31 Opening of "Little Johnny Jones" at the Warners, N. Y.
Feb. 1 "Condemned," opens at Rivoli, N. Y., at popular prices.
Feb. 7 Paramount, Phip Club annual ball at the Astor, New York.
Feb. 19 Annual Benefit Show of Catholic M. P. Guild at Los Angeles.
Mar. 5 First Day of Lent.
Apr. 6-7 Spring convention of Tri-State M. P. T.O., at Memphis.
June 2-7 International Cinema Congress at Brussels.

Quigley on Loyola Council
Chicago-Martin J. Quigley, publisher and editor of "Exhibitors Herald-World," is a member of the administrative council of Loyola University. The council, which is composed entirely of laymen, Catholic and non-Catholic, was organized by the trustees at a dinner last night and will direct the business operations of the institution.

ANIMATED CLAY SUBJECTS
"Lincoln's Birthday," for Fitzpatrick's Pictures Inc. Producers of Short Novelties Subjects with sound.

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The Biggest $2 Picture Ever Made!

CATHERINE DALE OWEN
Stan L. LAUREL — Oliver HARDY
Directed by LIONEL BARRYMORE

Based on the operetta “Gypsy Love” by Franz Lehar, Dr. A. M. Willner, Robert Badasny, Story by Frances Marion and John Colton. Suggested by Wells Root. Music by Franz Lehar and Herbert Stothart. Lyrics by Clifford Grey.

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The ROGUE SONG

Standing them out at
ASTOR THEATRE, New York
CHINESE THEATRE, Los Angeles

METRO-GOLDWYN-MAYER’S
Triumph ENTIRELY in TECHNICOLOR
4 WEEK SILVER JUBILEE TO HONOR COMERFORD

(Continued from Page 1)

185 Seats—and Sound

Omaha—"The smallest talk-er house in the world" is the claim made by the Palace, at clearwater, seating 185. The Lyric, a 248-seater at Atkinson, is another small house on the wired list.

Government's 1929 Survey Requests Additional Data

Washington Bureau of THE FILM DAILY

Washington — In addition to the usual questions regarding days of operation, employment, wage and salary payments and costs of material, the annual Government survey of motion picture production for 1929, now being conducted, requests data on the number of negative films completed during the year, expenditures thereon and total cost of production for sound, dialogue and silent negatives for theatrical, educational or advertising purposes.

French Producers Support Ban on Educational Tax

Paris—French producers who recently met on the question of abolishing the custom tax on Educational films decided that they would do all in their power to support this plan of the League of Nations, limiting, however, any legislation of "educational film" to "scientific and instructive films." Consequently, films of national propaganda will not be included in this category.

Delac and Vandal Expand; to Make Bi-Lingual Films

Paris—In line with their expansion program Messrs. Delac and Vandal have opened new offices at 63 Ave. des Champs Elysees. The official title of the new company is Societe Generale de Cinematographic. Four large studios will be built by the company in Enival, where they will make English, French and German versions of "The Devil's Monde," and "La Ville Chantante," in Italian, German, French and English.

New Neb. Theater Corp.

Lincoln, Neb.—The Island Theater Corp, of Grand Island has filed incorporation papers with an authorized capital stock of $150,000. Incorporators are E. A. Leavit, John Knickehm Sr., and A. C. Menck.

Brewer Makes Announcements

London—W. A. Brewer, general manager of Showman Films, Ltd, has appointed Retram C. Grant, sales manager; Fred King South Coast representative and E. W. Agnew Home Counties representative.

Coronophone Approved

London—Coronophone sound equipment, which has been installed at the Cinema, Hendon, has met with approval from exhibitors who have demonstrated it. It is both film and "talkie" phone compatible.

Song-Writing Trio Sign Contracts for $1,000,000

(Continued from Page 1)

fulfill contracts involving $1,000,000, with United Artists and Fox. He is understood. They will prepare scores and stories for two pictures each company.

110 in Brit. Chain

London—Associated British Cinemas now has 110 houses in its chain, according to John Maxwell, the German of British International Pictures, in a statement sent to stockholders. The Associated British is a subsidiary of British International, which produced 20 features during the past year. Of this total 12 were talkers, says the statement. British International's product is released in America through Sono Art-Wide World.

Hollywood Happenings

Coast Wire Service

Carl Laemmle's Niece to Play in "King of Jazz"

Carla Laemmle, niece of Carl Laemmle, will do a dance number in the Paul Whiteman revue, "King of Jazz." Before adopting the stage name of Carl in compliment to her uncle, she appeared in several pictures as Beth Laemmle.

Added to Colman Cast

Cast of "Raffles," Ronald Colman's new vehicle for Samuel Goldwyn, will include Kay Francis, Fred Kerr, Alison Skipworth, David Torrence, Frances Dade and Wilson Bengt. Harry d'Arrast will direct.

"Lights Out" as RKO Talker

Dialogue rights to "Lights Out," stage play of several years ago, have been acquired by RKO, which already owned the screen rights, and the picture will be made as a talker this year.

Hamilton Finishes Another

Lloyd Hamilton has finished his latest educational talking comedy, "Polished Ivory," written and directed by Alf Goulding.

Wheeler, Woolsey for RKO Film

Bert Wheeler and Robert Woolsey soon will start rehearsals for Radio's "Beau Brummel," which Paul Sloane will direct. Guy Bolton, Bert Kalmar and Harry Ruby are authors and composers of the picture.

Two for "Big Jewel Case"

"The Big Jewel Case" will feature Fred Kelsey, and Anita Garvin. "Theo Lambeth is making the film for Educational-Mermaid Comedies.

Preparing "Votes for Men"

Al Dubin, staff writer, and Sterling Sherrin, free lance, are putting the final touches on the book, word and music of a musical farce, tentatively titled "Votes for Men," due for early production by Warner Bros. either here or in New York.

Sharon Lynn for Fox Film

Sharon Lynn has been added to the cast of "In Love With Love," which Kenneth MacKenna and Hamilton MacFadden will direct for Fox.

Warnor Oland Returns

After a short vacation in the East, Warnor Oland, has returned to the Paramount studios here.

Enright for "Sweet Mamma"

Ray Enright has been selected to direct Alice White's latest First National production, "Sweet Mamma."

A Little from "Lots"

By RALPH WILK

BRADLEY KING, well known scenarist, is now houseed on the Fox lot, where he is writing the story, adaptation and dialogue for "Road to Paramount." He is borrowing from First National for the picture, but will in all probability do another before she will be allowed to return. He recently completed "The Sin Flood" which Frank Lloyd is now directing.

Lothar Mendes, fully rested, has returned from a vacation spent in New York. While in Knickerbocker town, he found time to visit the Cosmopolitan studio, where he di rected several pictures before coming to California.

Oliver Garver, one of Hollywood's best known publicity men, has joined Arch Reeve's staff at Paramount. He has been with Harry "Ham" Beal and Pathe.

George O'Brien is in upper Oregon, where he is location in "The Girl Who Wasn't Wanted," which A. E. Eriksson is directing. George is specializing in outdoor roles, his latest vehicles being "The Lone Star Ranger" and "Salute."

Beery for "The Big House"

Wallace Beery has been selected for the leading role in M-G-M's "The Big House," which will be written and directed by George Hill. It is an original by Francis Marion.

Joan Bennett for Fox Film

Joan Bennett has been borrowed by Fox from United Artists to appear in "In Love With Love," which Hamilton MacFadden will direct as a talker. The story is an adaptation of Vincent Lawrence's stage play.

Maynard Set for "U" Film

Ken Maynard is preparing to start work on "Songs of the Saddle" for Universal. Kenneth C. Beaton and Norman Sper did the dialogue and story. Harry C. Brown will direct.

Bing Added to "On the Level"

Herman Bing is a new addition to the "On the Level" cast which Irving Cummings is directing for Fox with Victor McLaglen and Lee Tracy.

Novarro Starts New Picture

Ramon Novarro has begun work on his new picture, "The Singer of Seville," being directed by Charles Brabin.
This thought is directed to those advertisers who like to shop on a busy street.

The 1930 FILM DAILY YEAR BOOK contains

421 PAGES of ADVERTISING representing

OVER 600 Individual Advertisers

If you are looking for the principal buying street of motion picture town you’ll find it on Year Book Avenue.

The 1930 Film Daily Year Book is now on the press and within ten days will be distributed to important film folk all over the world. It contains over eleven hundred pages and is bigger and better than ever.
**Film Boards of Trade Report Additional Theater Changes**

**IOWA**

Changes in Ownership

Clarence—Liberty, sold to P. Wierell by A. Gaugastad; Englewood—Grosvenor, to C. M. J. Oly; Regent, sold to J. C. Bright by M. C.; L. T., sold to J. Evans & McCallum by Moreland & McCrory; Hanover—Opus, to Austin E. Crays, sold to C. E. Wood; Brand—Nebraska, to E. W. Miller by Fred Wayt; Thornton—Laurelton, to L. D. Larson by E. W. Lilloy; Valley—Adel, to J. S. Herring by S. Parkerson; Walnut—Lyric, to Otto Brown.

Closings

Minden—Rex.

Openings

Col-Sun; Farmington—New.

**KANSAS**

Changes in Ownership

Eureka—Roxy, sold to E. J. Oly; Regent, sold to J. C. Bright by M. C.; L. T., sold to J. Evans & McCallum by Moreland & McCrory; Hanover—Opus, to Austin E. Crays, sold to C. E. Wood; Brand—Nebraska, to E. W. Miller by Fred Wayt; Thornton—Laurelton, to L. D. Larson by E. W. Lilloy; Valley—Adel, to J. S. Herring by S. Parkerson; Walnut—Lyric, to Otto Brown.

Closings

Minden—Rex.

Openings

Col-Sun; Farmington—New.

**Massachusetts**

Changes in Ownership

Amherst—Community, sold to M. A. Sheen by B. J. Leach; Max, sold to E. M. Loew by L. Forlaker; Metropolitan, sold to Massachusetts Theatres Co.; Northampton—Rialto, sold to Roman Boddik by J. Rupalli; New Bedford—Rialto, sold to T. W. Gifford by O. Z. Tetterly, Sr.; Royal, sold to Tetterley Bro.; O. Z. Tetterly, Sr.; Belleview, sold to New England Theatre Operating Co. by H. Goetschal.

Closings

Roslindale—Bellevue Community.

Openings

Brighton—Egyptian; Springfield—Paramount.

**Michigan**

Changes in Ownership

Bay City—Victoria, sold to R. Cawrow by F. L. Riehman; Brown City—Rialto, sold to U. E. G. Jackson by Fred O’Rourke; Greenfield, sold to Michael Kureck by Mrs. E. Warner; Junction, sold to G. Blandford by N. O. O’Rourke; Madison—Fiji, sold to Ona Vadal Theatre Co. by M. W. Steckle; Rivet, sold to Mrs. W. Crump by L. M. McCracken; Bertha Crabbett by J. H. Warta; Natoma—Star, sold to Homer Hesnol by H. J. Padden; Ottawa—Pastime, sold to Midland Theatre & Realty Company by O. W. Goddell.

Closings

Baraga—Baraga; Coral—People.

**Minnesota**

Changes in Ownership

Amboy—Star, sold to Isabel Geret by C. G. Olson; Belle Plaine—State, sold to Joseph Wilmer by Henry Weckley; Brook Park—Community, sold to Brewster & Reynolds by A. V. Bouch; Broton—Opera House, sold to Archie Swanby by L. L. F. Plumb; Catalina—Orchard, sold to T. Gould by C. J. Norkle; Grand Marais—Marine, sold to Lawrence Johnson by Lila Edmond; Jordan—Grand, sold to J. I. Schultz by P. E. Lure; Long Prairie—Rialto, sold to Thomas Dandridge; New Glarus—Grand, sold to M. A. O’Dwyer by E. H. Ernst; Newton—Grand, sold to F. J. Smiley; Nwaska—Grand, sold to E. J. Beadle by M. B. Wharton; Crystal—Pine River—Memorial Hall, sold to C. W. Roubam by E. S. French; Robbinsdale—Robbinsdale, sold to Forrest Seidel; Burnville—Shaw, sold to E. O. Palmer by Mrs. H. R. Johnson; St. Paul—Art, sold to George Garrish by Palace; Willow Park—Sold to Max Tzora by Palace; Mounds, sold in Max Torr by Edward; Saint Paul—State, sold to Thomas Johnson by Peggy & Orr; Star, sold to G. F. Warner by M. J. Pool; New Upton—New, sold to A. C. Lloyd by L. G. Sallard.

Closings

Chisholm—Miners Majestic.

**Mississippi**

Changes in Ownership


Closings

Blue Mountain—Southland; Columbus—Marion State; Mazonia—Divie; No. Carrolton—Liberty; Picayune—Ideal.

**New York Studios**

By HARRY N. BLAIR

Something of a military air pervades the work of J. Fred Cox, composer of the music in “Sons O’ Guns,” current musical hit, who has just completed a Vitaphone Variety entitled “A Battery of Hits” and has its premiere showing at the Roxy, assisted with Murray Roth directing.

If Helen Kane should need a voice double while making "Dangerous Nan McGrew," she has only to call on the script girl, Peggy Quiso, whose “boploop” double, Joni Q., is known to everyone along “writers’ row” at the Paramount Long Island studio. Incidentally, Peggy makes her debut as a script girl with this picture, having formerly been a stenog.

Herman and Joe Mankiewicz have left for Paramount’s West Coast studios, to assist on the script of Jack Oakie’s next picture, “Margo Himself.”

Pat Heening & Co., vaudeville performers, have just completed a comedy short, “A Family Affair,” under Murray Roth’s direction. The title is no misnomer since Heening is supported by his father and mother. They sing, dance, talk and juggle.

There is an old saying, “Little pitchers have big ears,” which is certainly true in the case of Ernest Zasuky, sound expert on “Young Man of Manhattan,” who was the radio pitcher on the home town baseball team, not so long ago.

Acting runs in the family of Lester Neilson, assistant director on Paramount’s short comedy, “Sailor’s Destiny.” His brother is the first local exhibitor to install Western Electric ear-phones for patrons who are hard of hearing.

Recoveries From Injuries

Richard—William B. Walsh has recovered from injuries sustained when he fell from the Capitol-exhibited Nordic couldn’t resist the opportunity of taking part in an exterior scene made at a Fifth Ave. bus.

Ear-phones in Cleveland House

Cleveland—D. L. Schumann, owner of the Lorain-Fulton, is the first local exhibitor to install Western Electric ear-phones for patrons who are hard of hearing.

Better-Quality Policy Adopted

Greater Cinemas 5 Co. has adopted a policy of better-quality entertainment has been adopted at the Rex, Publix house in this city.

Reopens with New Manager

Anahim, Cal.—United has reopened under the management of Lloyd Davis.
TIMELY TOPICS

A Digest of Current Opinion

Pictures Not to Blame for Stage Decline, Pastor Says

IT is ridiculous to say that the films are killing the theater. As well say that baseball with its throngs of people is killing tennis or golf. Or that our popular jazz orchestras are killing our symphony orchestras. Toscanini has nothing to fear from Rudy Vallee. Neither has a fine sensitive play like "Journey's End" anything to fear from "The Cock-Eyed World." Things of this kind move on different planes—in different worlds. The drama in its best estate, is an art. Our theater managers have changed it into a business. Not even into an honest business! For years, now, the theater has been used to exploit the public by managers who, with a few honorable exceptions, are ignorant and vulgar men who know nothing of the traditions and see little of the glories of the theater and who are moved by no higher passion than that of lust for money. The people see nothing in the theater now but a place in which they are either robbed or betrayed, and they go elsewhere or stay at home.

Rev. John Haynes Holmes in "The World"

Says Good Story Will Be First Demand of Film-Goer

BEFORE long the public will pay to see and hear only those pictures in which the story is good to begin with and the photography and sound are good after that.

Carl Dreher, director of Sound Department, RKO Studios, in "Radio News"
Probability of Receivership for Fox Companies Fades
(Continued from Page 1)
and Dillon, Read & Co., the financial houses behind the new Fox plan. The development followed the report of Morton Bogue, attorney for J. E. Otterson (Electrical Research Analysis) and Halsey, Stuart & Co., that his clients were not prepared to resign from the present trusteeship to make way for the new one until they were assured a more definite and detailed idea of how the obligations and their fulfillment was to be fulfilled under the new voting trust agreement.

Another ruling by Judge Coleman was that there should not be any disposition of Fox properties, except in the ordinary course of business, between now and Feb. 11 when the next hearing will be held.

According to a re-wording of the new financing plan, which was submitted in rough form Monday, the resignations of officers and directors of the Fox companies do not include William Fox, Jack G. Leo, or Wheelfeld Schehan. These three would serve with E. R. Tinker, Louis Abrons, Elmore S. Higgins and Bernhard Baruch, as the board of directors under the new voting trusteeship, which is to consist of President Edward C. Delahfield of the Bank of America, Herbert P. Howell of the Commercial National Bank, and Bernard Baruch.

No Immediate Amendment Likely for Brit. Films Act
By ERMEST W. FREDIN
Editor, "The Daily Film Renter"
London (by Cable)—Presidents of the Board of Trade stated here yesterday that there would be no immediate amendments to the Films Act likely to be introduced in the near future.

John Maxwell, chairman of British International Pictures, has been selected to fill the vacancy on the producers' side of the Advisory Committee. He also proposed that the Films Act Advisory Committee should be given power to refuse a certificate to a picture in which its judgment is not a bona-fide attempt to produce a picture for marketing but merely a device to defeat the purpose of the Quota Act. This proposal, if, as is claimed, would keep control of the workings of the Films Act within the industry itself and would provide a means of close and direct control with public requirements.

Burlington House Blasted
Burlington, Wis. — Damage estimated at $10,000 was done to the Burlington here by an explosion and fire of undetermined origin. No one was in the building at the time of the blast.

Dixon Assistant Director
London—George Banfield of British Filmcraft Products has signed Cecil Dixon as his assistant when he begins direction of three talkers, "The Joke," "The Man at Six" and "Bees and Honey."

Talkers for Coast House
West Coast Bureau, THE FILM DAILY
Long Beach, Cal. — Talking pictures have come to the Pomona here.

Coffee Free
Rochester—Loew's Rochester is serving free coffee to patrons waiting for shows to begin. The tie-up was effected with a coffee company and H. M. Addison, manager of the house.

KANSAS CITY EXHIBITOR DIES IN AIRPLANE CRASH
(Continued from Page 1)
plane in which he was returning from a trip to Wichita, Kans., crashed. Flynn introduced sound pictures in this city when he wired the Globe, of which he was the owner. The house was closed some time ago, but he had planned to reopen it in March.

"Mark of Zorro" Will Be Remade by Fairbanks
Remaking of "The Mark of Zorro" as an all-talker by Douglas Fairbanks with the star in the same role he created several years ago when the picture was made in silent form, will begin at once, United Artists states.

W. E. for Wilmington House
Wilmington, O.—Western Electric apparatus is being installed at the L. A. Marx. The house will also install new seats and reopen about Feb. 1.

Time to REDECORATE!

The MICHEL ANGELO STUDIOS, Inc.
200 West 57th Street, New York
Specializing in
Artistic, Snappy and Unusual
Redecorating and Refurnishing
Modern — Atmospheric — Formal
Schemes
The Comming of
— "Dich hab' ich geliebt"

By JACK ALICOATE—

THE OTHER evening we made a social call on the recently imported German talker, "Because I Loved You," now playing at a New York theater, and were rather agreeably surprised. For a first effort from any man's country it is a splendid piece of craftsmanship. It is well recorded, acceptably photographed and the cast gave an honest, restrained performance. Best of all, most excellent judgment was used in the cutting. Our knowledge of German is confined to "how much," "thank you" and "large glass of beer, please" and yet, we were able to follow the story closely from start to finish. As a flyer this German-made production can be recommended to almost anybody, high up to the top players, located in German communities. In Milwaukee, Cincinnati, some parts of Pennsylvania and other spots it should prove a welcome innovation. The musical score is tuneful and most agreeable. However, we suspected one thing and were not surprised. Those clever Germans must have been opening mail from Hollywood for they have not only chosen the highly original back stage theme around which to build their production but have added the little pal angle as well.

Pictures—Press—Public

THE UNIVERSAL talking newspaper, with Universal doubling as the newspaper and Graham McNamee doing the talking, is a highly creditable piece of work. We have given it rather careful inspection and find it interesting, amusing and instructive. The newsreel has long since proved its usefulness to the showman and is definitely here to stay. It is really the liaison officer between pictures, press and public. Any innovation then, in newsreel showmanship or presentation, is a progressive

Average of Six Subjects Each Week Being Turned Out

Approximately 300 shorts will be turned out this year at the new Vitaphone studio in Brooklyn under the supervision of Murray Roth, director-in-chief, with Arthur Hurley and Edmund Joseph as directors. Two stages now are available for production.

(WARNER BROS. ACQUIRE GREEN AND STEPT FIRM)

Warner Bros. have acquired Green & Stept, music publishers, gaining complete control by buying the remaining 75 per cent of the firm. Under the agreement both Buddy Green and Leon Stept remain.

(DIAGNOSIS CENSORSHIP HEARING SET FOR MARCH)

Albany—Arguments in the case brought by Pathe to test the right of the state censor to require the company to submit picture dialogue in script, are expected to be heard in March.

(Lauds Judge)

An expression of appreciation for the helpful manner in which Federal Judge Frank J. Coleman has presided at the Fox receivership hearings was contained in a statement issued yesterday by Samuel Untermyer, Fox attorney, to stockholders. "If a receivership is avoided which now seems more than likely," Untermyer said, "it will be due in large part to the tact, patience, earnestness and intelligence of Judge Coleman."

Untermyer also reassured stockholders that "any financing plan will, of course, provide for payment of all debts in full."

(FIRE DESTROYS WINNIPEG CAPITAL; $300,000 LOSS)

Winnipeg—The Capitol, western divisional headquarters of Famous Players Canadian Corp. and key theater of the chain, was destroyed by fire of unknown origin here yesterday. The house, recently renovated and containing the offices of H. M. Thomas, western general manager, was a total loss.

(Film Daily Survey Covers Circuits of Four or More)

Montgomery Exhibitors Settling Union Difficulties

Montgomery, Ala.—Difficulties between the International Alliance of Theatrical Stage Employees and Moving Picture Operators and exhibitors here are being ironed out with Ike Katz of the Tivoli having already secured the services of union operators and expectations of union men going into the new Paramount which is to be opened by Public.

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The Coming of
"Dich hab' ich geliebt!
(Continued from Page 1)

step in the direction of modern thought. This Universal idea of a personally conducted news tour with each newreel with such an interesting word-picture painter as McCauley and the gun is the most notable advancement in newsreel progress since the advent of sound itself.

German Studios Making Big Strides, Actor Says

Germany has passed the experimental stage in the making of talkers, and studios in that country are now making big strides toward a prominent place in the world market, in the opinion of John Batten, American and English actor, who returned this country yesterday after some work abroad.

Batten appeared over here in the silent version of "The Last of Mrs. Cheyney," another "Battle of the Sexes," "Back Stage" and other pictures. He was brought over to England by British International Pictures for "Under the Greenwood Tree," directed by an American, Harry Lachman, after which he played the male lead in the English dialogue version of Ufa's "The Love Waltz" produced by Eric Pommer and directed by Wilhelm Thiele, with Carl Winston, another American, assisting in the supervision. This musical romance is due over here in about a month. Batten has been re-engaged for another picture to be made in a few months. Meanwhile he is going to Hollywood.

Jay Amusement Co. Formed

Buffalo, N. Y.—Jay Amusement Enterprises, Inc. has been incorporated at Albany to operate theaters here. Capital is listed at $50,000 shares of $25, to be issued to Alfred A. Ziller, Gertrude F. Marion and Benjamin D. Reisman as directors.

New Loew's House Opens Feb. 22

Loew's new 175th Street, 4,000-seat house at Broadway and 175th St., is scheduled to open Feb. 22. A civic boosting celebration is being planned for the occasion of the Chamber of Commerce.

Reed Brings Color Novelties

Roland Reed, representative of the William Reid Co., arrived from the roast yesterday with a series of 12 sing-reel novelties in color called Daffy Funnies."

Goss Manager of Publix Maine

Portland, Me.—Eugene Goss has succeeded Leon F. Gorman, as manager of the Publix Maine. Lawrence Denandeneau remains as assistant manager.

VanBuskirk at South Bend

South Bend, Ind.—Howard VanBuskirk now is managing the Mishawaka. He was last at the Temple, Richmond, Va.

CENSORSHIP OF TALKERS SEEMS CERTAIN FOR VA.

(Continued from Page 1)

for equipment is now pending in the Legislature and all indications are that it will be passed. Slight opposition from the House yesterday from Vivian L. Page of Norfolk in the House of Delegates.

Dialogue Censorship

Hearing Set for March

(Continued from Page 1)

Appellate Division, Third Dept. in March. The action in no way questions the authority of the censors to pass on pictures. Coudert Bros. are counsel for Palea.

$185,000 Estate Left by

Senator Joseph Mogler

St. Louis — An estate valued at $185,000 was left by State Senator Joseph Mogler, who was murdered in the lobby of the Mogler here on Dec. 2, last. It is understood Mogler left no Will.

Rocco Vocco Assistant to Radio Music Co. Head

Rocco Vocco, identified with Leo Feist, Inc., has been named assistant to President E. C. Mills of Radio Music Co., whose directors include many well-known film industry figures. Vocco was recently general manager in Chicago for Feist.

Same Directors on 5 New Cos.

Buffalo, N. Y.—Constantine J. Basil, Theodore J. Basil and Nicholas J. Basil are directors on five new corporations that were recently incorporated, each at $1,000 capital. The incorporations are the Niagara Enterprises, Inc., Basil Enterprises, Basil's Central Park Theater, Basil's Genesee Theater and Basil's Strand Theater.

3 Chains After Ohio House

Middletown, O.—Judge Walter S. Harlan and the Hamilton Theater Corp. will erect a $700,000 theater here, it is announced by James J. Redding of Chicago. Three circuits are reported bidding for the lease on the project.

AMPA to Honor Jack Harrover

Testimonial luncheon in honor of Jack Harrover will be given today at the Paramount Hotel, N. Y., by the A.M.P.A. Harrover leaves his position with THE FILM DAILY Feb. 8 to become managing editor of "Cinema," fan magazine.

Sound studio equipment for sale, including excellent disc recorder, amplifiers, micro- phone, lights, etc. Communicate with

E. K. ELLIS
152 W. 42nd St.
N. Y. C.
CONSTANT AND POWERFUL AS NIAGARA

MAURICE CHEVALIER in ERNST LUBITSCH Production, "THE LOVE PARADE" with Jeanette MacDonald.

DENNIS KING in "THE VAGABOND KING" with Jeanette MacDonald, Warner Oland, O. P. Heggie, Lillian Roth.

The Festival of the Stars! "PARAMOUNT ON PARADE".

Startling! WILLIAM POWELL in "THE STREET OF CHANCE".

Different! "ROADHOUSE NIGHTS" with all-star cast.

Sweeter than "Sweetie"! NANCY CARROLL in "HONEY" with big singing cast.

AND 25 MORE!

A STEADY flow of big pictures. Packed with ultra-modern showmanship. Studded with big star names. New faces. New voices. Perfect sound quality. Color—and all the other marvelous new discoveries of the New Show World. Given to you FIRST and BEST by PARAMOUNT. That’s the reason for PARAMOUNT’S overwhelming leadership of this business and the gratifying prosperity of PARAMOUNT exhibitors!
The Mel A Columbia Picture

based on the sensational stage play... produced with gorgeous sequences in TECHNICOLOR

with William Collier, Jr.
Alice Day and
John St. Polis

Directed by
R. WM. NEILL
Along The Rialto

with

Phil M. Daly, Jr.

J. E. McInerney, Criterion publicist, does not allow any superstition to get in the way of his announcing that "The Love Parade," starring Maurice Chevalier, starts its 13th week on Broadway next Tuesday. In case you read in the papers about the plot discovered in Friedrichsfahnen to wreck the Graf Zeppelin, you may be interested to know that Al Selig and Jimmy Loughborough are prepared to sign affidavits that this is not a publicity stunt in connection with "The Lost Zeppelin," Tiffany special, which opens Feb. 1 at the Gaiety...

Fannie Brice, back in New York from Hollywood, will warble a new song over the National Broadcasting network the night of Feb. 13. Walter B. Pitkin and William M. Marston are the authors of "The Art of Sound Pictures," first book on how to write for the talkers, just published by Appleton. The tome has a complimentary introduction by Jesse L. Lasky, so it must be good...

Ald Clawson, formerly chief cameraman at the RCA Gramercy Studios, is now in charge of making all tests made at the Fox Studios in New York. Lorin Baker is en route to the Punch and Judy, near Detroit, to make a personal appearance. Afterwards he goes to the Coast for a vacation, later returning to Gramercy to work on a play...

Richmond, Va., had a big time the other night when Ronald Colman's monkey was presented at the Richmond Tent of Saints and Sinners of America. The monkey, a gift, was accepted by Dr. Clifford Rudd, president of the local tent. Harold W. "Chick" Evans, manager of Loew's aids in arranging the presentation. Colonel Zack Miller of the 101 Ranch, not to be outdone, gave the same tent a buffalo and family of prairie dogs.

Pierre Collings, writer of b. o. originals and adaptations, is ill with sinus trouble. Pierre's been doing some work at Paramount's Long Island studio...

Edward B. Marks has published "There's No Use Crying When Your Sweetheart Goes Away," which is the American version of a German song hit from which the film, "Why Cry at Parting," is adapted. The picture, Sam Daltowe tells the hemisphere, opens at the Fifth Ave. Playhouse Saturday...

Warren Nolan of U. A. is doing his stuff out in Detroit for a week with Ed Finney holding the fort at the home office... Eddie Leonard, master of minstrelsy, will open a week's engagement at the Capitol beginning Feb. 7. The same day Joe Bosouno is scheduled for an appearance at the Palace, N. Y. Lawrence Tibbet said not to attend the opening of "The Rogue Song" at the Almor, N. Y., owing to a concert schedule in Arizona, but today is headed for the Coast for more recitals...

Views of leaders of the industry regarding the future of motion pictures are outlined in the 1930 FILM DAILY YEAR BOOK—Out Soon.

January 30—Many Happy Returns

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

C. C. Burr
Greta Nissen
Wid Gunning
Kamlyama Sojin
Percy Heath
G. Sears
Henry McCarthy
E. V. Richards

And That's That

By PHIL M. DALY

What has happened to all the fillum fans who, only a year ago, professed to be unalterably devoted to the silents? They are now writing long letters to picture editors gushing forth enthusiasm over the talkers.

She was beautiful, but dumb. But more beautiful than dumb, so the smitten lad did his best to make a hit with her by telling funny stories.

"Here's another good one" he began once more courageously after six of his best brand had fallen flat. "A theater manager, who used to have lots of trouble with newspapers over publicity for his shows, died suddenly one night. His partner telephoned the news to the newspapers, but next day he couldn't find any mention of the death in the leading paper, so he called up the editor to ask why. The editor insisted that the story was run.

"In what part of the paper is it then?" the partner asked.

"On the Amusement page!" the ed. roared.

And the boy friend roared too as he finished. But the blonde beauty did not.

"Don't you get it?" the lad asked.

"They classed the man's death under the head of amusements."

"Oh, yes," replied the looks, suddenly brightening up. "I know now. The paper probably didn't have a regular obituary column."

Ricardo Cortez is the only film player who was named after two cigar bands.

Ten Years Ago to-day

In

Louis Burston arranging pooling of interests for production of serials.

Fox organization planning to occupy new 55th St. building.

Nathan Ascher confirms report that Goldwyn has purchased half interest in circuit.

Washington reports that industry will not be included in 1920 census data.
NEW PLAYERS' CONTRACT BEING FRAMED ON COAST

(Continued from Page 1)

about" said. Most of the present agreement is changed to make the rate of pay begin within 48 hours of the day named. A good part of the remaining clauses are said to have been the same as those advocated by Equity last summer.

While the new agreement is referred to as an "Academy contract," it has that representatives of producers and of the actors are drawing it up together.

Fire Destroys Winnipeg Capitol; $300,000 Loss

(Continued from Page 1)

was damaged to the extent of $300,000.

Extensive remodeling of the Warner studio, which has been under way for the past three months, now is nearing completion. In addition to the company's main studio on Sunset Blvd., the organization is also utilizing the 40 acre Vitaphone studio on Warner ranch just north of Hollywood.

New wings have been added to the executive building, providing larger offices for production chief as well as writers and scripters. Theonnected white front of the main building provides dressing rooms for the various stars under contract.

Megley Gets RKO Contract to Assist Stage Direction

Macklin M. Megley, for five years general manager of the RKO vaudeville department, has signed a contract with Radio to assist in stage direction on forthcoming productions. Megley formerly was connected with Moore and Megley, New York theatrical producers.

Last Episode for "Sporting Youth"

The 10th and last episode of the "Universal Sporting Youth" series, "Chinamen Blues" now is in production under direction of Ray Taylor. Ann Christy, Alice Doll, Summer Getchell, Bob Foster, Tom Carr and Edward Morgan are in the cast.

Lyman in "Hold Everything"

Abe Lyman and his orchestra will be featured in the Warner Technicolor production "Hold Everything," which Roy Del Ruth is directing.

Zilzah at Paramount Studio

Lajos Zilzah, Hungarian dramatist, has arrived here to fulfill his contract with Paramount. B. P. Schulberg, general manager of Coast production, engaged Zilzah when he was abroad last year.

"The Divorcée" for Shearer,

Norma Shearer's next for M-G-M will be "The Divorcée," which will be directed by Robert Z. Leonard. Chester Morris will have the principal roles.

Eddie Kane in "Framed"

Eddie Kane has been signed by Radio for a part in "Framed."

F. N. Picks Billie Dove's Next

Billie Dove's next for First National will be "One Night at Susie's." John Francis Dillon will direct.

"Ramblers" Half in Color

At least half of "The Ramblers" will be filmed by RKO in Technicolor.

NEW VITAPHONE STUDIO TO DO 300 SHORTS THIS YEAR

(Continued from Page 1)

tion work and a third for scoring and an average of six subjects a week is being maintained.

Preparation is under way for the four series of comedy Vitaphones. Varieties to be made by four prominent Broadway comedians, including Eddie Buzzell, Bert Lahr, William Gaxton and Lester Allen, and C. Warner bridge expert, is listed to make a number next week, and Lionel Mike Ames, vaudeville headliner, also will appear soon in a number. Buzzell already has made two Vitaphone Varieties and is now working on another entitled "The Royal Four-Flusher."

Warner Bros. Acquire Green and Stept Firm

(Continued from Page 1)

and Sammy Stept will join the Warner song writing staff at the coast, leaving the New York Feb. 15.

Mack Stark is president of the company, which has published such hits as "I'll Always be in Love With You," "Do Something" and "Congratulations."

To Remodel Hastings Theaters

Hastings, Neb.—Plans for remodeling the Strand and Rivoli here have been made public by Homer Garvin, manager, who expects to spend over $12,000.

N. D. House Installing W. E. Mandan, N. D.—Western Electric equipment is being installed at the theater in New England, it is announced by Arvid Willkum. The house is closed while installation is being made.

Steinway Not to Close

Long Island City, N. Y.—Manager Cantile denies rumors to The Film Daily that the Steinway will close its doors. The manager also denied that Mutual Wheel Burlesque company would take over the house as mentioned in a local newspaper.

Publix Takes Two

Anderson, Ind.—Publix announces that they have taken the Strand and Lafayette theaters here, formerly owned by the principe Theaters Co.

Sound for Kinema

Eskonado, Cal.—Manager Rex Williams announces installation of sound apparatus at the Kinema. RCA judgment was installed.

HOLLYWOOD

HOWARD EMMETT ROGERS, who wrote the dialogue and adaptation for "No, No, Nanette," is writing the dialogue for "Bride '66," which will be Arthur Hammerstein's initial production for the screen.

DeWolf Hopper, 71 years young, was the honored guest at the Masquers Revel. Other guests included Sam H. Harris, Leon Errol, Grant Mitchell, Louis Mann and William Collier. The entertainment included sketches written by John C. Brownell, Joe E. Brown, Georges Removent, Robert Wooley, Maverick Tertell, Roger Gray and numbers presented by Bert Wheeler, George Olson and his band, Henry Clive, Lynne Cameron, Feliz Adler, Jackie Hallor and Frank Ward. Henry Clive acted as "Masquer of Ceremonies," while Harry Joe Brown, stage manager, was as busy as the proverbial beaver.

Robert M. Haas, well known art director, who furnished the settings for "Hell Harbor," directed by Henry King, has joined the Warner forces. Marvin Parker and G. Hartley are the other Warner art directors. Haas was with Paramount and Inspiration for several years, before coming to the Coast.

Leslie for "King of Jazz"

Frank Leslie's magazine has arrived at Universal City to do featured specialties in "King of Jazz," starring Paul Whiteman under the direction of John Murray Anderson for Universal.

Rita La Roy in Dix Film

Rita La Roy will play the vamp role in Richard Dix's next film for RKO, which will be based on William Le Baron's play "I Love You." Melville Brown will direct.

St. Polis for Columbia Film

Following his part in "The Melody Man," John St. Polis, has been engaged for a role in "The Black Sheep," which George B. Seitz is directing, with Virginia Valli and John Holland in the leading roles.

To Direct "Those Who Dance"

Lloyd Bacon, has been assigned to direct "Those Who Dance," with Monte Blue in the leading role.

Long Contract for Blackmer

Sidney Blackmer has been placed under long-term contract by First National. He is now at work on "Sweethearts and Wives."
SUPREME DRAMATIC SENSATION OF THE CENTURY! RICHARD BARTHelmess
IN HIS GREATEST SCREEN TRIUMPH
SON OF THE GODS
with CONSTANCE BENNETT
FROM REX BEACH'S BEST SELLING NOVEL
SCREEN VERSION AND DIALOGUE BY BRADLEY KING
A FRANK LLOYD PRODUCTION WITH TECHNICOLOR SCENES
OPENS TONIGHT FOR A LONG RUN
WARNER BROS. THEATRE, N.Y.
A FIRST NATIONAL AND VITAPHONE PICTURE
Name Committees to Fight Adverse Legislations

ARBITRATION CLAUSE IN NEW P-F-L CONTRACT

1929 Standard Casting Bureau Placements Drop

Approximately 13,000 Fewer Actors Were Placed in 1929

West Coast Bureau, THE FILM DAILY

Hollywood—Placements of actors by the Central Casting Corp. in 1929 totaled 262,958 as compared with 276,155 in 1928, indicating a drop of 13,197 for the first full-year of talker production.

Extras earned $2,401,429.31 last year, the average pay being $9.13.

(Continued on Page 8)

PLANS STOCK COMPANIES FOR FOREIGN TALKERS

West Coast Bureau, THE FILM DAILY

Los Angeles—Jesse L. Lasky, upon his return here from a hunting trip to Mexico, outlined his plan for handling the production of Paramount talking pictures for foreign fields. The formation of a group of M. P. Academy Plans to Boost Its Membership

West Coast Bureau, THE FILM DAILY

Hollywood—The Academy of M. P. Arts and Sciences will have foundation and active members, if a proposed amendment receives the approval of the Academy’s board of directors.

(Continued on Page 8)

M. P. Academy Leaves for Sydney to Open Pathe Branches

Edmund H. Howells, Pathe representative for the Orient, is en route to San Francisco from where he will sail for Sydney, Australia, to superintend.

(Continued on Page 8)

Miss. Tenn., Ark. Theater Men Line Up Against Adverse Laws

“The Cock Eyed World” Clicks in 48 Houses in Britain

During the week of Jan. 19 to 25, “The Cock Eyed World,” Fox production, was shown in 48 theaters in Great Britain an set an average of 50 per cent greater business than during any previous week in Fox history, according to the company.

Memphis—Following determination of the Motion Picture Theater Owners of Mississippi, Tennessee and Arkansas to conduct a fight against adverse legislation, principally the proposed 10 per cent tax on all admissions in Mississippi, the following committees have been named by the company.

(Continued on Page 2)

Suo on Sunday Arrest

Fairfield, Ia.—Suits totaling $20,250 have been filed against the Mayor of this city by Richard and Luther Day, of Centre ville, for arresting them two Sundays in succession on charges of giving a show without a city license and in violation of the local Sunday ordin ance.

The Days were acquitted in court, and the damages sought are for alleged loss because the trial prevented them from attending to their business.

(Continued on Page 8)

Company Issuing Revised Agreement in About One Week

A new exhibition contract, providing for arbitration, will be issued by Paramount in about a week. As the arbitration boards now existent cannot function, owing to the Judge Thacher decree, disputes under this agreement will be settled through the regular courts of law.

Other companies are still at work considering exhibition contract revision plans made necessary owing to the decree which deletes Paragraph 18 as illegal, a check-up by THF.

(Continued on Page 8)

VOLUNTARY ARBITRATION UNDER WAY IN PHILLY

Philadelphia—Adoption of a resolution favoring arbitration was the highlight of yesterday’s meeting here of the M.P.T.O. of Eastern Pennsylvania. A committee with David Barrist as chairman was appointed to devise some form of voluntary ar-

“Son of the Gods”

High-caliber talking picture entertainment, the kind that ought to catch with almost any type of audience, describes “Son of the Gods,” which had its premiere last evening at the Warner Bros. It’s worthwhile stuff—and minus a backstage sequence. From the standpoint of Richard Barthelmess fans, the picture is surefire. They’ll see him in a role somewhat reminiscent of “Broken Blossoms.” Constance Bennett’s performance is splendid. The story constantly grasps your interest and sympathy and there’s a captivating set of color in it. A class produc tion is this “Son of the Gods.”

Eddy
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JOHN W. ALICANTE : : : Editor and Publisher

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Friday, January 31, 1930

NEW YORK STOCK MARKET

* * *

The Industry's Date Book

Today: Opening of "Little Johnny Jones" at the Strand, N. Y.
Feb. 1 "Condensed," opens at Rivoli, N. Y., at popular prices.
Feb. 6 Regular meeting of the AMPA, at Paramount Hotel, New York.
Feb. 7 Paramount Peg Club annual ball at the Astor, New York.
Feb. 15 Premiere of "Puttin' on the Ritz" at Earl Carroll, N. Y.
Feb. 19 Annual Benefit Show of Catharine M. P. Guild at Los Angeles.
Mar. 5 First Day of Lent.
Mar. 20 Annual election of Maryland M.P.O. officers at Baltimore.
Apr. 6-7 Spring convention of Tri-State M. P. T.O. at Memphis.
June 2-7 International Cinema Congress at Brussels.

U. A. Film Scheduled for Carroll Opening Feb. 15

Negotiations have been completed for the New York premiere of "Puttin' on the Ritz." U.A. talker featuring Harry Richman, at the Earl Carroll, N. Y., Feb. 15 following the run of "Hit the Deck," now current.

Pathe Comedy Directors

West Coast recruits, THE FILM DAILY

Hollywood—Monte Carter, Fred Guiol and A. B. Heath are among the short comedy directors working at Pathe.

Joseph M. Schenck to Coast

Joseph M. Schenck, president of United Artists, leaves for the Coast today.

ANIMATED CLAY SUBJECTS

"Lincoln's Birthday," for Fitzpatrick's Pictures Inc. Producers of Short Novelty Subjects with sound.

VIRGINIA MAY—A HALL

Tel. Sus. 9490

Sound studio equipment for sale, including excellent disc recorder, amplifiers, microphones, lights, etc. Communicate with:

E. K. ELLIS

152 W. 42nd St. N. Y. C.

GROUPS AT FIGHT

THE EXECUTORS OF THE LAST WILL AND TESTAMENT OF JAMES OLIVER CURWOD will take appropriate action against unauthorized use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY

Fort Street opposite Post Office Detroit
Timely Topics
A Digest of Current Opinion

Talkers Call for Greater Concentration from Audience

SOUND immediately introduced a complication which is largely psychological. If much of the story is told by the spoken dialogue it becomes practically imperative to maintain silence and to pay strict attention to every word. This demands concentration to a degree which is often not relished by an audience which demands a method of recreation which permits more relaxation. It will readily be granted that the motion picture audience, taken by and large, is definitely different from the one which attends the legitimate stage or even the musical comedy. These people go with the distinct knowledge that they will have to pay attention to every detail and will even have to strain a bit to get it all.

Wesley C. Miller, Chief Transmission Engineer, M-G-M Studios

More Safety in Theaters Than in Other Buildings

No opportunity should be lost to impress upon the public the unassailable truth of the fact that the average theater today is among the safest of all buildings. Statistics would show that risk of death or injury is far less in a cinema than in a private house and immeasurably less than in the streets. Unfortunately, on the rare occasions when cinema disasters have occurred, the number of the victims (even though they represented only a small percentage of the audience) has often been great enough to secure widespread publicity. Such publicity is apt to create an altogether disproportionate idea of danger. Actually, as we know, the public is more secure at the pictures than at almost any other form of recreation.

"The Bioscope"

January 31---Many Happy Returns

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

Adele Watson
Marcella Daly
Joyce Murray

VITAPHONE NEWS, a weekly publication issued to patrons of the local Warner houses, has a circulation of 40,000. Jack Lewis is acting associate editor.....Primo de Rivera, who has just closed an eventful career as "Premier of Spain," makes his first appearance in a Fox Movietone release now holding forth at the Embassy, N. Y. . . . .

Under the editorship of Hal Hodes, "The Beacon," Columbia's pet house organ, again increases its size. This time to 12 pages, but Hal, you should tell a guy whether the sheet is put in circulation weekly, monthly or now and then. . . . Forrest Yarnell, baritone, will appear at the Capitol today in "Venetian Carnival," the new revue. Yarnell, just back from Australia, makes his first in New York. . . . .

Victor records of Jeanette MacDonald singing "Dream Lover" and "March of the Grenadiers" from "The Love Parade," will be placed on the market this week. Victor also has an exclusive contract for her musical numbers in future productions, so it is said. . . . Dr. L. Porno, manager of the foreign department for J. V. Cremonim, sails for Europe on Feb. 8 for a tour of studios in Italy, France and Spain. . . .

Charles Ray will continue to be a prodigal of the films for at least another 10 weeks, the length of a contract he has just signed to appear in Loew vaudeville. . . . . Albert S. Howson, scenario editor of Warner Bros., is going strong as a public speaker these days. His most recent oratorical appearance took place last night in Philadelphia at a meeting of the State Federation of Pennsylvania Women and El Brendel is on his way from the Coast to Philadelphia and New York for a vacation, with a stopover in St. Louis for a personal appearance at the opening there of "Hot for Paris." . . . .

An exhibit of photographs of old time minstrel notables including such famous troupes as the Dockstader, Haverly, Don Bryant and original Christy Minstrels, is on display next door to the Colony, N. Y., where Pathe's "The Grand Parade" is the current attraction. Helen Twelvetrees and Fred Scott have the lion shares of the picture. . . . .

Herman Reese, who designed all the big sets and costumes for Paul Whiteman's "The King of Jazz," has returned to this little town east of the Hudson. . . . . This musical one is Universal's big boy. . . . . Joseph O'Brien, film editor of Pathe Sound News, recently back from Paris, has left for the West to visit the editorial headquarters and traveling units of the organization. . . . J. H. Seidelman, assistant general manager of Paramount's foreign department, returned from a month's trip to Jamaica. . . . .

Do you ever wonder where a certain exchange, independent or otherwise is located? The 1930 FILM DAILY YEAR BOOK contains a complete list of all exchanges in the industry. Out soon, watch for it!

TEN YEARS AGO TO-DAY

BY PHIL M. DALY

Market speculators who were caught short in Paramount, Warner, Loew and Fox no longer call them amusement stocks.

"England," declares one of its Majesty's politicians, "undoubtedly has made America what she is today.

That's nothing. American pictures are making the world what it will be tomorrow.

Some talkers are described by critics as butchered versions of good plays or novels.

If the pictures come first, and the novels or plays were adapted from them, the critics would call the novels or plays butchered versions of good films.

SPECIALIST: Now, relax and say "Oh."

SICK ACTOR: No, I won't. I came here for a physical exam, not a talker test.

Every one of the last seven newspapers that we have seen and heard has contained scenes of Al Smith in various occupations from a golf act to witty repartee with other notables.

Considering that Al recently stated he positively did not contemplate going into pictures, it looks as though somebody's been putting over a few fast ones on the happy warrior.

Clara Bow is quoted in "Life" as saying that she always tries to be a "good fellow."

"That's the way, Clara. And be a good girl, too.

Educational to open 26 exchanges in key cities with Joe Lee in charge.

Net income of $4,000,000 estimated for Famous during 1919.

"Fatty" Arbuckle will make features, advises coast report.

Allen Holubar offered post with Italia Film Co. of Italy.
Here's the Sensation of 1930!

In Point of Attendance, “Party Girl” Beat the Record of “The Jazz Singer” at the Modern and Beacon, Boston, and Set a New High Gross for the House.

You Want This: It's Sure-Fire for Capacity Business and an Unlimited Engagement.

Now in Its Fifth Week at the Gaiety, New York, at $2 Top.

With Conway Tearle, Virginia Valli, Ricardo Cortez.

Directed by Edward Sloman.

OPENS AT GAIETY THEATRE, NEW YORK, STARTING SATURDAY, FEBRUARY 1, AT $2 TOP FOR A LIMITED ENGAGEMENT.

This amazing all-talking production, filled with Love, Adventure, Thrills, broke all records in Atlanta, Boston, Buffalo, Charleston, Seattle, Portland, San Antonio, Detroit, Milwaukee, Newark, Pittsburgh, San Francisco, Baltimore, Los Angeles

BOOK IT NOW!

1930 IS TIFF

TIFFANY PRODUCTIONS INC.
729 SEVENTH AVE. NEW YORK CITY.
It's a zippy, peppy, steppy story of an astounding system by which girls are hired to drum up big contracts for big business men. Talking, Singing, Dancing.

With Douglas Fairbanks, Jr., Judith Barrie, Jeanette Loff, Marie Prevost

A Halperin Production

Directed by Victor Halperin

COMING!
TO MAKE BIG MONEY!

“MAMBA,” all-talking, all-Technicolor, with Jean Hersholt, Eleanor Boardman, Ralph Forbes. Directed by Al Rogell.


“CYCLONE HICKEY” (tentative title) with James Gleason, Marion Shilling and Johnny Walker. Directed by James Flood.

AND MANY MORE BIG ONES for Tiffany Year.

THE VOICE of HOLLYWOOD
STARS ANSWER FAN QUESTIONS FROM THE SCREEN
PRODUCED BY LOUIS LEWYN

ANY YEAR
TIFFANY PRODUCTIONS INC.
729 SEVENTH AVE. NEW YORK CITY.
There is always one sure, quick proof of a product's success. That is, Is it being bought? . . . The booking results on Pathé Comedies show, as scientifically as analysis can, that the "pretties" who dance all over and through them are literally walking away with the nation's comedy business! . . . Thousands of theatres, scores of the most powerful circuits in the theatre industry, have recognized the pulling power of the Pathé laugh product and are now playing these comedies for all they're worth. These include such impressive names as Publix, Loew's, Keith's, RKO, Fox, Stanley, Comerford, Butterfield and so many others that space does not permit anything like a full list . . . The reason is obvious: 25 years of comedy leadership; built by experts for box-office stimulation; combining gags, girls, and guffaws — Pathé Comedies rule the roost!
for PATHÉ Comedies

SOME PATHÉ COMEDY HITS NOW WALKING AWAY WITH ALL HONORS!

“NIGHT IN A DORMITORY”

“CROSBY’S CORNERS”

“AFTER THE SHOW”

“BARBERS’ COLLEGE”

8 OUT OF 10 WIRED HOUSES NOW PLAY PATHÉ COMEDIES!
Voluntary Arbitration Under Way in ‘Philly’

(Continued from Page 1)

Blacklist to function until the present situation is cleared. Lewen Pi- zor, president, condemned the prac- tice of certain salesmen in inviting exhibitors to break their contracts in order to buy other product, and re- quested exhibitors to call his atten- tion to any such incidents.

Following a series of speeches, election of officers took place with Lewen Pizor being re-elected presi- dent; C. Floyd Hopkins, Jacob Fox, Morris Wax and L. J. Chamberlin, vice-presidents; Michael Lessy and George P. Aarons were re-elected treasurer and secretary respectively. C. H. Goodwin for the 11th straight year was re-elected to the board of directors, but declined and was made an honorary life member of the board.

Members elected to Barrist’s com- mittee include: Jay Emanuel, George Lessy, Mike Landow, Morris Wax and Lewen Pizor.

Howells Leaves for Sydney

Open Pathe Branches

(Continued from Page 1)

Howells are Alexander Hague Co., India; Lyric Film Exchange, Manila, P. I.; and United Film Service, Egypt. Howells will remain in Australia for about a year.

M. P. Academy Plans to Boost Its Membership

(Continued from Page 1)

rectors. The measure provides that all members of the founda- tion will have jurisdiction in all branches of the organization, while active members will con- tinue their activities to the particular branch, which is the most in- terested. Foundation members would pay $100 admission fee and monthly dues of $5, while active members would pay $15 admission fee and $1 a month dues.

It is believed the adoption of the amendment would result in the Academy gaining 200 to 300 new members.

Friedi Visits Montgomery

Montgomery, Ala.—John J. Friedi, southeast director of Publix thea- pers, visited this city recently pre- paring plans for the opening of the new Publix.

1929 STANDARD CASTING BUREAU PLACEMENTS DROP

(Continued from Page 1)

a day as compared with $8.59 in 1927 and $8.94 in 1928. Increase in the average was due to the higher wages paid to dancers.

Registrations with the casting bureau reached a new total of 17,541. Out of this number, only 329 aver- aged one day’s work every day in the year. The average was 138, 158 of the 262,958 jobs in 1929. This compared with 16,775 in 1928 and 23,763 in 1927.

Number of children registered was 1,079, and 907 of them obtained one day’s work in the entire year, while 11 worked from 40 to 70 days of the year.

The outstanding development of 1929 was the need of foreign types.

PLANS STOCK COMPANIES FOR FOREIGN TALKERS

(Continued from Page 1)

stock companies composed of artists from Spain, France, Germany, Italy and other nations to permit the separ- ate and perfect filming of talker- in various languages is the solution to the problem, he believes.

“ Hollywood will solve the prob- lem,” said Lasky, “and I can see real influx to the screen colony of speakers playing key tongues. We can take no halfway measures. Ar- tists must talk in the native language of each country that is being served with American-made pictures.”

Motion Picture Salesmen

Install Officers for 1930

(Continued from Page 1)

Officers for 1930 have been in- stalled by the Motion Picture Sales- men, Inc., as follows: president, J. J. Felder; first vice-pres., Jack El- liott; second vice-pres., Matty Cohen; treasurer, Saul Traurler; recording secretary, M. H. Markowitz; finan- cial secretary, H. J. Carlock; his- torian, L. Lawrence Baren; sergeant-at-arms, J. J. Dolan; trustees, Max Fellerman, N. Marcus; board of di- rectors, Joe Weinberg, Mayer Solo- mon, Louis Weinberg, Sid Kulkis, Moe Sanders, Sam Shapin.

First National Plans Outdoor Color Picture

West Coast Bureau, THE FILM DAILY

Hollywood—An all-color picture to be filmed on natural locations will get under way when First National starts production on "Heart of the West," a picture based on a story by Wilbert Byron Mowrey. The adaptation is being made by John Russell. The feminine lead will be Loretta Young.

Odeon Is Improved

Bartlesville, Okla. — Odeon has- emited with sound pictures. The house has also been remodeled.

ARBITRATION CLAUSE IS NEW P-I CONTRACT

(Continued from Page 1)

FILM DAILY yesterday showed the decree makes compulsory arbitration in group form illegal.

There is no danger of disb asion of the Film Boards of Trade owing to the Thacher decree, it is under- stood. Their various functions are considered of too great a value to permit their elimination.

14 TO FACE GRAND JURY FOR SUNDAY VIOLATION

Wheeling, W. Va.—Seven local ex- hibitors and seven projectionists, all Sunday observance, face the grand jury on charges of violating the Sunday ordinance against shows, are under $300 bond each for appearance before the next grand jury.

Consolidated Enterprises to Celebrate 25th Year

Twenty-fifth anniversary of Con- solidated Amusement Enterprises, operating 25 houses in Manhattan and the Bronx, will be celebrated in March. Rudolph A. Kuehn, general manager of the organization, is sponsoring the silver jubilee.

No Censorship Cuts Made in Providence Last Year

Providence — No deletions were found necessary in motion pictures exhibited here during 1929, accord- ing to the annual report of Captain Cowan of the Providence police. In other lines of entertainment 54 changes were made, the report shows. Captain Cowan declared that the careful supervision of films by the National Board of Review has kept the pictures within all local require- ments.

Kay Johnson Injured in Automobile Accident

West Coast Bureau, THE FILM DAILY

Hollywood—Kay Johnson was seri- ously injured in an automobile acci- dent yesterday.

Contract Awarded for New House

Star City, Ark.—M. M. Redmond of Pine Bluff has been awarded gen- eral contract for the new one-story theatre which is to represent an in- vestment of $20,000. Roland Scigel, who operates two theatres in Pine Bluff, has entered into a lease with Senator Arthur Johnson for the house.

Manager Returns After Operation

Montgomery, Ala.—W. A. Wolf- son, manager of the Strand, has re- turned to duty following an absence of several weeks during which he underwent an appendicitis operation.

New Trailer Idea

A trailer containing music and sound effects descriptive of the titles has been prepared by Paramount to be shown with the exploitation of "Road- house Nights" The idea has been worked out by the adver- tising department under Rus- sell Holman's supervision in cooperation with Al Wilkie, publicity head of the Long Is- land studio.

RK0 Gets 3 Wide-Film Cameras for "Dixiana"

West Coast Bureau, THE FILM DAILY

Hollywood—Three Spoor-Bergens wide-film cameras have been received by RK0 for use in filming "Dixiana," which will mark the company's entry in the wide-film field. Production is scheduled to start in a few weeks.

Manhattan Playhouses in "Blue Ribbon" Month

February will be "Blue Ribbon" month in the various Harlem, Bronx and East Side playhouses of the Manhattan Playhouses, Inc. Special programs, decorations and publicity have been arranged for these weeks. Benjamn Talmadge and H. C. Stone are in charge with Dave Lustig assisting.

Second Talking Film Role Set for Norma Talmadge

West Coast Bureau, THE FILM DAILY

Hollywood—"Flame of the Flesh" will be Norma Talmadge's second talking film. Sam Taylor will direct. The production will be distributed by United Artists under this name.

Kuykendall After Macon House

Macon, Miss.—Ed Kuykendall of Columbus and owner of the Princess and State theatre has been visiting this city with a view to add- ing another house to his chain. The only house here is the Dreamland, which does not show talkers. Kuyk- kendall plans include a house for sound pictures.

New Orleans Exchanges Move

New Orleans—First National has moved its local exchange quarters into the new Warner Building here. Universal and United Artists are now enconced in their new offices di- rectly opposite the Warner Building. Columbia has moved into Universal's old offices.

Raulerson Reopens Strand

Lakeland, Fla.—Jimmy Raulerson, owner of the Strand, has reopened his house which has been closed for several years.

Warner Plans Nearly Completed

Youngstown, O.—Plans for the new Warner to be built here are nearly completed. Warner architects have been checking up with local city authorities on requirements for the new house.
HELL'S HEROES BREAKS EVERY HOUSE RECORD CASINO THEATRE SAN FRANCISCO ESTABLISHES NEW HIGH FOR EACH DAY LIKEWISE ROLLS UP RECORD GROSS FOR THE WEEK STOP SINCERE CONGRATULATIONS TO MR. LAEMMLE AND UNIVERSAL FOR DELIVERING ANOTHER BOX OFFICE NATURAL WITH BEAUTIFUL RECORDING AND INTELLIGENT DIRECTING.

ACKERMAN & HARRIS


CARL LAEMMLE

"Breaks Every House Record!

HELL'S HEROES

Universal's New Selling Season is on NOW!

All the news of the field

Theater Equipment

A service department that serves

KEEP POSTED ON DEPENDABLE TIPS ON SILENT, SOUND SHORTS, AND FEATURES

LATEST PICTURE BOX OFFICE REVIEWS THAT EVERYWHERE ARE RECOGNIZED AS THE AUTHORITY
“Sugar Plum Papa” is the sweetest dish in the long line of tasty Sennett film desserts. That means it’s as funny as any two-reel comedy that ever reached the screen.

Note its great comedy cast — Daphne Pollard, Andy Clyde, Harry Gribbon, Marjorie Beebe, Bud Jamison, Rosemary Theby. Listen to its two catchy original song hits—“Sugar Plum Papa” and “The Same Old Thing Called Love.” Observe the feature calibre of its story and production. And just try to count the laughs!

“Sugar Plum Papa” is a splendid example of the highest achievement of the Short Feature Comedy since its rebirth through Sound. Two years from now you’ll still be talking about “Sugar Plum Papa.” It’s the kind of comedy you simply can’t afford not to play.

with
DAPHNE POLLARD
ANDY CLYDE
HARRY GRIBBON
MARJORIE BEEBE

TOP-SPEED ACTION
A WOW STORY
New Pa. Fire Law Becomes Operative on Feb. 16

INJUNCTIONS KEEP CHICAGO THEATERS OPEN

Four P-F-L Talkers Set for Production in East

Two Start Work in Week Under Mal St. Clair and Monta Bell

Paramount's Long Island studio, the onlyplant in the East now regularly producing features, has four pictures of this classification definitely set for production. Two, "Dangerous Nan McGee," and "Young Man of Manhattan," go before the camera within a week. Mal St. Clair will direct the first and Monta Bell the latter. The two other features are "Queen High," scheduled for February 25, and "My Heart," which will have its world premiere in New York on St. Patrick's Day, March 17. The house has not yet been selected as a theater for a second version of the film. Three versions of this film have been made. One is made in Grandeur film and is an all-dialogue picture made on standard-width film. The third is for the foreign market, with titles and McCormick singing.

Set Grandeur Opening

A Grandeur version of John McCormack's initial picture, "I'm Thinking of You," will be shown at the Filmmakers, Inc., 173 E. 42nd St., New York. It has been organized to take over the Strand and Palace, which are operated by the Ford-Diebold Co., with Arthur C. Stotol as house manager. The recent acquisition of the Strand and Palace in Cedar Rapids, Publix now has five.
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Over 20 Years of Experience Qualifies Us as Specialists in
MOTION PICTURE INSURANCE
STEBBINS, LETERMAN & GATES
INCORPORATED
1540 B'WAY N.Y.C.
TELEPHONE BRANTON 3040

NEW YORK STOCK MARKET (QUOTATIONS AS OF FRIDAY)

High  Low Change Stock Titles
Am. State ........................................... 21 22 1,100
Con. FM. Ind ......................................... 20 19 734 1,100
Contin. Ind. ......................................... 20 19 734 1,100
East. Rodek ........................................ 19 19 734 1,100
Flem. Fire ........................................... 21 21 734 1,100
Keith-A-O ........................................... 29 29 100
Loew’s Inc ........................................... 53 57 58 1,100
Loew’s pw. (65%) 579 579 67 67 1,000
Loew’s pw. (88%) 579 679 679 1,000
M-G-M. pf. ........................................... 248 248 5 5 1,000
M-G-M. pf. (88%) ................................ 248 248 54 54 1,000
Pathe Exch .......................................... 44 4 1,000
Pathe Exch .......................................... 44 4 1,000
Pathe “A” ............................................. 44 4 1,000
Pathe “A” ............................................. 44 4 1,000
Univ. Pct. ............................................. 35 35 55 55 1,000
Warriner Mfg ........................................ 55 55 1,000

NEW YORK CURB MARKET

“Ball”  .................................................. 55
“Columbia” Pct ......................................... 55
Fox Tiers, “A” ........................................ 246 246 75 75 1,000
“Gen. Tiers, Equ.” ................................... 379 379
Loew by deb. 194 194 55 55 1,000
Loew’s m. s. ........................................ 194 194 55 55 1,000
“Nat. Scn. Ser.” ...................................... 194 194 55 55 1,000
“Nat. Tiers, Sup.” ................................... 23
“Univ. Pct.” .......................................... 379

NEW YORK BOND MARKET

Keith-A-O 6.6 46 8 756 756 756 50
Loew 6s 41 8 756 756 756 50
Loew 6s 41 8 756 756 756 50
Para 7s 37 4 8 756 756 756 50

LET LAST PRICE QUOTED

Macon Projectionists

ELECT NEW OFFICERS

Macon, Ga.—Newly elected officers of the local chapter of the L.A.T.S.E. & M.P.P. are as follows: Charles L. Leonard, president; J. A. Sylvester, vice president; A. Saunders, recording secretary; R. A. Godfrey, financial secretary; R. E. Rankin, sergeant-at-arms; J. O. Morgan, business agent; H. M. Specht, Henry Bailey, Lawson Ashley, trustees.

BEHRMAN EN ROUTE TO COAST

S. N. Behrman, author of “Meteor,” current on Broadway, and “Serena Blandish,” is enroute to the Coast to join the Fox writing staff. His first assignment is “Lillium,” which will star Janet Gaynor under direction of Frank Borzage.

MULHALL THROUGH WITH F. N.

West Coast Bureau, THE FILM DAILY

Hollywood—Jack Mulhall is completing his contract with First National.

LA MAIRE LEAF $1,482 ESTATE

The estate of George La Maire, producer and comedian who died recently, is set at $1,482 in a petition filed by his wife in Surrogate’s Court.

Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in
MOTION PICTURE INSURANCE
STEBBINS, LETERMAN & GATES
INCORPORATED
1540 B’WAY N.Y.C.
TELEPHONE BRANTON 3040

Three Waterhouse Houses

TAKEN OVER BY PUBLIX

of the principal theaters in these two
cities.

Duluth—Purchase of the Lyceum
theater and building for $900,000
gives Publix control of six houses
here. J. B. Clinton and the estate of
Charles P. Meyers formerly op-
erated the Lyceum.

New Pa. Fire Law to be Operative on Feb. 16

(Continued from Page 1)
to close. This was made
by Mulhern Friday, which he had made
the deadline for installation of
the screens. An exhibitor committee is
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Union Gets Educational Product
Complete line-up of 76 two reel Edu-
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of Union Theaters, Ltd.

Hall at Work on New Film
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Paramount Long Island Studio.

ANIMATED CLAY SUBJECTS

“Washington’s Birthday,” for
Fitzpatrick’s Pictures Inc.
Producers of Short Novelty Subjects
with sound.

VIRGINIA MAY—A. HALL
Tel. Bx 9490

The Industry’s Date Book

Feb. 6 Regular meeting of the AMPA, at
Paramount Hotel, New York.
Feb. 7 Paramount Rep Club annual ball at
the Astor, New York.
Feb. 15 Premiere of “Puttin’ on the Ritz” at
Ear Carroll, N. Y.
Feb. 19 Annual Benefit Show of Catholic
Men’s Guild at Los Angeles.
Mar. 5 First Day of Lent.
Mar. 20 Annual election of Maryland M.P.
T.O. officers at Baltimore.
Apr. 6 Spring convention of Tri-State M.
P.T.O, at Memphis.
June 7-8 International Cinema Congress at
Brussels.

Three Waterhouse Houses

TAKEN OVER BY PUBLIX

of the principal theaters in these two
cities.

Duluth—Purchase of the Lyceum
theater and building for $900,000
gives Publix control of six houses
here. J. B. Clinton and the estate of
Charles P. Meyers formerly op-
erated the Lyceum.

New Pa. Fire Law to be Operative on Feb. 16

(Continued from Page 1)
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VIRGINIA MAY—A. HALL
Tel. Bx 9490
4 Kings of Comedy
Fresh from Broadway Triumphs

WILLIAM GAXTON
Featured comedian of the year’s biggest musical comedy hit “Fifty Million Frenchmen.”

BERT LAHR
Leading comedian in “Flying High.” New George White musical hit.

EDDIE BUZZELL
Star of numerous successes. Opening soon on Broadway as the featured comedian in a new musical comedy.

LESTER ALLEN
Dancing comedian, featured in the current musical comedy hit “Top Speed.”

VITAPHONE VARIETIES gives you another winning hand with four of Broadway’s leading comedians. Each in a series of deluxe short comedies. Supervised by Murray Roth.

THE POTTERS
J. P. McEvoy’s playful playlets
HAVE YOU BOOKED THIS BRILLIANT SERIES OF 12 COMEDIES?

VITAPHONE VARIETIES
SUPPLY THAT DEMAND FOR VARIETY

Vitaphone is the registered trade-mark of The Vitaphone Corporation designating its products.
ALONG THE RIALTO
with
Phil M. Daly, Jr.

JOHN GARDINER, who directs publicity for Visuagraphic Pictures, makes it known that his outfit is now making personal talking pictures for various business execs. . . . Grossett and Dunlap. 'Educating' out twenty editions on "Case of Sergeant Grischka" in a tieup with RKO. . . . John Sheehan, who has been cutting capers in "Follow thru," which has been one of the better Manhattan musicals for some months, leaves for the Coast Monday to go to work for Pathé. He'll do his stuff under the watchful eye of Joseph Santley, who's supervising musical productions for that firm. . . .

Pierre de Rohan, cinematogirl on the Morning Telegraph, is trying to organize a "shower" of unwanted articles for his new office. . . . almost anything from an electric fan to a voice tester will be welcome. . . . Irving Shapiro, secretary and treasurer of Unusual Pictures Corp., left for Europe Friday aboard the "Bremen" to look over foreign pictures with an eye to purchasing the American rights. . . . Dick Anderson pictorially (via cartoon) shows how the doctor helped himself to the well known vernmof appendix. . . . Henry Kaufman is handling publicity and exploitation for the American General Film Co.

Fleischer's upper Broadway eating rendezvous suggests a splendid tidbit in their "Hot for Paris" special in honor of the picture playing at the Fox Japanese Garden, and Blanche Livingston claims it isn't steaming pastrami, either! . . . Down South is Phil Reisman, general sales manager of Pathé, just visiting exchange and things in general. . . . "Sugar Plum Papa," Bennett Educational talking comedy, opens with Tiffany's "The Lost Zeppelin" at the Gaiety, N. Y., says Gordon White.

After viewing a private showing of the "Bishop Murder Case," S. S. Van Dine, author of the detective story, claimed it had been splendidly done, M-G-M tells the world. . . . Monday night M-G-M's country-wide radio broadcast over the Columbia chain, gets under way featuring the Duncan Sisters and Lawrence Gray in song hits from "It's a Great Life.". . .

Lawrence Tibbett upon his arrival at the Coast was greeted by an official reception committee consisting of Mayor John C. Porter, Irving G. Thalberg, Paul Bern, Harold B. Franklin, Lionel Barrymore, H. B. Wright, L. F. Behymer, Mrs. Lawrence Tibbett, Catherine Dale Owen, Judith Vosselli, Anita Page and the comedians, Laurel and Hardy. . . .

Lyne Denig reports that "Son of the Gods" drew a big business at its initial matinee Friday at the Warner Bros.

Exhibitors, have you given any thought to re-equipping your theaters? Watch for the John Ebersen section of the 1930 Film Daily Year Book, it contains a wealth of helpful suggestions.

AND THAT'S THAT
By PHIL M. DALY

It used to be that 87 per cent of the population had a drummer tucked away in the old trunk. Now they show away what are supposed to be scenarios. If all the aspiring scenario writers were put out to pasture, they—well, let's leave them end to end and get to the point.

One of them called on Paul Gulick for advice on how to fit himself for the calling. And Paul, in his genial way, said to him:

"First finish your school work and four years of college. Then take a few postgraduate courses over another period of four or five years. After that, familiarize yourself with every variety of subjects and phases of life. Spend about two years studying sociology, four years of history, two years of philosophy, two years of psychology, five or six years of foreign languages and customs, six or seven years of sciences and five years of theatrical history and technique.

"The next step will be to put in about ten years as a newspaper man, so you can get close to the dramatics of real life. Next get a job on a college stage for Europe or Australia and continue from port to port until you've circled the globe several times. This ought to take you another ten years.

"Then you can hit for Hollywood, try to get in some studio as a hired boy, and work your way up. That's my advice to all boys who want to become scenario writers."

The lad wiped the beads from his brow.

"But, gee," he gasped, "by the time a fellow gets through with all that he'd be about 90 and ready to die."

"Well," replied the unperturbed Paul, "what do you suppose I had in mind?"

TEN YEARS AGO TO-DAY

In February 1--Many Happy Returns

Best wishes and congratulations are extended by The Film Daily to the following members of the industry who are celebrating their birthdays on these days:

February 1st
Gene Sheldon
Ernest Hillard
Harold Rodner
Maxwell A. Silver

February 2nd
Eithel Doherty
Benny Rubin
Molly Madame
Bobby North
Frank Albertson

THEM FIRST JOBS
C. W. Larsen
reading meters

Patrons Best Qualified
As Censors of Pictures

THE only persons qualified to endorse or condemn motion pictures are those who pay their money to see pictures because they are seeking entertainment. And that goes for critics, too. Present critics are not interested. I do not set myself up as authorized or qualified to endorse or condemn a picture in behalf of the public. I am a reporter, and my reviews of motion pictures are no more than reportorial accounts of what the films have to offer; those who are seeking a particular kind of entertainment. But these people who are in the business of endorsing photoplays do not confine themselves to any such limits. Arbitrarily, they endorse certain film products as fit to be seen by the moviegoers of the nation and, by omitting the listing of other films, automatically catalog them as unfit. And their ideas of what films are worthy of public patronage are as ridiculous as the organizations themselves and the people who are guided by their advice.

Pierre de Rohan in "Morning Telegraph"

* * *

THINKS Child Should See Only Films Recommended by an Adult

I THINK that it is a very serious mistake for parents to allow their young children to go to the average moving picture show today, or to see any picture which they themselves, or reliable people whom they can trust, have not seen beforehand. Forty or fifty per cent of the "feature" pictures today have some intentionally indecent scenes in them, and far too often in pictures of decent titles are inserted scenes of most objectionable character.

Rev. Dr. Clifford Shay Twombly, Rector, St. James Church, Lancaster, Pa.

FEBRUARY 1--MANY HAPPY RETURNS

William S. Hart suiting Thomas H. Ince for $100,000 on percentage arrangement. . . .

Al St. John comedies to be state-righted by Warner Bros.

U. A. secures Minneapolis house due to split with F & R circuit.

Pathe Exchange will erect a 1-story building on 45th St., New York
Aristocrats of Sound

From coast to coast, from north to south, the map of the United States is dotted with theatres equipped with RCA PHOTOPHONE. These houses represent the aristocracy of the new show world.

They are giving to their patrons the utmost in sound reproduction—a quality of tone—a richness of voice expression and the satisfaction that can come only when the mechanism of talking picture presentation is so scientifically perfect that the audience is unconscious of the mechanical agent of its entertainment.

Back of these theatres lies the vast resources, the great manufacturing plants, the laboratories and inventive genius of RCA PHOTOPHONE, INC. and its associated companies—the assurance of stability and the guarantee of quality.

Your theatre, whether it be 500 seats or 5,000 can belong to this group of De Luxe Houses—can have the finest sound equipment in the world—at the lowest weekly average cost for quality.

A FEW OF THE INSTALLATIONS IN THE LARGER CENTERS OF THE UNITED STATES

Baltimore, Md.
Boston, Mass.
Keith's
Keith's Uptown
Chicago, Ill.
State Lake Marshall Square
Cincinnati, Ohio
Keith's Palace
Keith's Palace
Keith's Palace
Keith's Palace
Cleveland, Ohio
Keith's Palace
Keith's 105th St.
Keith's 105th St.
Denver, Colo.
Tabor Grand Orpheum
Des Moines, Ia.
Orpheum
Detroit, Mich.
Great Lakes Keith's Uptown
Los Angeles, Cal.
Forum
Milwaukee, Wis.
Milwaukee, Wis.
Minneapolis, Minn.
Hennepin Seventh St. Theatre
New Orleans, La.
Orpheum
New York City
Kevin Earl Carroll
Pittsburgh, Pa.
Harris
Rochester, N. Y.
Eastern Theatre
St. Louis, Mo.
St. Louis Grand Opera
St. Paul, Minn.
Palace Orpheum President
San Francisco, Cal.
Golden Gate
Seattle, Wash.
Orpheum
Toledo, Ohio
Keith's
Washington, D. C.
Keith's

Address All Inquiries to Commercial Department

RCA PHOTOPHONE, Inc.
SUBSIDIARY OF RADIO CORPORATION OF AMERICA
411 FIFTH AVENUE • NEW YORK CITY
PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

PHOTOCOLOR LEASE IDEAL UNTIL OWN STUDIO READY

Photocolor Corporation has leased the Ideal studio at Cliffside, N. J., pending completion of the studio building which they are now erecting adjacent to their plant at Irvington-on-Hudson, N. Y.

Production will be started this week on another one of the Photocolor fantasy series. The title is "Ye Olde Heart Shoppe," by Augustus Barrett, and Bradley Barker will again direct, with Kathryn Reece starred. Leigh Love, known radio fans, has also been engaged for a prominent role.

The new Photocolor studio will have two large stages and six small stages, all of which can be used in dependent of each other. The exterior work has already been completed, with electrical equipment and other interior fittings now being installed. The building is expected to be ready for occupancy within the next six or eight weeks.

Printing and developing machinery is now being installed in the present plant which will more than triple present capacity. A number of color cameras were recently completed for which S. H. Davis of the Photocolor Corporation is now in Germany to pick up special lenses developed by the Carl Zeiss optical lens factory. Davis is expected back within the next 10 days, after which the cameras will be put in operation.

Writing Operetta

Jay Gorney and E. Y. Harburg, who wrote musical numbers for Paramount productions, have been engaged by the Shuberts to also write the music and lyrics for "The Duchess of Chicago," forthcoming stage operetta.

Klages and Greer Signed

Ray Klages and Jesse Greer, song writers, have just been signed by Pat Flaherty of the Red Star Music Co. to write exclusively for Fox.

MARK SANDRICH
Director
Just finished
"Hot Bridge"
now preparing
"Barnum Was Wrong" (all Talking, all Color)
Louis Brock Productions
RKO release

Short Shots from New York Studios

BY HARRY N. BLAIR

WHILE many girls spend weary months trying to break into pictures, Anna May Ransom, a little Texas dancer, succeeded in landing a part in a Pathe short, three hours after arriving in New York. Anna's chum, Jean Walters, who was cast for the picture prior to going on tour with an RKO dance unit.

Paramount seems bent on building up an organization comprised of stage talent exclusively. Close on the heels of Claudette Colbert's formal desertion from the legitimate, comes an announcement that Frank Morgan, who has appeared in many stage successes, has just been signed for a principal role in "Dangerous Nan McGrew," following which he will appear in "Queen High!"

Oliver Shea, who just completed the featured lead in "The Campus Vamp," following her work in "Glorying the American Girl," will take a flying trip to Hanover, N. H., to attend the Dartmouth Winter Carnival.

James Hall has arrived here to play a role in "Dangerous Nan McGrew," at the Paramount Long Island studio, production which is scheduled to start this week.

"Rill" Steiner, whose camera work has been a decided asset to many Paramount pictures, has recovered from an attack of sinus trouble, which kept him away from the studio for several days.

Mrs. "Billy" Bitzer, wife of the camera wizard, has discovered a girl whom she believes is star material and whom she intends to take back with her to Hollywood. The girl's name is Claire Douglas, and she is a blonde beauty who was formerly in the Ziegfeld "Follies."

Robert Fresnell, of Paramount, writing staff, has collaborated with Achmed Abdullah on a play, "Empress," in which Florence Reed will star, under the management of Horace Liveright.

Murray Roth, genial director-lauchief, has a fanfare for prize fights. He is a familiar figure at all the big Garden events. Incidentally, Murray Roth is turning 'em out bigger, better and faster than ever at the Eastern Vitaphone studios.

First Color Slapstick

Louis Brock is about to produce the first slapstick comedy to be made in color. Production will be started within the next two weeks, using the Brewster color system. A new talent of comedians will be featured in the action which is built around life in a side-show.

The boy wonder of Flatbush, Waite Hoyt, who spends his summers pitching ball at the Yankee Stadium, appeared in a Vitaphone Variety, "The Royal Fourflusher," after completing the Flatbush studio, at the same time affording the studio staff an opportunity to pass on their other experiences.

With many of Broadway legitimate players traveling over to the Flatbush studios to appear in Vitaphone Varieties, Arthur Hurley, director, is renewing acquaintances with people he has directed for the speaking stage. Among the score or more who recently appeared in several sketches which Hurley directed are Mary Phillips, Humphrey Bogart, Jesse Busley, Leni Stengel, Wallace Ford, Thurston Hall and Malcolm Dunn.

"Eddie Buzzell brought his two Chihuahuas down to the Flatbush studios last week to appear in the pet shop scene in "Keeping Company," but the dogs refused to appear at the cameraman's call of mongrels, bulldogs and terriers which had been engaged for the production.

Hugh O'Connell, who closed the show, "The Sap from Syracuse," the other night, recently appeared in the Eastern Vitaphone studio in an other Vitaphone Variety entitled "Find the Woman."

Fingerlin Back to Work

John Fingerlin, executive studio manager of Paramount's Long Island plant, returned from a business trip to Cuba, yesterday (Saturday).

TALKING SCREEN TERMED ULTIMATE IN EXPRESSION

"The screen of the future offers greater possibilities than painting, sculpture, the stage, or any other form of visual and audible art, as a medium of expression," according to Frank Cambria, director of the Paramount Long Island studios.

"Because it really is a composite of all the arts and many of the sciences, the motion picture offers a medium of almost limitless artistic expression," Cambria adds. "Using human beings instead of paint or clay, we can create things of genuine beauty and artistic merit. Color is here for us and will be improved to the point where a director can achieve variations of shade such as the painter might mix on his palette. Sound also offers marvelous possibilities for artistic expression."

Cambria is well qualified to judge, having succeeded as a painter, sculptor and stage director before turning to motion picture directing. He is best known for his success in staging Publicity presentation acts.

Old Favorites Make Best
Talkies Says Al Lewis

The "tight" situation existing in the story market at present will result in many old favorites of the silent days being revived as talkies, according to Al Lewis, New York representative of the Lewis music studios. Original titles will not be retained, however, except in unusual cases, such as "A Connecticut Yankee," which story has such a firm hold on the affections of people that a repetition will be welcomed. The great majority of these old favorites will bear new titles and will have the advantage of improved production methods so that they should prove more popular than ever before. Lewis concluded with the statement that "by following this policy producers are taking much less chance than with a new story since the success of the silent version is proof that the story contains the elements of popular appeal, something which is almost impossible to determine in advance."

David Mendoza Honored

David Mendoza, of Paramount's musical staff, was among those mentioned in the list of "twen" leading American composers," selected by the vote of the National Federation of Music Clubs. Among the vocalists chosen were: John McCormack and Lawrence Tibbett.
More Sound Units for Darmour Studio

“Land of Blue-Sky Daughter” First on Schedule—Leslie Pearce with Mack Sennett—Lionel Barrymore to Direct and Play in “Oliver Twist” —Title Search for RKO’s “Sergeant Grischa”—Ralph Wilk's Paragraphs

RCA APPARATUS INSTALLED; MORE COMEDIES UNDER WAY

Additional RCA sound units have been installed at the Larry Darmour studio. The first production scheduled is “Land of the Sky-Blue Daughter,” an H. C. Witwer story adapted by E. V. Durling. Lewis R. Foster will direct this two-reel talking comedy, Al Herman is preparing to direct “Mickey the Romeo,” a Mickey McGuire comedy.

Role for Marguerite Padula
Marguerite Padula will have a role in “The Ramblers,” which RKO will make with Ben Stinson, Robert Woolsey, Jobyna Howland, Mitchell Lewis, Hugh Trevor, June Clyde and Ivan Ledebid in the cast.

Barbara Kent Gets Lead
Barbara Kent has been given the leading feminine role in Warner’s “Dumbells in Ermine,” with Robert Armstrong playing opposite her. John Adolfi is directing.

Bette Pierce to Make Debut
Bette Pierce, remembered as “Tan-deleyo” in the play “White Cargo,” will make her first appearance in the films in “Smooth as Satin,” the RKO film starring Bebe Daniels.

Anita Page for “Margin Mugs”
Anita Page has been selected for the feminine lead in M-G-M’s “Margin Mugs” an original by Willard Mack, which Charles Reisner will direct.

Kears in Dix Film
Allen Kearns has been given a part in Richard Dix’s next vehicle for Radio which Mel Brown is directing. The picture is an adaptation of “I Love You,” a stage play by Le Baron.

Wyler Starts “The Storm”
William Wyler, director, is preparing production on the dialogue version of “The Storm,” which was made by Universal in silent form. Wells Root has completed the continuity and Tom Reed adaptation.

Clifford for Fox ’30 Follies
Tommy Clifford, child actor, has been selected by Director Benjamin Stoloff to do a harmonica specialty in “Fox Movietone Follies of 1930.”

A Little from “Lots”

JOHN LANGAN is co-directing “Light of the Western Stars,” for Paramount. He is a former stage director and has directed Jane Cowl, Alice Brady and other stars.

Sigmund Romberg and Oscar Hammerstein II, who are writing original operettas for Warner Brothers, attended the Coast premiere of their stage operetta "The New Moon." Six companies are presenting "The New Moon," in this country and Europe, while Hammerstein II will go to Australia in April to direct the seventh company.

"Babe" Kane, who sang and stepped in "The Great Gabbo," will play opposite Benny Rubin in "Sunny Days," for Tiff. 

Introducing De Wolf Hopper at the Masques’ Revel, Sam Hardy declared Hopper made his first picture in 1915 and his second in 1929. “That is what I call ‘between pictures’ said Sam.

At 9 p.m. Friday, Howard Estabrook finished his writing duties at Fox. The following morning, he was at First National, starting work on the screen play and dialogue for an untitled story. During his leave of absence from Paramount, Estabrook has also written material for Pathe and Caddo Prods. Among recent productions, upon which he worked were "The Virginian," "The Color of Money," "Hell’s Angeles" and "The Shopworn Angel." 

Maurice Black is keeping busy. He is playing an important role in "Jailbreak." He appeared in "Playing Around," "Show Girl in Hollywood" and other First National pictures. He played in the stage version of "Broadway" before coming to California.

Our Passing Show: Arthur Langan, Al Reban and George Frank are among the agents at Pathe on business; Fred Scott chatting with friends at Pathe.

Cornelius Keefe has completed an important role in "His Woman," at First National. He has had much stage experience and played in "The Poor Nut," before coming to the Coast.

15,000 Wrong Titles
In seeking a better title for Herbert Brenon’s production of the Arnold Zweig novel, “Case of Sergeant Grischa,” RKO reports having received 15,000 suggestions, none of which was considered suitable. So the original title stands.

Lionel Barrymore to Play Fagin in "Oliver Twist"
Lionel Barrymore has signed to play the role of Fagin in the version of Dickens’ "Oliver Twist" to be made by M-G-M. He will also direct. Ruth Chatterton will handle the role of Nancy Sikes.

Fox Signs English Composers
Pola and Brandt, English song writers, have been engaged by Fox, to compose the entire score for Beatrice Lillie’s first starring vehicle for Fox. These writers are best known here as the composers of “Woof Wool,” current N. Y. stage musical.

"Sunkissed" Now “Lady to Love”
"Sunkissed" the M-G-M film with Vilma Banky starred, has become "A Lady to Love." The picture is based on an original by Sidney Howard.

New Contract for Louis Mann
Louis Mann has been signed to a new contract by M-G-M. The actor was brought to Hollywood to play in "March of Time" with other old-timers of the stage.

M-G-M Signs Dodge Sisters
Beth and Betty Dodge have been placed under contract by M-G-M to appear in at least one musical production.

Grinde Gets New M-G-M Contract
Nick Grinde, who with David Burton directed "The Bishop Murder Case," has been signed to a new long term contract by M-G-M. He is now working on the screen adaptation of "Good News."
Lawrence Tibbett in "The Rogue Song" with Catherine Dale Owen (All-Talker)

M-G-M
Time, 1 hr., 45 mins.

LAWRENCE TIBBETT with CATHERINE DALE OWEN in THIS ALL-COLOR OPERETTA. APART FROM HIM IT'S MODERATELY GOOD ENTERTAINMENT.

Made 100 per cent of the film, for a start, and generally excellent color, this talker is the most entertaining when the Metropolitan Opera star is singing. His voice is splendid. The picture is based on an old operetta, "Gypsies," and is typically operetta in character, containing little that is new and being loosely tied up. It tells the story of a young king in Russia who falls in love with a princess. Her brother wrongs his sister and he kills him in passion, and love abducts in success. The girl escapes, brings about the bandit's arrest, has him hanged and then realises she's in love with a man. Stan Laurel and Oliver Hardy are brought into the narrative for comedy relief.

Cast: Lawrence Tibbett; Director, Maurice Tourneur; Authors, Grau, Marcon and John Cowan; the pictures are "if you only knew," [sic] by Franz Lehár, Dr. A. M. Willer, Robert Ross; Editor, Herbert Cameron; Director, Louis Royer; Photographers, Percy Hilburn, Monitor Matt, Not Listed.

Direction, fair. Photography, fine.

Edc.

"Painted Faces" with Joe E. Brown (All-Talker)

Tiffany
Time, 1 hr., 11 mins.

SATISFACTORY PROGRAM PRODUCED DIRECTLY FROM PHOTOGRAPHS PROVIDED BY SOME CIRCUS ATMOSPHERE AND COURT ROOM PROCEEDINGS.

Joe E. Brown, in a foreign dialect role opposite Lili Damita, starts off this center of attraction in this drama of show life. At the start of the picture, a member of a vaudeville team is supposed to have shot and killed another performer who was trying to entice the former's girl away from him. In the court trial, all but one member of the jury vote for conviction. The holdout is a slow-witted circus clown (Brown). He refuses to change his stand despite persuasion and threats. Finally he attempts to swing the others around by telling a circus story, shown in a flashback, but the jury refuses to give in till the clown plays his trump and says he is the one who killed the actor to avenge a wronged girl. Holdists interest pretends he knows a clue to the crimes of a murderer and announces an announcement that Frank Morgan, who has appeared in many stage successes, is to be cast for a principal role in "Dangerous Nan McGrew," following which he will appear in "Queen High."

Olive Shea, who just completed the featured lead in "The Cannibals..."

Edc.

"The Kaiser in Peace and War" (Silent)

Rex
Time, 41 mins.

AN ASSEMBLAGE OF NEWS-REEL SHOTS, MODERATELY ENGROSSING, WITH ENTERTAINMENT AND INTERESTING FROM A HISTORICAL POINT.

Since it has been demonstrated that there is a paying audience for the newsworld theater, it is reasonable to expect that this pieced-together narrative will attract some patronage. The record covers the period from just before the war, when the German militarist was in his glory, to his present status as a has-been. Leopold Hohenzollern exiled to Doorn. Considered the most historical aspects and with due allowances for the unavoidable shortcomings of a feature compiled from newsreel shots, the picture has a good deal of educational value besides being fairly engaging as entertainment. The Kaiser is shown at many state celebrations and civil functions, reviewing troops, lumbering, ships, visiting near the front lines during the war, presenting iron men, and more for a little job at a railroad station. One day he was similarities, the face of his former wife in a railroad train, this brings home to the audience that he is going to Petrograd, his former home. Then the film shows the effect on him of the changed conditions in Russia, the changes in the world, the changes coming to the new Soviet order of things. It is a fine product on both depth, beauty, realism and color. Has some scenes that are not very good, but as a whole is almost as good as "Potemkin."

Cast: Yaov Godkin, Fedor Nikitin, Ludwig Supp, Victor Gavrilov, Leonide Freidman, Director, Friedrich Ermel; Author, Not Listed; Editor, Not Listed; Camera, Evgeny Enery.

Direction, very good. Photography, fine.

Garbo

"A Fragment of an Empire" (Silent)

Ambikino
Time, 1 hr., 16 mins.

ONE OF THE BEST OF THE RUSSIAN FILMS, TELLS A DRAMATIC AND POIGNANT STORY OF SOCIAL BEAUTY AND FINE DIRECTION, REAL ENTERTAINMENT.

Drama of Russia. This picture is marked by some excellent directorial work, acting is very good, and camera work that in spots is outstanding. They have gotten away from the propaganda a lot in this one, so that the story becomes absorbing and refreshing. A Russian sergeant in the Great War is shell shocked, loses his memory, and goes home to his sweetheart who is doing a little job at a railroad station. One day he discovers the face of his former wife in a railroad train, and this brings home to the audience that he is returning to Petrograd, his former home. Then the film shows the effect on him of the changed conditions in Russia, the changes in the world, the changes coming to the new Soviet order of things. It is a fine product on both depth, beauty, realism and color. Has some scenes that are not very good, but as a whole is almost as good as "Potemkin."

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Direction, very good. Photography, fine.

Garbo

"Demon of the Steppes" (Silent)

Ambikino
Time, 1 hr., 9 mins.

AN UNEARTHLY CONCOCION ABOUT A FEROCIOUS RUSSIAN WOMAN. GENERALLY INCREADIBLE, BUT HANDLED IN ALL DEPARTMENTS.

Even the arty cinemists are not likely to fare well with this Soviet Russian game. Here is a demon that struts about like a land pirate, killing some persons and inviting to arouse sympathy with all, without much rhyme or reason, and certainly without any sympathy from the audience viewpoint. The heroine finally meets her Waterloo in the person of an equally plausible two-fisted adventurer of the male sex, whom she is unable to Constance Bennett, and upon leg in front of a firing squad. Besides the disagreeable taste created by the killings, whimpering and other overlanded tomfoolery, the action is carried in heavy style, the production is badly handled from almost every angle, including continuuity, photography and staging. Many of the revulsion scenes appear to have been patched in. Only very special audiences are likely to find it palatable.


Gillette

"Son of the Gods" (All-Talker)

First National Time, 1 hr., 32 mins.

HIGH-CLASS, SOCIETY ENTERTAINMENT THAT WILL ESPECIALLY CLICK WITH THE BARTHELMESS FOLLOWING. SHOULD BE A BIG WHORE.

Drama based on the Rex Beach story. The story, which is a little slow in getting under way, is the story of a woman who holds the star and holds your interest all the way. Barthelmes plays a youth who believes himself to be Chinese and has a friend to whom he is very dear. Barthelmes is a fine product on both depth, beauty, realism and color. Has some scenes that are not very good, but as a whole is almost as good as "Potemkin."


Director, Frank Lloyd; Author, Rex Beach; Adaptor, Not Listed; Editor, Not Listed; King, Not Listed; Not Listed; Editor, Not Listed; Not Listed. Direction, very good. Photography, fine.

Gillette

"The Kaisen in Peace and War" (All-Talker)

Universal
Time, 57 mins.

A FIRST CLASS WESTERN WITH THE MODERN RODEO ATMOE SPHERE AND KEN MAY NARD PUTTING IT OVER STORM WITH FIRE FOR THE THRILL FANS.

Western. Ken Maynard is given a made-to-order story in this one, and sends it in for the count. It has everything that the western fans want. The action is fast, the story nicely balanced with sentimental interest, and Ken Maynard does some of the best work of his career. As a cowboy with one of the old-time medicine shows, Ken joins a Wild West show, gets entangled in a girl in the show, and incurs the enmity of the manager. He has a buddy, a youngsters he has adopted in the show. The kid the manager's big pal is yellow because he refuses to ride the horse he has been thrown from in a frame-up. Hearing this, it restores Ken's nerve and his courage. He is called "Man Killer." Has all the tricks the fans like.

Cast: Ken Maynard, Gloria Swanson, Orey Pfeiffer, Rudy Dubbile, Harry Boland, Jackie Huleen, Fred Burns, Frank Vazendell, Sidney Toler, Edgar Kennedy, Tom McCarey, Robert Ellis, Harry Bell, Rex Strong, Eddie Foy Jr., Director, Harry J. Brown; Author, Bennett Cohen; Adapter, the same; Dialogue, Not Listed; Editor, Not Listed; Camera, Ted McCord; Monitor Man, Not Listed. Direction, good. Photography, fine.

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Technicolor Pictures
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More than one hundred pictures... all or part Technicolor... will be playing in America's motion picture theatres during 1930... "packing them in"... north, south, east and west. Natural color lives at last... on the screen—and in the box-office.

Technicolor's sensational advertising campaign is going full blast. It is the most aggressive and sweeping support of its kind ever provided for exhibitors and producers. Fifteen million Saturday Evening Post readers are following Technicolor... with increasing interest. Ten million more are "taking it in" in the fan magazines. And the story is just begun!

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Technicolor is a box-office name. The great producers use it for the best. Advertise it! Feature it for box-office results!

UNDER A TEXAS MOON
Warner Bros. first out-door Vitaphone and Technicolor production. FRANK FAY, ARMIDA and MYRNA LOY are in the cast.

Technicolor
is a Box-Office Name
ADVERTISE IT
Technicolor Hits are the BIG hits

BRIDE OF THE REGIMENT, with Vivienne Segal (First National); BRIGHT LIGHTS, with Dorothy Mackaill (First National); CHASING RAINBOWS, with Bessie Love and Charles King (Metro-Goldwyn-Mayer); DEVIL MAY CARE, starring Ramon Novarro (Metro-Goldwyn-Mayer); DIXIANA, with Bebe Daniels (Radio Pictures); FOOTLIGHTS AND FOOLS, starring Colleen Moore (First National); GLORIFYING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Morgan and Rudy Vallee in revue scenes (Paramount); GOLDENDAWN, with Walter Woolf and Vivienne Segal (Warner Bros.); GOLD Diggers of Broadway, with Winnie Lightner, Conway Tearle, Ann Pennington and Nick Lucas (Warner Bros.); HELL'S ANGELS, with Ben Lyon, Jean Marlow, James Hall, Jane Winton and Thelma Todd (Caddo); HIT THE DECK, with Jack Oakie and Polly Walker (Radio); HOLD EVERYTHING, with Winnie Lightner and Joe E. Brown (Warner Bros.); HOLLYWOOD REVUE of 1929 (Metro-Goldwyn-Mayer); HOLLYWOOD REVUE of 1930 (Metro-Goldwyn-Mayer), with William Powell and Helen Kane (Paramount); RADIO RAMBLERS, with Bert Wheeler, Robert Woolsey, and Dorothy Lee (Radio); RIO RITA, with Bebe Daniels, John Boles, Bert Wheeler and Robert Woolsey (Radio); PARAMOUNT ON PARADE, all-star revue (Paramount); THE ROGUE SONG, with Lawrence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer); SALLY, starring Marilyn Miller (First National); SHOW OF SHOWS, with 77 stars (Warner Bros.); SHOW GIRL IN HOLLYWOOD, with Alice White (First National); SONG OF THE WEST, with John Boles and Vivienne Segal (Warner Bros.); THE DANCE OF LIFE, with Hali Stelly and Nancy Carroll (Paramount); THE MYSTERIOUS ISLAND, with Lionel Barrymore, Lloyd Hughes and Jane Daly (Metro-Goldwyn-Mayer); THE VAGABOND KING, starring Dennis King (Paramount); THE VIKING, with Pauline Starke, Donald Crisp and Leroy Mason (Metro-Goldwyn-Mayer); UNDER A TEXAS MOON, all-star cast (Warner Bros.).

From The Vagabond King, starring DENNIS KING, with JEANETTE MacDONALD (Paramount).

Technicolor is a Box-Office Name

ADVERTISE IT

TECHNICOLOR INC.
NEW YORK - BOSTON - HOLLYWOOD
Eddie Buzzell in
“Little Johnny Jones” 
(All-Talker)

First National
Time, 1 hr., 5 mins.

FAIR PROGRAM RACE TRACK
STORY ADDS IMPACT TO THE STAGE COMEDY WITH EDDIE BUZZELL TAKING THE NAME PART.

This melodrama of the turf has some amusing lines reminiscent of Geo. M. Cohan. The picture is drawn out considerably. Eddie Buzzell is generally okay in his first feature. The story centers about a jockey who falls for a Broadway show girl, the romance winding up when the girl asks Buzzell to throw the race, which he refuses to do. He is suspended when a telegram from Edna Murphy is intercepted. In England he plays a jockey for a while, and then returns to the States to take a part in a race. When the jockey gets too close to the horse, it is found that the horse is actually a time-worn a derived

Belmore, Cast:

Whitey Chambers; Frank Way; Camera man; Faxon Deane; Monitor Man, Not Listed.

Director, good. Photography, clear. 

Norma Talmadge in
“New York Nights” 
(All-Talker)

United Artists
Time, 1 hr., 21 mins.

GOOD DRAMA OF STAGE LIFE, MADE SPECIAL AND EMOTIONAL BY THE FINE PERFORMANCE OF NORMA TALMADGE.

Although this edge has been taken off the stage story, this one is set for a welcome on two counts in particular. The first is because of the appealing personality of Miss Talmadge, and the second is because the picture is a neat little piece of entertainment irrespective of how much soap opera drams have been produced. This one is taken from the stage play, “Tin Pan Alley,” and it concerns an irresponsible song writer, who is so faithful to him that even a racketeer coming twenty grand a day is unable to make an impression on her, though he is offering to give her a chance. A shot by the oleomper bar bers to frames. There is the usual split of the team, because of the man’s drunks and their reunion for better or worse, and excellent support acting by John Wayne and Gilbert Roland, the latter played our plot is made to click in a last. It traces a gambler’s road to doom with a sureness and vivid power making for entertainment of gripping quality. The film mounts to a climax in which “Natural” does meets his end in a manner strongly suggestive of Arnold Rothstein’s passing. Powell gives a suave, full-blooded portrayal as the gambler. Carrying on his gambling activities under the guise of a broker, “Nat ural” is killed after he resorts to cheating in a card game in an effort to “break” a younger brother with the hope of curing him of the gambling habit.

Cast: William Powell, Jean Arthur, Kay Francis, Regis Toomey (All-Talker)

Paramount
Time, 1 hr., 16 mins.

FIRST-RATE GAMBLING DRAMA EFFECTIVELY TOLD AND SKILLFULLY PLAYED BY TOP-NOTCH CAST.

A gambling tale that offers Willliam Powell and Kay Francis a lovely idealized to suit his talents. Here is a picture crammed with action and un flaunting in its interest from first to last. It traces a gambler’s road to doom with a sureness and vivid power making for entertainment of gripping quality. The film mounts to a climax in which “Natural” does meets his end in a manner strongly suggestive of Arnold Rothstein’s passing. Powell gives a suave, full-blooded portrayal as the gambler. Carrying on his gambling activities under the guise of a broker, “Natural” is killed after he resorts to cheating in a card game in an effort to “break” a younger brother with the hope of curing him of the gambling habit.


Director, John Cromwell; Author, Oliver H. P. Garrett; Adapted, Not Listed; Dialogue, Oliver H. P. Garrett; Camera man, Charles Lang; Monitor Man, Not Listed.

Direction, fine. Photography, good. 

William Powell in
“Street of Chance” 
(All-Talker)

M-G-M
Time, 1 hr., 28 mins.

BOX OFFICE MATERIAL, THOUGH NOT SO GOOD AS FORTUNE TELLER MYSTERIES, HAS THE POPULAR INGREDIENTS TO SATISFY.

It weren’t for the fact that it follows too closely the formula already done to death in murder mystery productions, this would be a small and acceptable one. While not produced in class style, directed with a keen eye for effective details and acted in an unusually polished manner by most of the principal characters. What brings it down a few notches from some of the other mystery dramas by the same author is the inclusion of the horrid looking hunchback and another repugnant individual, very obviously planted for the usual purpose of attracting sus pension. Then there is the customary dumbbell dick, for comedy, and many of the familiar tricks from the old bar. The identity of the murderer, however, is handled with more than ordinary skill.

Cast: Basil Rathbone, Leila Hyams, Robert Preston, John Qualen, Alan Hale, Edward Brophy, Charles Judels, Margaret Lindsay, Zelma Sears, Roddy Rosell, Carroll Nye, Frank Morgan, Francis Ford. Camera man, Harvey Brewe, Clarence Geldert, Delmar Davis, Not Listed; Dialogue, Not Listed; Camera man, Not Listed; Director, Michael Curtiz; Editor, Andrew Robinson.

“The Bishop Murder Case” 
(All-Talker)

Paramount
Time, 1 hr., 16 mins.

“The Gorno Italian Marionettes” 
Int. Photoplay Dist. Time, 9 mins.

Fairly Entertaining

A fair amount of entertainment is furnished in this number, which presents one of the band sensations of the past season. The singing and playing is okay. A highlight is Lobo, a police dog who does stunts. Murray Roth directed.

“The Post of Honor”

Universal
Time, 1 hr., 29 mins.

Western Hero Stuff

Here’s one where the little brother doesn’t kill the villain. This westerner has the kid brother act as guard for his sister against a renegade, who finally succeeds in carrying her off to an Indian camp. After making their escape the sister and brother are about to be captured, when in steps the hero, the lover. A duel follows and the villain is slain. Old stuff for the silent houses. Direction by Jack Nelson.

Waterloo Palace Improved

Waterlo, La. — Western Electric equipment has been installed at the Palace here. The house which has also been remodeled and redecorated, was recently taken over by Publicx.

Empire Changes Revised

Portland, Ore.— The Empire has resumed Saturday openings, states Abraham Goodside, owner. Formerly new shows began on Mondays.

“Lost Zeppelin” Opens Today

Tiffany’s “The Lost Zeppelin” opens Wednesday run at the New Gaiety Saturday. The picture will have three showings a day with a midnight matinee every Saturday.
**Theater Equipment**

**Articulation Test for Sound Houses Outlined by Engineer**

S. K. Wolf, theater acoustician of Electrical Research Products, Inc. and author of the following, is of the opinion that the efficiency of a transmission system is in the percentage of disconnected, meaningless syllables that can be understood through it. This is called an articulation test. In the following article, S. K. Wolf outlines various factors which influence the intelligibility of speech.

There is a great deal more to this matter of sound than simply making a program understood. Public psychology demands that it be "easy to listen to." We can discuss this subject in terms readily understood by everybody, namely, percentages. A theater can be rated in the percentage of intelligibility of speech, which is the index of "how easy to listen to" the patrons find sound in that theater.

An articulation test of normal speech direct from speaker to listener under perfect conditions gives 86 per cent. If there is any doubt in your mind that speech cannot be transmitted 100 per cent under ideal conditions, try this simple test. Ask your listener to close his eyes so that he may not read your lips. Then you say the following words one each—may, may, may, may, and ask him to write them down as you say them. Providing you do not unduly emphasize the final consonant of these words, you will find that your listener has not been understood. This gives you an idea of the difficulties encountered in speech transmission.

The improvement with which sound equipment is operated is an appreciable factor in the intelligibility of the resulting sound. There is a fairly broad range of volume about equivalent to the volume used in average conversational, for which there is no depreciation in intelligibility. However, as tests have shown if the loudness is somewhat greater or somewhat less than the conversational loudness, there is a reduction of articulation of one to five per cent.

Another factor influencing the intelligibility of speech is the amount of extraneous noise present. Audience noise is of two kinds. These include whispering, coughing, laughing, rattling of programs, etc., and those subjectively controllable by the exhibitor. The other, scuffling of feet, etc., is eliminated with the use of carpet. Further noise is often introduced into a theater by and through the heating and ventilating systems, and these will be reduced in realistic proportions under through this channel. This, too, is controllable. Tests have shown that if the aggregate noise is 20 per cent the sound articulation will be reduced 10 per cent.

Excessive reverberation is still another factor tending toward decreasing the articulation in the theater. If, in any given theater, the reverberation noise averaged by two or three minutes, it is found that the room is more or less potently noticeable when the audience is present. There are two more factors to be considered before we can sound out our estimate of the probable articulation of the theater and that of the percentage reduction necessary on account of the recording and on account of the reproducing system. Since the articulation rating for speech under the best conditions from the original sound source is only 96 per cent, let us assume that a certain value a reduction of 20 per cent can be experimentally determined in articulation. It is more than readily seen that this condition is often encountered in houses not properly acoustically designed when the audience present is small.

To sum up these reduction factors and to the idea of how a theater would under the conditions that I have outlined above, we get the following:

*Percentage articulation of original speech under perfect conditions ... 96*

*Percentage reduction due to imperfect loudness reception ... 5*

*Percentage reduction due to extraneous noise in theater ... 10*

*Percentage reduction due to reverberation ... 5*

*Percentage reduction due to recording ... 5*

*Percentage reduction due to reproducing ... 5*

It is only the screen optically and chemically correct for the projection of Colored Pictures.

Full information will be sent on request, cost no higher than any good screen.

**PROBLEMS OF LIGHTING SOLVED BY N. Y. EXHIBIT**

In an effort to help solve lighting problems, however complex, the Lighting Institute has been set up at the Grand Central Palace, New York, as a permanent exhibition. Its exhibits, occupying an entire floor, apply to every type of lighting. Among the most interesting of its exhibits is one showing how an auditorium should be lighted for maximum efficiency without sacrifice of artistic effect.

**Moulded Thermoplastic Base Socket Made by Major Co.**

Chicago—Major Equipment Co., of this city, is marketing a new development designed for those interested in the maintenance of screens. The development is the 54-B medium base socket with an unbreakable moulded thermoplastic body, claimed to be non-absorptive. Among the features of the socket are theearing structure to the center contact by phosphor bronze, its heavy upset screws at the terminals, extra screws holding the yoke, and the solid machine butt en head for the center contact, which, it is claimed, will not burn or corrode away.

**Install Air Conditioners**

Brunswick-Kroescheil air conditioning and cooling systems are now being installed by Publix in houses in the following cities: Lynchburg, Va.; Montgomery, Ala.; Denver, Colo.; Salem, Mass.; Lynn, Mass.; Pecksell, N. Y.; Youngstown, O.; Newport, R. I.; Boston, Mass.; Buffalo, N. Y.; Fort Wayne, Ind.; Chicago, Ill.; Hammond, Ind.; Syracuse, N. Y., and other points.

**Gets Enlarged Screen**

Concord, N. C.—An enlarged screen has been installed at the Concord.

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(Continued on Page 13)
Theater Equipment

BUFFALO ENGINEERING CO.
DEVELOPS COOLING UNIT

Dallas—After considerable research and experimentation, Silex, air distributing unit, has been developed by the Buffalo Engineering Co. and now is mechanically fit for use in sound theaters for cooling purposes, according to George W. Thornton, general manager of the company who recently returned here from a trip to the company's factory in Buffalo, N. Y.

The new unit can be used separately as a ventilating equipment or in conjunction with Carrier Air Washer equipment, it is claimed. The company, in addition to Silex, has developed other lines of cooling equipment built to meet the requirements of smaller houses which cannot afford the washed air equipment.

Show Sells Poster Co.
Wilkesburg, Pa.—San Show has sold his interest in the American Poster Supply Co. here to Fred Solomon, it is reported here. 'Chick' Kiefer retains his share in the poster company.

Invisible Lubricant, Replacing Wax, is Used in Stewart Process

A new process of treating and lubricating films so that wax is supplanted by an invisible lubricant which entirely covers the film and cannot be affected by heat, has been developed by the Stewart Film Process Co. The process renders the emulsion impervious to the action of moisture and oil, it is claimed, and also toughens it to the extent that instead of leaving particles on the aperture, it polishes the gate and allows unrestricted passage of the film through the machine. In addition to its lubricating treatment, the process, according to the company, insures the film a longer life and clearer projection.

The application of an oil on the film is not desirable, so by taking a heavy oil combined with certain volatile diluents permits the entire film to be coated with this mixture. The volatile diluents evaporate, leaving an undetermined amount of oil over the whole film, including the insides of the sprocket holes. Wax on the sprocket holes had been previously used to accomplish this end, but it has been found that the heat melts the wax and such melted wax interferes with sound tracks causing distorted sound.

Withstands Water

In the laboratory of the Stewart Film Process Co., of New York, a large quantity of film treated by the company was soaked in water for a considerable period and then brought out and dried and proved to be ready for projection, according to the company. This process also prevents the ruination of prints shipped to foreign countries where the humid conditions affect films.

(Continued from Page 12)

ARTICATION TEST FOR SOUND HOUSES OUTLINED

(Continued from Page 12)

another that has an appreciable place in show psychology, illusion. The sound must appear to come from the picture and yet the listener must be allowed to feel that he is in the same room with the speaker. With present day recording the areas around and immediately in back of the horns should be sound reflecting, which allows the "room tone" of the recording to become associated with the "room tone" in front of the theater so that the listener unconsciously feels that he is in the same room with the speaker.

With so many factors bearing upon the net result, each presenting its reduction factor however small, it behooves the exhibitor who wishes to preserve and increase his success, to see that all reduction factors with in his control are kept to the absolute minimum.

The best possible equipment obtainable, properly operated in a theater that acoustically correct and free from extraneous noise, is the only possible answer to "easy listening" and increasing receipts.

Wonderphone for Fayette House
Fayette, O.—Wonderphone sound equipment, manufactured by the Film Sound Corp. of Cleveland, has been installed at the Fayette here.

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PARAMOUR STAGE SHOW FEATURES DENNIS KING

Dennis King, whose screen version of "The Vagabond King" will open soon for a run at the Criterion, is featured in the current bill at the Paramount. Judging by the audience response to his singing, as well as to his engaging personality which formerly graced the musical comedy stage, King will create a batch of new customers for his forthcoming picture. Another strong attraction on this week's Paramount stage program is the U. S. Indian Reservaton Band, headed and directed by Chief Shantona, talented musician and dramatic elocutionist, in a varied and highly entertaining routine of music, recitation and general whoppo. Joy May and Dotty Oaks, Geraldine, Buddy Carrell and the Serova Beauties also contribute generously to the nicely devised show. Jack Partington produced the unit which carries the title of "Red Rhythm."

ZELAYA, SPANISH PIANIST, TAKES CAPITOL HONORS

In a semi-kidding demonstration in which he compared the genuinely good music of years ago to the short-lived jazz of later years, the popular Spanish pianist, Zelaya, is just about laying them in the aisles at the Capitol this week. He has musical ears at his finger tips and pointed humor on the tip of his tongue. This, plus his good-natured eccentric style, makes him sure-fire. The current Capitol production, staged by Arthur Knorr, is labeled "Venetian Carni-cal," but the title is largely a misnomer because about the only Venetian thing in the proceedings is the rich setting and a few bars of Italian music. Among the other performers are a blackface hooing quartette, some travesty by a male ballet dancer and his partner, acrobatic stunts by the Mangeans, some nitty dancing and all-around work by Ted Claire, the guest master of ceremonies, a Franco-Film and dance offering by Kathryn Lewis, Nina Oginska, Jack Hanlon and Tom Pullmer, with the Chester Hale Girls and the Capitolians providing a strong background as usual. Yasha Bun- chuk directs the "Marche Slave" overture with effect.

DELIGHTFUL DIVERSITY IN ROXY STAGE PROGRAM

Going back to a diversified routine this week, the Roxy presents a stage show of unusual delightfulness. Among the highlights is "The Shooting Gallery," a most amusing travesty on Coney Island types, with Patricia Bowman and Leonard Maxine heading the Roxy contingent in this number. Also of unique caliber is "Mistfits," wherein M. Vodnoy and M. Holajin introduce an ensemble dress-suited duos doing drunk bits around oldtime lamp posts. In the "Bubble Dance," a cleverly conceived specialty, Miss Bowman and the Ballet Corps do some fanciful cavorting to the rhythm of big balloons, while Frances Cece and Miriam Fields throw in a song number from a suspended ladder. "The Lost Chord," sung by Harold Van Duzee and the Roxy Chorus, is built up with background into a stirring number. Many interesting twists in lighting effects are employed and plenty of striking costumes are displayed. Joseph Lithau's direction of the orchestral overture, consisting of Gounod excerpts, arranged by Maurice Baron, is particularly pleasing.

J. H. MCGINLEY JOINS RCA IN CLEVELAND TERRITORY

Cleveland—J. H. McGinley has joined RCA Photophone, Inc., here as assistant district supervisor in charge of installation and service with headquarters in the Film Bldg. McGinley formerly was connected with RCA, spending three and a half years in the company's laboratory and before that with General Electric under the supervision of Dr. Leonard Miller, authority on sound reproduction and amplification. McGinley will supervise all installations in this territory and make recommendations for securing the best acoustical results.

Frank Buys Harvard, Neb.

Harvard, Neb.—J. V. Frank has bought the Harvard from C. C. Pinkerton.

B. & D. - Gramophone Co. Joint Agreement Dropped

London—Joint production arrangement for talking pictures between British and Dominion and Gramophone Co. has been terminated by mutual consent, say current reports. British and Dominion will continue to produce sound pictures, using Western Electric apparatus, according to a director of company.

British-Thomson-Houston Handling Sound Device

London—British-Thomson-Houston is distributing a sound machine here that is guaranteed full indemnification against all patent infringement it is claimed. Twenty-five installations have been contracted for in the Birmingham section.

Horst Three-Color Film Process Demonstrated

London—Demonstration of the new "Horst" three-color process met with success and proved that there is a complete absence of fringing. Three primary colors are used and color tones produced are very natural. The prints are black and white, undyed, and cost no more than ordinary film.

50 W. E's for India by 1931

India—Installations of Western Electric equipment in theaters here are expected to exceed 50 by the end of the year. Additional engineering staffs have been dispatched from London to augment the service and installation departments here.

French Film Merger is Officially Confirmed

Paris—Official confirmation of the merger of the Albert-Franco-Film and Gaumont has been made, according to "Cinetographie Francaise." The new company includes the former Albert-Franco-Film Gaumont Companies, the Radio Cinemas, Studio des Reservoirs, G. M. Film, Societe Generale de Films and Societe des Romans Historiques. The union of these interests disposes of all means to construct sound devices and plants for the printing of films as well as to manage a chain of theaters in France and in Belgium and distributing exchanges abroad.

Unemployed Musicians Increase in Glasgow

Glasgow—Over two hundred theater musicians have been thrown out of work with the invasion here of talking pictures. It is expected that this number will increase inasmuch as additional theaters are being wired rapidly. The position is even worse in Edinburgh, it is stated, and prospects are very dull owing to the extension of talkers into the country districts.

New Cine-Magazine

Paris—For the first time the Cine-Magazine has issued a new publication similar in make-up to those in the U. S. Jean Pascal is managing editor of the magazine which will be circulated publicly.

Start Work on French Film

Paris—Shooting on "Beneath the Eaves of Paris" has begun at the Tobis studios with Rene Clair directing. It will be an all-talker.

Removes Sex Ban

Paris—Police ban on the German sex film, "Cahiers" has been removed.

Confers Honor On Director

Paris—Legion of Honour has been conferred upon M. Bennefroi, director of the Nicea Film studios at Nice.

To Produce "Radiocnt Concert"

Paris—Pierre Colombier will produce "Radiocnt Concert," as a talking film.

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New York Chicago Hollywood
THEY HAD TO SEE PARIS

Directed by Frank Borzage from the novel by Homer Croy. With Owen Davis, Jr., Marguerite Churchill, Irene Rich and Fifi Dorsay.

SO THIS IS LONDON
The world is hungry for another Will Rogers comedy. Here it is! George M. Cohan's international stage success, directed by John Blystone. With Jillian Sande, English beauty and stage star, playing the feminine lead. The New York Times and 200 other leading newspapers are now carrying a daily message from Will Rogers in London on the arms parley. "So This Is London" is a ready-made publicity natural!
Independent Producers Increase Despite Talkers

EXHIBITORS SEEK RETURN OF ARBITRATION

Coast Studios Experimenting With Wide Film

Enlarged Film Picture Being Made for Sono Art

West Coast Bureau, THE FILM DAILY

Hollywood — Wide film experiments are going on in practically every major company studio, either admittedly or secretly, mostly the latter.

A wide-screen picture is being made for Sono Art-World Wide. Both Pathe and Universal are understood to be among the studios experimenting. (Continued on page 8)

Watching the Battle

Philadelphia—Exhibitors are merely standing by in the fight against the Blue Laws being waged by local newspapers, with the endorsement of Mayor Mackey, who has declared that they are obsolete. Local theater owners are understood to take the attitude that by remaining out of the row they will avoid further attacks from the Blue Law supporters.

Trade Practice Confab Set for Ticket Makers

Washington Bureau of THE FILM DAILY

Washington—A trade practice conference of manufacturers of roll and machine tickets for use in theaters will be held by the Federal Trade Commission Feb. 25. Commissioner (Continued on Page 2)

M-G-M 12 Week Net Profit Reported at $1,737,417

Net profit of M-G-M for the 12 weeks ended Nov. 22, 1929, before taxes, is reported at $1,737,417. Gross profits for the period amounted to $192,240 while operating profit reached $1,663,834.

Changes in Fire Laws Are Proposed in Mass.

Boston—In a report by the special commission on fire prevention created by the last legislature, numerous changes in the state fire laws, understood to involve theaters, are proposed. (Continued on Page 8)

About 75 P. C. of Philly Screens to Be Replaced

Philadelphia—Order of the fire marshal requiring installation of fireproof screens means replacement of practically 75 per cent of the screens in Philadelphia, it is estimated by the M. P. T. O. of Eastern Pa.

367 Companies Active in 1929 Against 338 in Previous Year

See U. S. Endangering Latin America Market

West Coast Bureau, THE FILM DAILY

Hollywood — American producers will endanger their position in the Mexican and South American markets by distributing talkers with Castilian Spanish, according to Latin American actors, who claim that the studios are discriminating against them in favor of players speaking Castilian Spanish.

Despite the theory that talkers had dealt a death blow to independent producers, a survey conducted in connection with THE FILM DAILY YEAR BOOK shows that the number of producers throughout the U. S. and Canada in 1929 amounted to 367, an increase of 29 over the previous year. The U. S. companies are distributed among the following states: California, 225; New York, 76; Illinois, 7; Florida, 6; Ohio, 5; Pennsylvania. (Continued on Page 2)

Appeal to Hays Office and Film Boards of Trade for Assistance

Requests asking for arbitration in various forms are being received by the Film Boards of Trade throughout the country and by the Hays office from exhibitors who are apprehensive of the situation developing from the Judge Thacher decree.

At the Hays office it was stated that "a great number" of such letters have been received. Attorney Louis Nizer, secretary of the New York Film Boards of Trade on Saturday. This department will handle distribution. (Continued on Page 6)

Names Dodge Head of New Sales Department

H. W. Dodge has been appointed to head the new merchandise sales department of Electrical Research Products, C. W. Bunn, general sales manager, announced Saturday. This department will handle distribution. (Continued on Page 6)

U. S. Film Stars Block Foreign Caricatures

London—Plans of the Associated Sound Film Industries to make a series of talker shorts, in which various stars will

90 P. C. Copyright

At least 90 per cent of the music being played in this country is copyright, said John Gregg, Paine, chairman of the Music Publishers Protective Ass'n, Saturday, in stating that only a few of the copyright laws are coming to his attention. Under the U. S. laws a music copyright runs for 28 years with a renewal for 28 more possible, in which copyright rights cover the entire life of the author and 50 years thereafter, Paine pointed out.
INDIE PRODUCERS INCREASE
DESPITE TALKER PICTURES

(Continued from Page 1)

sylvania, 3; Minnesota, 5; Missouri, 4; Utah, 4; Michigan, 3; New
York, 2; Indiana, 2; Louisiana, 2; Washington, 5; Nebraska, 2; Arkans
as, 1; Colorado, 1; Georgia, 1; Massa-
chusetts, 1; Oregon, 1; Texas, 1.
Canada has 10 producers.

An increase of two in the number of studios also took place in 1929,
the total being 73 in that year against 71 in 1928. There are located as fol-
low:
California, 32; New York, 18; New
Jersey, 6; Florida, 2; Louisiana, 2;
Michigan, 2; Pennsylvania, 2; Colo-
rado, 1; Connecticut, 1; Indiana, 1;
Minnesota, 1; Missouri, 1; Nebraska,
1; Ohio, 1; Rhode Island, 1; Canada, 1.

Ironwood Amusement Co.
Elests Annual Officers
Ironwood, Mich.—Charles Seaman
has been re-elected president of the
Ironwood Amusement Co., operating
several houses in northern Michigan.
Other officers elected at the annual
meeting are A. D. Chisholm, vice presi-
dent, and F. J. Jeppe, secretary.
A. L. Picker remains as gen-
eral manager. The board of direc-
tors will consist of these officials and
George Curry, R. P. Zinn and Joseph
Seaman.

Trade Practice Confab
Set for Ticket Makers
(Continued from Page 1)
G. S. Ferguson, chairman of the com-
mis ion, will preside.
The conference is expected to deal
with various practices which are con-
sidered unfair, including interference
with contract, defamation of com-
petitors, cutout of employees, price
iscrimination, etc.

Paper's "10 Best" Contest
Boosts Akron Attendance
Akron, O.—A stunt calculated to
well picture attendance was recent-
ly tried out by the "Akron Times-
Press" in the form of a "ten best pic-
tures of 1929" contest. The idea was
to have movie fans pick their ten

49
1,700
54
31%
60
Editor
Opening
70
23
29
Premiere
21
105
greatly."
June 7-2
International Congress at
Brussels.

Women's Leader Urges
Co-operation with Films
Minneapolis—Co-operation of the
public and civic bodies in publiciz-
ing and supporting the preferred
type of pictures was urged here by
Mrs. Thomas G. Winter, former na-
tional Woman's Club president and
now connected with the Hollywood
branch of the Hays organization, as
a means of bringing about censor-
ship of films and thus doing away
with Federal activities along this line.
Mrs. Winter called upon local women
to work in a friendly way with exhibitors and with the
Film Board of Trade.
A committee has been formed, with
Mrs. Henry S. Godfrey as chair-
man, to give publicity to selected pic-
tures from first-hand information ob-
tained after previews in Hollywood.
It is also planned to hold "attendance
parties," and week-end "family
nights," on which entire families will
attend particularly good pictures.

Columbia Issues Folder
on Sound Reproduction
With a view to aiding exhibitors in
obtaining maximum efficiency in
sound reproduction, Columbia has is-
ued a folder on the proper use of the
disc needle. The leaflet, which is
being distributed gratis to the indus-
try as a whole, warns against the use of
"bootleg" needles. A series of diagrams
shows some of the causes of sound trouble arising from this
source.

AD-VANCE-AD

"You have always treated me more than fairly, and I am thankful for every effort to please me in every
respect, and I want you to know that I appreciate it greatly."
—National Theater
Graham, Texas
Pretty isn’t she? Like to meet her? Well... we can’t promise you’ll see this young beauty but there’ll be hundreds of lovely ladies at the MOTION PICTURE BALL. ▲ The famous comedian of the talkies, CHARLES RUGGLES, is master of ceremonies. Big entertainment by CELEBRATED STAGE AND SCREEN STARS. You can dance to the music of HAROLD STERN AND HIS HOTEL AMBASSADOR ORCHESTRA. ▲ At 1 A.M. a big supper is being served, then more dancing. Make a date! It’s FRIDAY EVE., FEB. 7th, at the ASTOR HOTEL. Tickets on sale at all leading agencies, Paramount Building and Astor Hotel. $10 each. ▲ Given under auspices Paramount Pep Club, Inc.—Paramount Famous Lasky Corp.—Publix Theatres Corp. IT’S The Smartest Party in Town!
Big Year is Seen Ahead
For British Film Industry

THE prospects for British film production were never brighter, especially in view of the habit of producers, directors, critics and the dear public nightly to petition the great god Cinema for new faces. The discovery of a single player with screen possibilities was something to write home about in those days. But today, ah today, how different. The advent of the dialog film worked a complete transformation. Where one “find” was wont to bud into a producer garden, we now have them in profusion. The trickle of new faces has become a deluge, nothing less, overwhelming the publicity and advertising departments. No longer is the “find” sold in advance to fandom; that major task is left to the exhibitor. As if he did not have enough to worry about!

Chester B. Bahn in the "Syracuse (N.Y.) Herald"

ALONG THE RIALTO

with Phil M. Daly, Jr.

THE boys, Clayton, Jackson and Durante are holding a real birthday party at Proctor’s 66th St., where they opened Saturday, which will feature a hittherto unknown foodstuff called “Schnozzlecake.” The lads are celebrating their seventh anniversary with seven weeks of KKO vaudeville…….. Helen Kane is arranging the entertainment program for the show to be staged Feb. 13 by the Holy Cross R. C. Church of Clason Point, N. Y.

Did you know that Charlie Chaplin is a swell tennis player, Doug Fairbanks an accomplished juggler and Lupe Velez can mimic anybody and do it well, we said, but thought it would strike you funny…….. Hy Daub, in a letter to Harry Takiff at the home office, mentioned that Hollywood has changed so since he was last there that he hardly recognized the town. Wonder if Hy wore smoked glasses?…….

Alan Forest, who has been gracing many screens for a long time, now is quartered at the Algonquin…….. Capt. Charles Erard is official lecturer of “The World Tours of the Prince of Wales,” now doing his stuff at the 55th St, N. Y.

Harry Atikian, who is handling that undying “Birth of a Nation,” is planning to rejuvenate it with synchronized score and dub in dialogue as well, providing he can buy the dialogue rights from Thomas Dixon, who wrote “The Clansman,” on which the film is based…….. Elisha Cook, Jr, who plays a part in “Her Unborn Child,” being roadshowed by Windsor Picture Plays, is now appearing in “Many a Slip,” newcomer among the Broadway legty attractions and housed in the Little Theater.

“Now,” Fox West Coast Theaters house organ, cheers over the exploitation stuff Bert Adler pulled in Brooklyn recently in “ballyhooing Rube Wolf, master-of-ceremonies, at the Fox. Says ‘Now’: Four thousand one sheets on all Brooklyn Journal wagons and newstands. A tie-up with the Brooklyn Automobile Show. Prizes ranging from two tons down to a radio. A motion picture of Wolf breaking all traffic laws. Bert Adler surely has given everyone something to shoot at”…….

Perry Bros., who operate Perry’s Egyptian at Ogden, Utah, postcarded in to the effect that the Trader decree is “God sent news for the independent exhibitor.” Their theater, by the way, “represents an Egyptian auditorium or temple court with a dome ceiling decorated to represent a desert sky”…….

Terry Ramsaye states that Pathomechthe subjects with sound will be released by Pathe beginning with Issue No. 6 of the Audio Review, available today…….

Activities of all prominent organizations and clubs in the industry are covered in one of the many sections of the 1930 FILM DAILY YEAR BOOK. Out soon!

FEbruary 3--Many Happy Returns

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pat H. Harman</td>
<td>February 3</td>
</tr>
<tr>
<td>James A. Starr</td>
<td>February 3</td>
</tr>
<tr>
<td>Milton Silver</td>
<td>February 3</td>
</tr>
</tbody>
</table>

TEN YEARS AGO TO-DAY

In Republic Distributing to release six Lloyd Carleton productions.

* * *

Jesse D. Hampton and Robertson-Cole involved in $100,000 lawsuit over H. B. Warner.

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Gruman prologues to be used by Famous on royalty basis.
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THE
Monday, February

-J!SmDAILY

1930

3,

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Film Boards of Trade Report
Additional Theater Changes Short
Changes

First National

DAILY NEWS —There's

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comedy »nd

color
bring a

"No, No, Nanette" enough to
pggle and a gasp of appreciation from eren
* * * » bright
the severest cinema followers.
dancetul
cheery and, of course, tuneful and
stage at
popular
the
of
version
talkie-singie
It is full of laughs and quite beau
traction.
the Technicolor sequences, which,
in
tiful
long.
nevertheless, are dragged out a bit too
in

* " )ust a fair
programme picture, which moves very slowly
comthrough a typically featherweight musical

EVENING JOURNAI^— •

'

mixing
HERALDTRIBUNE^—Instead
No,
screen
up the story with the songs, the
musi_
the
placing
on
insisted
No Nanette"
and end of
cal numbers at the beginning
in with
the picture and on making them fit
some fantastic plot about the production of
Thus, the outdated narrative, dea show.
prived of the salvation of song cues, was
tedious
forced to wander on aimlessly to a
forconclusion, and all of the frailties of its
mula were cruelly exposed.
POST * • * does an incalculable lot toward emphasizing the inherent stupidities of
of

the
of
the

The plot
average musical comedy plot.
"No, No, Nanette," so inconsequential in
stage production, permeates the screen

*
sufversion to the point of suffocation
leyel
fers a good deal from a generally low
view of the
of acting, though I suppose, in
untriteness of the parts and the lamentably
blame
inspired dialogue, it would be unfair to
•
the actors • •
Although following the usual lines

SUN—

movie musical shows, "No, No, Nanette
comedy situations
is happier than most in its
Clarence Badger is reand in its direction.
of

The

sponsible for this.
verting evening.

TELEGRAM— During

film

provides a
of

process

be-

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TIMES —

tunes

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that

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are

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quite a
now well

of

its

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original

persons
is
a show that stirs up mirth from
who might desire a more sophisticated type
wives
of entertainment, for its comedy of
discovering the more or less harmless deceit
of

their

husbands

is

—

—

invariably unfailing.

Omaha—

Meyers, master

of

ceremonies at the Paramount here,
has signed a two-year contract with
Publix, Manager Charles M. Pincus
announces. Previous to coming here,
Meyers toured the Publix circuit in
the

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I

Cruise."

Minden House Reopened
Minden, la. The Rex, after hav-

I

i

"Honeymoon

ing been closed several times because of lack of support, has again
been opened, this time by the local
American Legion post, after leasing
it from G. W. Schwenn, owner.

Hays Managing Lansing Strand
Lansing, Mich. Everett Hays is
now managing the Strand here having succeeded C. W. Bedell. Hays
was formerly manager of the Orpheum at St. Louis.

—

—

;

Alex C. Meshcon by Margaret
Kennett Lyric, sold to A.
Thorstenberg
A. Conrad by H. Ferguson; Kingston
Majestic, sold to Business Men's Assn. by
Lawson Electric, sold to
R. K. Hartley
Mrs. D. D. Herrell by D. Murphy; Pollick
Pollick, sold to M. Wilson by Creston
Ollinger; St. Joseph Nickle, sold to R.
M. Hoyt by W. B. Colburn "Trenton—
Hubbell, sold to Glen W. Dickinson by
Harry 13. Cushman; Royal, sold to Glen
W. Dickinson by Harry B. Cushman;
Webster Groves -Ozark, sold to Webster
Groves Theater Corp. by St. Louis AmuseCity, sold to

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E.

For N. Dak. House

Whap'etown, N. Dak.
ater here has installed
tric

of

equipment.

Fargo and

—Gilles

the-

With

the exception
Moorhead, it is the

—

—

House;
Illmo Opera
Owens;
Mount Moriah ^Community St. Louis

Clarksville

—

—

Stotesbury

Stewartsville

:

Peoples

;

—
—

Gem

Walnut Grove

;

Home.

Ditri
MapleCameo, sold
— —
Maplewood, sold
Maplewood
Holding Corp. Midvale— Community Club,
Schlessinger
sold
G. H. Sickler by
Netcong— Palace, sold
Rafael; Orange
— Palace, sold D. Shephard by StanPompton Lakes— Colonial, sold

Keansburg

wood

to

City Elms,
Crystal
Winfield
;

;

to

J.

to J.

to

ley

J.

to

;

Schlessinger by Stanley
Rialto, sold to

D.

&

Joseph

St.

—
MONTANA

Changes

—

sold

Hunt's Theaters,

to

—

—^Bluebird,

soula

O. Ostness; Misto West Coast by

sold

Amusement

Co.,

Rialto,

sold

to

West Coast by Simons Amusement Co.,
Wilma, sold to West Coast by Simons
Amusement Co.

NEBRASKA
Changes

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to

— Community,
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Closings

—^Communitv Hartley—Pal Bassett
North Bend
Edison — Sun
Sutherland
Lyric
Seneca — Idle Hour.
Openings
—Opera House: Craig— ArtCedar
—

Alvo

:

:

;

Bluffs^

— Goldenrod

Hendlev
North

Howells;

Central
Stuart
Auditorium.
:

Howells

;

Bend— Star:

— Sutherland

;

Papillion

Thedford

NEVADA

Changes
sold

in
to

Ownershio
Walter C. Wilson by

—

M. Keckler: Reno State, sold bv Robert
Thomas: Sparks Lsis, sold to Sparks TheT

Reno

+

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Co.

—Nevada,

Closings
State.

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ring,

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formerly of the
keep things in

Inc.,

;

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;

Little

;

;

:

:

NEW MEXICO

by

— Opera

in Ownership
House, sold to W. B. Cook

Dodge Corn.

Phelns

sold to J. O.

Turner

Tiy

—

Hatch Palace,
Walter & Hiatt.
;

*

:

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Openmgs

Co.

Mogollon

— Midw^v

:

Mountainair

NEW YORK

Changes

in
soM

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—Tabot.

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Hastings Hastr.rimadii bv H. Horton
ities. sold to V. Monncbeli; by G. Hurlev
Hudson Falls— Strrind. sold to T. A. Fitzg-vnld bv T,. A. Bnetter: Mi'ton— Milton
Short by Seaman
:^'d to Wi"iam H.
Niagara Fall" Strand Cataract, sold to
:

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Now

fetudios,

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that

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Tnd
by
Playhouses.
Metionolitan
Norwich
Strand Theater Cornoration
Strand, sold to S. Berkowitz by Schine
Oneonta Oneonta, sold to
Enterprises
Fox M-'trorolJtan P'nvhouses. Inc. bv
Schine Enterprises: Palare Oneonta, sold
to Fox Metropolitan Plavhouses. Tnc. bv
Victoria
Rochester
S'-''ine Enterprises
sold to Sam Tandler bv Efrem Amus^-Fireman's Hall, sold
Ro'^pdale
ment Co.
TTonst Rcbenectadv Happv
to Pavmnn

Fox

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so'd trv GeoriTP A. Marcus bv H. A
Feinstein .^ Frank Shnv; Scottsville Plavhnn^e. snld to John E. Allen bv W. E
Wood 'Syracuse St'-and. sold to Stanlev
Co. nf America bv Svrarii=e Strand The
atpr Co.
Trnv Bii'ou. snM to Charles F.

Hnnr.

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Wappineer Falls
sold to Fprroco bv AnsTpl : WaterMetropolitan
to
Fox
sold
^Avon.
Plnvh-insps. Tnc. bv Schine Entnr.. O'vmpic. sold tr> Fox Metropolitan Plavhouses
We'dsoort^—
Tnc. bv Schine Entcnrisps
Oppra Honce. sold to Earl 7immer bv T. R
Pilmor: We<=tfield— Grand, sold to K^Ver
8bv Zicofe Amusement Co.
T^lakelv
Yonkers Parkhill. sold to A. Pharasles.

W;'son bv Pirhard Cnrrv

— Park,
—

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tnwn

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"Dangerous

Nan

AIc-

of

has heaved a great sigh of

With

to

dreds of players trekked to the wilds
of Astoria to try for a test.
Heath
is especially proud of one absolute
unknown whom he picked. The girl
combines rare beauty with a lovely
singing voice.
Her name is Roberta Robinson and she will inake her
screen debut in "Nan McGrew."
*

*

*

Mark Sandrich

has just finished
directing "Hot Bridge" for Louis
Brock.
His next picture will be

"Bamum Was

Wrong," which

will

be screened entirely in color.

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,

several good parts open
anyone who could qualify, hun-

relief.

•

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Manhattan" are finally cast, Frank Heath,
casting director at the Paramount

Amityville
Star,
to Allerton Theater
Corp. bv Jack Clifford; Bath Babcock.
sold to Fox Metropolitan Plavhouses, Tnc
by Schine Ent. Inc. Camden Carlton, sold
to John Aueello bv R. Ferro ; Carthage
Fox-Metropolitan P'ayStrand,
sold
to
Dunbouses. Inc. by Schine Enterprises
doe Beekman. sold to Stnlker ft Brewer
bv Paddor-k 8z Stalker: East Rochester
Roxie. sold to M. Albanese by M. Fitzer
Friendship Star. soM to Thomas Cotton
Hammonds8.'
Co. bv Mrs. H. J. Scott
nort— Park. sMd to Mr. /k Mrs. T R.

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Grew" and "Young Man

Ownership

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*

Foster, who hr,g jnfit (,j.^„
chosen to play the i.-'hand of Claud
ette Colbert in Paranwuvt'n "Yautu;
Man of Manhattan," sho'lr' fii fji,
role perfectly since
; in '
lady's husband in
.

—Veterans Magdalena — Casino.
New Theaters
Mountainair— Tabot, owner—Tabot MercanBayard

the
just

experienced
his
semi-annual
auto
wreck. This time it was a four way
smash up with the car badly damaged.
As usual, Ray escaped without a scratch.

'

Closings

Ft.

*

Ray Foster, cameraman at
Warner Vitaphone studios, has

Norman

Changes

Dawson

*

:

Frank

to

sold

Kemenski by E. M. Michael; Blue Hill
Sterling, sold to Albert Bang by O. W.
Persons
Buchard ^Wonderland, sold to
Hyland Schram by John McNeely & J.
H. Pepoerl
Cedar Bluffs Opera House,
sold to Frank Schroeder by C. H. Matson
Ohappell Lyric, sold to A. F. Kehr by
North, sold to
S. B. Geating; Columbus
Publix by Hostettler, Swan, sold to PubOpera House,
lix by Hostettler: Cotesfield
sold to H. R. Deland by L. E. Gusner;
Fairbury
Bonham. sold to Publix by
Hostettler Fremont Empress, sold to PubGrand Island Capitol,
lix by Hostettler;
sold to Publix by Hostettler. Empress, sold
to Publix by Hostettler, Majestic, sold to
Publix by Hostettler: Hardy— Liberty, sold
Rivoli,
to Publix bv Hostettler: Hastings
sold to Publix by Hostettler, Strand, sold
Crescent.
to Publix bv Hostettler: Kearney
soM to Publix bv Hostettler. Empress, sold
to Publix bv Hostettler, Majestic, sold to
to American Legion by H. P. Johnson
Granada, sold to Publix by
Norfolk
Keith, sold to
Hostettler; North Plat+e
Gem,
Woodriver
Pnblix bv Hostettler
sold to W. H. Cochran by W. L. Denny.

ater

—

Tommy Madden,

;

tile

Publix by HostettPublix by Hostettler;

Rialto. sold
Rivoli, sold to

a

bridge angle.
Early in April, Work
is to broadcast a bridge game played
by four of Warner Bros, stars Winnie Lightner, Marian Nixon, Monte
Blue and Grant Withers.

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Ownership

in

Beatrice

:

at

to

S.

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—
Lavallette
Keansburg— Casino
Plada
Falls — Oxford;
Lavallette;
Ferry — Sokol Hall Lyndhurst — Star
Newark — Columbia, De Luxe, Grand, Lincoln
New Brunswick— Cozy Bijou, Opera
House; New Milford — Park; Nutley —
Ridgefield
Orange—Washington
Cameo
So.
Roselle Park — Roslyn
Park — Rialto
Verona— Verona
WashOrange— Cameo
ington — Opera House; Westwood —West
;

;

wood.

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r^

whist expert.

who helps to
order at the Paramount Long Island
studios,
claims to be an expert in all
by Crescent Amusement Co.
kinds of stars. There is one variety
Closings
Arlington Arlington
Browns Mills Audi- that he used to see while fighting
Cranberry
Califon
Boro Hall
torium
and still another kind taking part
Palace Dunnellen ^Cameo East Orange
Paramotint features.
Besides
Lyceum; Elizabeth Capital, State; Fort in
Idle Hour; these, Tommy has made a study of
Fort Lee: Hamburg
Lee
Highland the stars in the sky which,
Strand
Hasbrouck Heights
he bePark Park; Hoboken City, Manor; Iselieves, control our destinies.
Tselin
lin
Jersey City Danforth, Lyric.

— Crescent,

:

J.

BLAIR

N.

WORK,

C.

appear before the "mike"

will

Amusement Corp.

Trenton— Gaiety, sold to T. D. McAuliffe
by George B. Ten Eyck; W. CoUingswood

Ownership

in

M. Morressey by

wood

HARRY

Warner Bros, studio in Flatbush
make a Vitaphone Variety with

Ridgefield Park

;

S.

;

Liberty:
Winfield.

Liberty, sold to Ted McKinnon by
Hi-Line, sold to
F. E. Simons ; Hingham
J.

;

to

'

By

JyflLTON

;

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:

Re-Openings

—

Kansas

C^rlin— Eaele.

Handling Cinecrow
Wilkensbnre, Pa. Harry F. Grelle
is handling sales for the
Cinecrow
sound equipment here.

—

—

;

Family

Lange,

only house in this territory to have
sound.
Grelle

—

;

Little

:

Western Elec-

—

—

^

Ownership

in

;

Closings

;

W.

Changes

—

Butler Butler, sold to S. Schlessinger by
Stanley ; Closter Nemo, sold to John MitEast Orange Brighton
chell by Perry
Hawthorne Hawthorne, sold to Charles
Robinson by Community
Jersey City
Palace,
sold
to
Palace Theater Corp.

:

ment Co.

Bellwood

Billy

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ler,

Meyers Gets Publix Contract

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Simons
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affair with
known • • • It

merry

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Hall
the

much

production has lost

the

charm

Bagnell Bagnell, sold to R. Kiplinger by O.
A. Boots; Blue Springs Rex, sold to
Elmer E. Zavodsky by Mrs. Mae Edmonds
Crane Electric, sold to Bennege & Carr by
A. H. House; Frankford Liberty, sold to
Mrs. Gladys Bowen by Harry Bowen
Glasgowr Electric, sold to V. G. Green
by Elmer Bills; Glenwood Idle Hour, sold
to Dr. T. E. Trunnell by H. W. Daniels;
Holcomb Twilight, sold to A. A. Conrad
lUmo Illmo
by Pritchard & Rasberry
Opera House, sold to H. C. Clark by J.
Anderson
Kansas City Central, sold to
John T. Graham by O. B. Reeder; Twin

di-

screen
ing transformed from the stage to the

Ownership

in

—

New York

Strand,

NEW JERSEY

MISSOURI

"No, No, Nanette

Shots from

New York Studios

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Pathe Audio Revue staged an

in-

teresting subject at the Audio Cinema studios on Long Island. It is
designed to give the public an idea
of how motion pictures are synchronized.
An orchestra of thirty musicians under the leadership of Signor
Attilio Marchetti doubled as actors
Hogan as director.
with

Tom

Musical Advisors

Named

Frank Tours has been named musadvisor on "Dangerous Nan
McGrew," with David Mendoza acting in the same capacity on "Young
Man of Manhattan," according to an
announcement from the Paramount
ical

Long

Island studios.


Lobby Acts for SRO's

Minneapolis — Lobby entertainment for S.R.O. patrons have been instituted at the Minnesota, ace Palace, in the Northwest. Performers of various kinds are stationed in various parts of the house, and their job is to keep the standees in good humor.

German Will Introduce New Recording Method

A new system of sound recording will shortly be introduced in this country by K. Frieden, German studio technician and cameraman, who recently left for Hollywood after several weeks spent in New York where he made interior scenes at the Paramount Long Island studios.

Frieden, who produced the camera effects in "Metropolis," "The Last Laugh" and "Variety," is now under contract to the Technicolor Corp.

Names Dodge Head of New Sales Department

(Continued from Page 1) of all replacement and repair parts in connection with the Western Electric sound system.

Dodge has been located in Chicago the past year as assistant to Frank Rogers, Central Division manager of Electrical Research. G. S. Applegate, assistant general service superintendent, becomes Dodge's assistant manager.

Sound for Two at Youngstown Youngstown, O.—Both the Rialto and Mahoning, units of the Uptown Theater chain are the latest houses to install sound equipment in this city.

Marlboro House Reopened

Marlboro, Mass.,—The Hudson opened here yesterday. The house was recently remodeled at a cost of $15,000.

Talkers for Hortville

Hortville, Tex.—Sound equipment is to be installed at the local playhouse here.

Sound for K. C. House

Kansas City — Charles Burkey's Summit is being equipped with Western Electric reproducer.

Install Bestone Equipment

Kansas City—The Penn Valley has installed sound through Bestone.

Dickinson Adds House

Manhattan, Kans.—Glen W. Dickinson Theaters, Inc., has opened the Warnam here.

New Offices for S & A Studio

Chicago—S. H. Krizstein is in charge of the newly opened offices of the S & A Art Studios which now are located in the Standard Oil Bldg. Before joining S & A, Krizstein was connected with the Eassens Theater art studio.

N-E-W-S OF T-H-E D-A-Y

United States

Atlantic, Ia.—R. W. Steen, owner of the Atlantic, destroyed by fire, announced that contracts had been let for the erection of a new theater building.

New Orleans—Work is practically completed on the new Vitaphone branch office here and the opening is expected to take place about the middle of February. F. F. Goodrow, branch manager for Warburg Fridges, will also have charge of the local office.

Kansas City—J. J. Lennon, formerly assistant manager and treasurer of the Midland here, has exchanged posts with Frank Henson, assistant manager of the Capitol, Atlanta.

Minneapolis—A feature of the new five-story exchange building being erected by Warner Brothers at a cost of more than $300,000, will be a 300-seat theater to be used exclusively for trade screenings. The building is expected to be finished by May 15.

Uvalde, Texas—City commissioners have voted three to one to repeal the ordinance prohibiting Sunday dancing. The commissioners have voted to repeal the ordinance prohibiting Sunday dancing. They take the attitude that the question is one for the state, not the community, to handle. B. F. Hunter, manager of the Strand, is expected to inaugurate a policy of Sunday shows.

Minneapolis — Columbia Pictures now is in its new exchange building at 66 Glenwood Ave.

New York

Broadway Talking Pictures Corp., 55 W. 42nd St., New York, has completed its first production, filmed at the Audio Cinema Studio, Long Island City. The film has been made from the play "Clouds" with the original cast, headed by Louise Carter. Other players are Betty Lee, Ralph Bellamy, Buddy Blake and Skip Whitely. Raymond Kradjian directed, with Al Wilson, Frank Zukor and Charles Levine as cameramen.

Louis Heightman is managing the Rige, Brooklyn, recently acquired by the H. & S. Amusement Co. from M. Behrman.

Nelson & Renner, pioneer exhibitors, have reopened the Gem, Brooklyn, having taken the house over from the S. & S. Circuit. The house will be called the Sun.

The Van Buren in Brooklyn has been acquired by Lighthorne & Tabachnick from the K. & D. Amusement Corp.

Yonkers — The Warburton here which had been the home of stock companies, will reopen shortly as a second-run picture house, according to Valentine and Getty, agents.

Henry Linnea has been appointed buyer and booker for the St. Albans, St. Albans; Garden, Spring Gardens, and State, Ozon Park, by J. H. Crockett, who recently took over the houses from Sol Coleman. All theaters are being required for Western Electric apparatus.

Rachmil & Katz have finally taken over the Windsor, Brooklyn, after several weeks of negotiations. The same exhibitors operate the United in the same borough.

Stanley-Fabian has disposed of the Oxford, Little Falls, M. Church having taken over the house.

Pauline M. Bacle is now operating the American, Lodi, N. J. The Lodi Amusement Corp. formerly operated the house.

Exhibitor Gladstone has taken back the Northport, Northport, L. I., and is now operating the house. M. Huse recently leased the house from Gladstone and abandoned it after running it for a short while.

Harry Brandt has changed the name of the Brooklyn Newsreel to the Brooklyn Theater after an unsuccessful attempt to make the house an exchange. Features are now being shown in addition to short subjects.

Rochester—Jacob Golden, formerly with the Knickerbocker Press, now is manager of the Palace and Temple here. Both houses are controlled by RKO.

Syracuse—William "Bill" Tubbert is managing the RKO Keith's here succeeding John J. Burns, who has resigned.

Foreign

East London—United Picture Theater here, has purchased the Savoy. Leighton at a reported price of approximately $500,000. The house is considered one of the largest in this part of the city.

London — The Palace, Dunstable, has been acquired by the recently formed Southern Motion Circuit. With the sale of the house Councilor J. F. Marchant retires from the industry. The house has a seating capacity of 700 and sound apparatus will be installed.

Madrid—A new photographing apparatus manufactured by a German and French concern is being used by one of the studios here.

Metal Tickets

Boston — Metal tokens are being used as theater tickets at the Fenway. The coins are dropped into a box at the door, the same as paying fare on a street car, and each deposit is registered on an indicator attached to the box, which also is connected by wiring to a similar indicator in the manager's office. Later the indicators may be connected with the Publix home offices in New York.

Elec-Tro-Fone to Handle Vocalite Sound Screen

St. Paul—Arrangements have been completed by Fred H. Strom, general manager of Elce-Tro-Fone Corp., whereby his company will have exclusive distribution rights for the Vocalite sound screen in Minnesota. Iowa, Montana, Nebraska, Wisconsin and the Dakotas. The Vocalite sound screen is manufactured by the Beaded Screen Co. of Roosevelt, L. I.

U. S. Film Stars Block Foreign Caricatures

(Continued from Page 1) American film stars were to be caricatured with the use of marionettes, have been blocked through legal action by the agents of Mary Pickford, Charles Chaplin and Ronald Colman. As a result of the protest, the ASPI has agreed to abandon its plan to use the names of these pictures celebrities and the proposed marionette burlesques will be differently tagged.

Blank House Opens With W. E. Oelwein, J a.—A. H. Blank of Des Moines has redecorated the Grand here. Including Western Electric equipment, the improvements cost $17,000. "Sweetie" was the opening picture.

Sound For Mt. Ayr House

Mt. Ayr, la.—A. R. Krueger, manager of the Princess here, has completed the installation of sound equipment and has chosen "Welcome Danger" as his opening attraction.

Publix Opens Hibbing House

Hibbing, Minn. — Publix has re-opened the Garden here with Western Electric equipment.

Mabrey Managing Palace

Mabrey, Grand Ledge, Mich.—Harry Mabrey is manager of the Palace here, which has been closed for some weeks. Silent pictures continue to occupy the screen.

Gage Transferred to Seattle

Salt Lake City—Fred Gage, former sales manager for United Artists here, has been promoted and transferred to the Seattle branch.
A News Event Carrying Nation Wide Interest

The Ten Best Pictures of 1929 will be released this week through The Film Daily and Newspapers Everywhere to Millions of their Readers

This annual event has become the recognized reflection of critical America and is now a national institution.
Jetta Goulad in "Unholy Night" French Version

Jetta Goulad will have a role in the French version of "The Unholy Night," which M-G-M will produce at the direction of Jacques Feyder. Andre Luguet, brought to this country under an M-G-M contract, will have the principal male role.

Bernice Claire in Herbert Pice

Bernice Claire will be featured in the talking picture version of Victor Herbert's "Mlle. Modiste," to be made by First National. Production will get under way in six weeks at the direction of William A. Seiter.

In Mexico on Location

The company filming M-G-M's "The Sea Bat" has arrived in Mazatlan, the Mexican seaport on a location trip.

Doris Hill Maynard's Lead

Doris Hill has been selected at Universal for the leading female role in Ken Maynard's next production, "Juggs of the Saddle," from the story by Kenneth C. Beaton and Norman Sper.

New Fox Title

"The Unknown Beauty," is the new title of the Fox production "The Golden Call," which is being directed by Millard Webb with Sue Carol, and Jack Mulhall in the leading roles.

New Role for Gleason

James Gleason will play a leading role in Warner's "Dumbells in Ermine," which he has dialogued. In the cast are Robert Armstrong, Beryl Mercer, Arthur Hoyt, Mary Foy, Charlotte Merriam and Claude Gillingwater. John Adlaph is the director.

20,000 Players in Fox Film

More than 20,000 extras will be used in making "The Oregon Trail," which Raoul Walsh will direct for Fox. It will take six months to complete the film.

"Soldiers and Women" as Film

Columbia has secured the screen rights to "Soldiers and Women," the Paul Harvey Fox and George Itton play of the current season.

RKO Signs Louis Gottschalk

Louis Gottschalk, the chorus master, has been engaged by RKO to assist Victor Baravalle in preparing to musical numbers for "Radio Revels."

Tenbrook for "On the Level"

Harry Tenbrook has been assigned a part in "On the Level," Fox production featuring Victor McLaglen.

Carol to Warners

Hollywood — Sue Carol has gone to Warners under a contract to play "Who's Your Man," which Lloyd Bacon will direct with Monte Blue in the masculine lead. Others in the cast are Eddie Phillips, Sid Silvers and Vincent Barnett.

Players for "Manchu" Sequel

The players who appeared in "The Mysterious Dr. Fu Manchu" will be used by Paramount in producing "The Return of Fu Manchu." The cast will include Warner Oland, Jean Arthur, O. P. Heggie, Neil Hamilton and William Austin.

Dual Role for Loretta Young

Loretta Young will play a dual role in "At Bay," which First National will present with William Beaudine as director. Others in the cast are Raymond Hatton and Kathryn Wilkins.

Armetta to Play Musician

Harry Armetta has been selected to play Saggatelli, the musician, in Richard Dix's next picture for RKO, based on William Le Baron's play "I Love You."

George MacFarlane Cast

Fox has assigned George MacFarlane to a role in "Double Cross Roads," which Alfred E. Werker is directing.

Frank McHugh in "Mlle. Modiste"

Frank McHugh is the latest addition to the cast of First National's screen version of Victor Herbert's operetta "Mlle. Modiste."

Madge Bellamy in Shorts

Madge Bellamy has been signed to work in shorts being made by Herman Fowler.

Jason Robards Added to Cast

Jason Robards has been added to the cast of "In Love with Love," Fox picture featuring Joan Bennett Lumsden Hare and Kenneth MacKenna.

Mary Astor Joins RKO

Mary Astor has joined the ranks of RKO players, having been signed for the principal role in "Cooking Hot Goose," adapted by Jane Murfin from H. H. Van Loon's play.

Mary Forbes for Fox Film

Mary Forbes has been assigned to appear in "So This Is London," Fox production.

Nick Stuart Legalizes Name

Nicholas Stuart has had his name legally changed from Brta to Stuart.

Sparks Gets Long Contract

RKO has placed Ned Sparks under a long-term contract.
Film Leaders to Speak at So. California University

CLEARS ACOUSTICAL MATERIALS SITUATION

Seven Fox Pictures Scheduled to Start This Month

The Mirror
—a column of comment

M. P. T. O. Of Mississippi, Tennessee and Arkansas have chosen Vigilante Committees composed of wide-awake and legal-wise exhibitors, to keep in direct touch with the pulse of the coming legislative sessions of these respective states. Adverse measures many times pass state legislature bodies when a small amount of intelligent analysis is placed upon the subject by exhibitors themselves might have kept these obnoxious laws from the statute books. A good offensive is always the best defensive weapon.

* * *

ACCORDING to no less an authority than the Standard Fixing Bureau itself there were 3,000 less jobs for actors on the stage in 1929 than in the previous year. Ambitious young ladies and gentlemen with long-voiced ambitions and short pocketbooks might well tune in on his piece of interesting statistical news.

* * *

PUBLIX, which can be credited with knowing what is all about, is about to try an interesting experiment. A tabulation of Balieu's 'Chauve souris' will soon be routed over an extensive circuit. This is part of the imported bit of Russian artistry that most theatrically-wise folk said would not be outside of New York. It is surmised that they will go for it anywhere.

“Arizona Kid” Featuring Warner Baxter Heads February List

West Coast Bureau, THE FILM DAILY

Hollywood—Seven pictures are scheduled to go into production at Fox studios this month. They include: "The Arizona Kid," featuring Warner Baxter directed by Alfred Santell; "In Love With Love," featuring todavía and screen Gem Hamilton MacFadden; "Fox Movieland" (Continued on Page 2)

“U” Out of Theater Field in Cleveland

Cleveland—With the sub-leasing of the Cedar-Lee, Hilliard Square and Detroit to the Max Lekowitz interests, Universal is entirely out of the local theater field. Lekowitz becomes the largest circuit owner in the city, with a total of 14 houses. Universal product will continue to be booked in the three theaters just acquired.

Columbia Appoints Zama Aide to Milton Schwartz

As a preliminary in its program to expand its activities in the foreign field, Columbia has appointed Emmanuél Zama assistant to Milton J. (Continued on Page 6)

R-K-O Midnight Shows

R-K-O will start midnight shows each Saturday beginning Feb. 8. The new policy will be introduced with the showing of "Glorifying the American Girl," in the chain's N. Y. houses and the "Laughing Lady," the attraction the last half of this week in Brooklyn houses. Theaters included in the line-up are Coliseum, Jefferson, Chester, Fordham, Franklin, Proctor's 86th St., Albee, Bushwick, Greenpoint, Madison, Kenmore, Orpheum and Richmond Hill.

BODY OF ABE CARLOS

BEING BROUGHT TO U. S.

The body of Abe Carlos, who died last Thursday in Paris, will leave for the United States on board the Mauritanian when the ship sails tomorrow from Southampton. Carlos, (Continued on Page 2)

Trans-Lux 1929 Profits

Increased 100 Per Cent

Profits of the Trans-Lux Daylight Picture Screen Corp. for the year ended Dec. 31 were $25,366, after charges but before taxes. This is an increase of 100 per cent over the $29,746 reported in 1928.

Executives Will Give Lectures in Course on Film Appreciation

LOEW'S 28 WEEK NET TO APPROXIMATE $5 A SHARE

Net of Loew's, Inc., for the 28 weeks ending Mar. 10 of the current fiscal year, should approximate $7,650,600, equal, after preferred dividends, to about $5 a share on 1,363, (Continued on Page 2)

Chicago Fire Prevention Head Approves 25 Materials

Chicago—Local sound house operators, who have been trying to figure out just what acoustical materials are legally considered non-inflammable, have had some light thrown on the subject by Pat Egan, head of the fire prevention bureau, who indicated 25 products as satisfactory. In his drive to insure theater patrons against fire, Egan has a crew of 35 inspectors.

(Continued on Page 6)

DAVE ROSENZWEIG PLANS TO REENTER EXHIBITION

Dave Rosenzweig and associates, former Brooklyn chain operators, who sold their eight houses to Fox Metropolitan Playhouses, will reenter the exhibition field with a building program of approximately $1,500,000 contemplated. Three houses are definitely planned to be built, the first getting under way in March at Libby.

(Continued on Page 6)

Roadshow is Planned for African Picture

West Coast Bureau, THE FILM DAILY

Hollywood—"Ingagi" screen record of Sir Hubert Winckler and Captain Daniel Swane's Equatorial Afri (Continued on Page 6)

Most Dough from Paris

Paris—Almost one-third of the total cinema receipts of France are obtained in Paris, according to statistics just compiled covering 1929. The year's aggregate for the whole country is $28,000,000, of which amount $8,000,000 was collected by cinemas in Paris. The report also shows that $6,000,000 went to the state and municipalities for taxes, leaving $22,000,000 for the industry. Renters received $5,000,000.
The Broadway Parade

FOUR important openings marked the past week on Broadway. "The Rogue Song" replaced "Devil May Care" at the Astor and "Son of the Gods" followed "General Crack" at Warners. "Love Comes Along" succeeded "Seven Keys to Baldpate" at the Globe, while "The Lost Zeppelin" forced "The Party Girl" out of the Galaey Saturday.

Picture   Theater   Opening Date
"Distilled"   Warners   Central   Oct. 2
"The Love Parade"   Paramount   Criterion   Nov. 9
"Sally"   First National   Winter Garden   Dec. 23
"Hit the Deck"   RKO   Earl Carroll   Jan. 14
"Across the World With Love" and Mrs. Johnson Martinson"   Sono-Art   Cohan   Jan. 20
"The Rogue Song"   M-G-M   Astor   Jan. 28
"Son of the Gods"   First National   Warner   Jan. 30
"Love Comes Along"   RKO   Globe   Feb. 3
"The Lost Zeppelin"   Tiffany   Galaey   Feb. 1

300 in Panic When Bomb Explodes in Chicago House

Chicago—More than 300 women and children escaped injuries and possible suffocation in a panic at the Hinsdale here caused by a bomb explosion. Mrs. George W. Kruger, wife of the owner, assigned the bomb explosion to resentment on the part of local operators aroused by her husband's refusal to employ two operators, it is claimed. George Kruger, who was shot by three men in back of the Paramount Exchange, is in a local Hospital recovering from the wound.

Seven Fox Films Set to Start This Month

(Continued from Page 1)


Loew's 28 Week Net to Approximate $5 Share

(Continued from Page 1)

993 shares of common outstanding, according to the "Wall Street Journal.

Net profit of the company for the year ended Aug. 31, 1929, was $1,756,956, equal to $7.91 a share against $8,568,162 or $5.98 a share in 1928, a drop of 85.45 shares in 1928. Thus far during the current period earnings have shown a gain of around 50 per cent over last year, continues the financial publication.

Getting Traveltalk Material

Fanchad, Madeira—James A. Fitzpatrick, producer, has arrived here on the first stop of his round-the-world cruise on the S. S. Columbus, which left New York on Jan. 21. The next point of call to be visited was Gibraltar, Algiers and Bombay, concluding the first leg of his journey around the globe to secure additional material for his Traveltalk Series. FitzPatrick's staff is equipped with color and sound apparatus.

The Industry's Date Book

Feb. 6. Regular meeting of the AMPA, at Paramount Hotel, New York.
Feb. 15. Premiere of "Miss Polly on the Ritz" at Earl Carroll, N. Y.
Feb. 16. Pa. state fire law involving theater safety takes effect.
Feb. 25. Trade practice conference for manufacturers of machine and roll theatre tickets at Washington, D. C.

Body of Abe Carlos Being Brought to U. S.

(Continued from Page 1)

who died suddenly in his 54th year, was producing for Pathe-Nathan. The deceased had been identified with the American industry for many years and had produced Fox, Paramount and other companies. He had also been associated with Tiffany and more recently with George Davis in Quality Pictures. His surviving relatives include an uncle, Sam Dembom of Paramount.

Publix Sells Canton House

Canton, O.—Publix has turned over control of the Palace to the Canton Enterprises, Inc., a subsidiary of the Stanley Corp.

U. S. Films Big in Sweden

New Orleans, La.—M. Enderstedt, secretary-general of the M.P.T.O.A. of Sweden, while visiting here recently stated that 80 per cent of the motion pictures shown in his country are made in the U. S.
**Timely Topics**

*A Digest of Current Opinion*

**AND THAT'S THAT**

*By PHIL M. DALY*

**HERBERT RAWLINSON**, who is playing looney from the screen to appear in "City Hall" on Broadway, was one of a group being bored stiff by a boastful actor. "I've seen and done everything," said the long-winded gent after a flowery cantation of his experience, "and now I'm writing my memoirs." "How interesting!" exclaimed Rawlinson. "I should like very much to read them." "But," said the boastful one, "they are not to be published until after my death." "In that case," retorted Rawlinson, "I am more anxious than ever to read the book."

**USELESS INFORMATION**

The idea for motion pictures did not come from pinning postcards on a roller towel.

* * *

"I see that Senator Brokhart now is going after the Volstead law violators."

"Yes, and I'm glad of it."

"Why, I never knew you were a dry."

"I'm not, but as long as the senator is kept occupied with the prohibition problem he won't be annoying the film industry with legislation."

**PATIENT—Tell me the worst, doc. Is my heart going bad?**

**DOCTOR—No. It's just trying to do an imitation of Helen Kane.**

* * *

Rin-Tin-Tin is now appearing in all-barking pitchers.

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**FEBRUARY 4—MANY HAPPY RETURNS**

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

**James Wilkinson**

**Kay Bryant**

**Paul Stein**

**Ethel Jackson**

**Milla Davenport**

**Phil Davenport**

**Walter Tilford**

**William French**

**Willard L. Scholes**

**TEN YEARS AGO TO-DAY**

Betty Compson forms own company to produce specials.

Lord Northcliffe, British publisher, reported entering production.

W. W. Hodkinson to release series of Irwin Willat productions.

Black New England Theaters, Inc., formed by A. S. Black of Rockland, Me.
A Rather Compelling Example of Einstein's Theory of Relativity

The World Almanac of 1930
45th Issue—Just Out—Covers The World
Contains 1056 Pages

The 1930 Film Daily Year Book
12th Issue—Out This Week—Covers ONLY Motion Pictures
Contains 1122 Pages

Some Industry—Some Comparison—Some Book
Rebuild ‘Ghost Town’

The “ghost town” of Rockville, Utah, will be rebuilt for the making of “Arizona Kid,” with Alfred Santell directing. All exteriors and interiors will be shot at Rockville. “Arizona Kid,” which will star Warner Baxter, is an original story by Ralph Block, who also wrote the dialogue and adaptation.

Vic Schram Now Selling Fowler Studio Product

Cleveland — Victor Schram has been appointed mid-West sales representative for the Fowler Studios of Hollywood. He will cover Ohio, Michigan, Indiana, Illinois, Kentucky, and his headquarters in Cincinnati and Cleveland. Jack Conant is handling sales in Northern Ohio.

Film Leaders to Speak at U. of So. California (Continued from Page 1)

who have accepted invitations to lecture are William de Mille, Fred Niblo, Dr. Hugo Reisenfeld, S. Grauman, Karl Struss, H. G. Knox, Hubert Bosworth, William Le Baron, John Marlin and Max Parker.

Dr. Karl T. Waugh has charge of the motion picture classes. He is assisted by Prof. W. Ray MacDonald.

Motion Picture Business Improves in Indiansapolis

Indianapolis—While theater business here shows indication of recovering from its recent slump, conditions in other parts of the state show no sign of improvement. Business in the southern part of Indiana, which has been affected by floods, is not expected to become normal for several months has passed.

Joseph Leon With Photophone

Cleveland—Joseph Leon, formerly representative for Van Beuren in northern Ohio, has joined RCA Photophone, handling sales in southern Ohio.

Flagstaff House Gets RCA

Flagstaff, Ariz.—The Orpheum is being equipped with RCA Photophone.

Pinkham at Bangor House

Bangor, Me.—Ralph W. Pinkham succeeded Eugene F. Goss as manager of the Park here.

Clark Purchases Utash House

Parowan, Utah—Dr. C. M. Clark has purchased the interests of J. B. McLean in the Aladdin.

Photophone For Alexander City

Alexander City, Ala.—RCA Photophone engineers have completed the building of the sound reproducing equipment in the Strand.

Frisco House Goes Sound

San Francisco—The Majestic has reopened as a talking picture house.

Theater Staffs Change in Milwaukee District

Milwaukee—Changes in personnel have been in order here on both the Milwaukee Theater and Fox Wisconsin Theater circuits. On the Milwaukee Theater Circuit, subsidiary, Arthur Wertheimer has transferred from the Juceneau to the State. Reinhold Wallach, former manager of the Cherico Circuit, Seattle, Wash., has succeeded Wertheimer at the Juceneau.

At Fox, Julius Lamm, formerly with Publix, has been named manager of the Garfield de luxe neighborhood house. W. M. Warren, formerly of the Garfield, has been transferred to the Strand, downtown theater. H. S. Dunning, formerly in charge of theaters in Seattle, Wash., is now manager of the circuit’s Tri-Villa.

R. R. Miller, formerly with RKO in South Bend, Ind., has replaced R. L. Honeck as manager of Fox’s Strand. Formerly with Western Wis., Honeck has been transferred to the Majestic at Beloit.

In the advertising and public relations department of the circuit, Sid Stei has been named state advertising, supervisor. James Luntzel succeeds him as city copy writer, while Benny Katz is in charge of city trip. Howard Herzog is a new member of the staff, which is headed by James Keefe, advertising manager.

Columbia Appoints Zama Aide to Milton Schwartz

(Continued from Page 1)

Schwartz, European manager. Zama has been with Panorama, Universal, coming to Columbia after five years’ service with Warner and First National as a foreign manager. He is sailing aboard the Olympic for Paris and will make his headquarters temporarily at the Columbia office in that city.

Photophone At N. M. House

Albuquerque, N. M.—The Pastime is being equipped with RCA Photophone sound installation.

Sound at Queen, Ferris

Ferris, Tex.—Ernest Rockett, owner of the Queen here, has installed sound.

Sachs Pathe Asst. Manager

Dallas—Sol Sachs, local representative for Pathé for the past four years, has been appointed assistant manager of the company’s local exchange.

Strand Installs Sound

Rogers, Tex.—The Strand has been remodeled and equipped for sound. Photo-Talker sound was installed by Mr. and Mrs. Fred Smith, who are the owners.

Sachs Gets Publix Promotion

Dallas—Harry Sachs, Publix district booker, has been transferred to the New York office.

Clears Situation on Acoustical Materials

(Continued from Page 1)

paying official visits to local houses nightly to test the materials now in use.

“Slight inflammability does not taboo a product,” Egan said, and pointed out that an ordinance forbidding use of inflammable materials would have been voted 25 years ago. The present drive to tighten its enforcement is motivated by numerous recent theater fires, he declared.

Dave Rosenzweig Plans to Reenter Exhibition

(Continued from Page 1)

erty and 153rd St., Brooklyn. The project will cost approximately $400,000 and will seat 1,800.

The second and third houses, sites for which have already been secured, will be built at Rockaway Blvd., So. Ozone Park and Liberty & Euclid Aves. The former house will cost about $600,000 and seat 2,400 while the latter will cost $400,000 and seat 1,600.

A former house, now closed, operated by the chain is also being sought.

Roadshowing is Planned for African Picture

(Continued from Page 1)

rican adventures, will be roadshowed. The picture, which is in eight reels with a lecture, sound effects and music recorded on Cinephone, will be presented by Congo Pictures, Ltd., the company which are Herbert Smith, William Alexander, Nat H. Spitzer and William Campbell.

Lightner Picture Booked in 3 N. Y. Warner Houses

“Sche Couldn’t Say No,” starring Winifred Lightner, has been booked book day and date for Warners three New York houses. The picture will begin a simultaneous run at the New York and Brooklyn Strand theaters and the Beacon Feb. 14.

Beeville Rialto Remodeled

Beeville, Tex.—The Rialto here has been opened by Hall Industries after remodeling. W. E. installed this sound while King Studios handled the remodeling.

New House in Villisca, La.

Villisca, la. — A $25,000 theater with a seating capacity of 600 has opened here.

Photophone For Hot Springs

Hot Springs—The Royal will soon open with RCA Photophone sound reproducing equipment.

W. E. for Erie, Pa., House

Erie, Pa. — Western Electric apparatus has been installed at the Colonial. Victor Wesseler is managing the house.

169—and Sound

The impromptu “smallest sound house” contest continues with the claim made by the Gates Radio Supply Co., Quincy, Ill., that the Lyric at Preston, Iowa, is the smallest in the honors. This house seats 169.

4,610 Houses in World Now Have W. E. System

Total world-wide installations of the Western Electric sound system now number 4,610. Of this number, 3,417 are in the United States and 1,193 in the foreign field. Outside of the United States the largest number are in Great Britain, which has 502, and of non-English-speaking countries the largest number are in France, which has 40. In the Latin-American countries Argentina leads with 19. In the Far East, China with seven installations, follows the English-speaking countries of Aus- tralia and New Zealand with the most installations. One new foreign country has been added to the list, the British East Indies, where an installation was completed during the last week.

National Pride Aroused by Films, Speaker Says

Annapolis, Md.—Motion pictures constitute one of the greatest agencies in promoting wholesome living and in arousing new pride in the works of peace, said Mrs. William Wolf Smith, of Washington, national vice-chairman of the committee on better films of the Daughters of the American Revolution in a report to the Eastern Division of the D.A.R.

She said in part: “Such pictures as Abra- ham Lincoln, which is considered one of many others that bring to our children—and to our- selves, as well—in graphic and vivid form the achievements, and achieve- ments and the fine traits of character of the historic figures whose names are woven into our nation’s foundation,” Mrs. Smith declared. “They teach history as no book can do it, and I believe that in the not far distant future history will be taught to American children through the telling of the drama—especially through the talking picture which is the main form of drama.”

Adopts 13 Month Year

Seattle—Adoption of a four-week month, which constitutes a 13-month year, has been made by Jensen-Van Herberg circuit for all its houses in the Pacific Northwest territory.

Reopens with Sound on Coast

San Francisco—The Wigwam has reopened after being closed for a month to get all its installation of sound equipment. Eddie Dixon is manager.

Mitchell to Install Sound

Honey Grove, Tex.—Sound equipment will be installed at the Strand. W. D. Mitchell states.

Photophone For L. A. House

Los Angeles—RCA Photophone Sound reproducing equipment is being installed in the Galety.
Astor and Hughes to be Co-starred in RKO Film

Mary Astor and Lloyd Hughes are again teamed together, this time by RKO. William Sistrom, new associate producer, has cast both stars in "Cooking Her Goose," which will get under way in a couple of weeks. Jane Minn is in charge of the production.

Young and Mulhall Co-featured

Loretta Young and Jack Mulhall will be co-featred in "At Bay," soon to go into production at First National. William Beaudine is slated to direct. Raymond Hatton and Kathryn Williams will also play in the picture.

McCormack Leaves for East

John McCormack left with his wife and daughter yesterday for New York, from where they sailed to Feb. 22 on the Majestic on a visit to their home in County Kildare, Ireland. Upon his return to America next fall the tenor will decide definitely about the making of a second talking picture.

To Film "Under Western Skies"

First National is preparing "Under Western Skies" for production with Lil Lake and Sid Blackmer in the chief roles. Edward J. Bachrach will direct. Howard Estabrook is the author.

Wallace to Tour Globe

Richard Wallace, film director, and Mrs. Wallace will leave here Feb. 26 in a 16-week trip abroad. They will leave on the S.S. President Filmore from San Francisco.

Cooper for "The Texan"

Gary Cooper will have the leading role in "The Texan," Paramount's next venture, under direction of John Ford. James Wong Howe will play opposite the star.

Added to "Bellaire" Cast

Douglas Gerrard and Bertha Mahoney are additions to the cast of Warner's "Sweet Kitty Bellaire."

New Warner House Opens Feb. 6

Los Angeles will have its third Warner house when the Hollywood opens a Thursday with "So Long Letty." the initial attraction.

Warner Film Renamed

"The Agony Column," based on Earl Derr Biggers's story, will be released as Warner as "The Second Floor Mystery."

More Than 550 Attended School's First Session

DON RYAN, former Los Angeles newspaper man and press agent, is now represented by two books, "Roman Holiday" and "Angels Flight." "Roman Holiday" is just off the press.

Speaking of Hollywood writers, we must mention Garrett and Carroll Graham, who are now in New York, arranging for the publication of their book. It deals with Hollywood and is expected to attract much attention. Garrett is a dialogue and title writer, while his brother is a former press agent.

Our Passing Show: Edward H. Griffith, George McManus, Eugen O'Brien, David Rollins, Charles Irwin, Con Conrad, Lew Seiler at "Chauve-Souris;" Harry Langdon seeing the Spanish version of his "Tar, Shrimp" and trying to understand it.

John Keever is a Broadway juvenile, and is the latest Eastern actor to invade Hollywood. He played in Elliott Lester's "The Medicine Man" and also worked in several Eastern-made Vitaphone shorts. He played with stock companies for three years before coming to New York.

Ralph H. Dixon, veteran film editor, has finished editing "Cameo Kirby." He also did the editing on "Frozen Justice" and several other Fox pictures.

Fifteen consuls representing South American countries attended the world premiere of "Sombres de Gloria," which is the Spanish version of "The Blaze of Glory." Regional Denny acted as master of ceremonies and introduced Jose Bobo, the star, Andrew L. Stone, the director, and others.

Releasing Short Feature "Match Play," starring Walter Hagen and Leo Diegel, will be released a short feature special. It was directed and produced by Mack Sennett, with Majorie Beebe, Andy Clyde and Addie McPhail supporting the golf players. John W. Boyle was in charge of the photography.

Schildkraut To Do Death Scene

Joseph Schildkraut will do Asia's death scene from Peer Gynt" for Universal's "The King of Jazz," starring Paul Whiteman.

Persons prominent in motion picture circles were among the audience for the sixth annual motion picture gambol of the Catholic Motion Picture Guild of America to be held at the Philharmonic Auditorium, Feb. 17. Among them are Lucille Gleason, Vilma Banky, May McAvoy, Mrs. Robert Mcgowan, June Walker, John Ford, Mrs. Sam Taylor, Mrs. Eddie Dowling and Lois Wilson.

Pathé Signs Beranger and Cowan to do Originals

Clara Beranger (Mrs. William De Mille) and Sada Cowan, two prominent actresses, have been signed by Pathé and are now engaged in preparing originals for the company.

Fox Signs Middleton as Associate Producer

George Middleton has been placed under a new contract as an associate producer for Fox. He is now active on "In Love with Love" and "Double Cross Roads."

F. N. Has New Leading Man

First National has selected David Manners, the juvenile lead in the Los Angeles production of "Journey's End," as Alice White's leading man in "Sweet Mamma."

Nance O'Neil in Novarro Film

Nance O'Neil has been added to the cast of the new version of "The White Coats" to be directed by Charles Brabin. Others in the cast are Dorothy Jordon, Rene Adoree and Ernest Torrence.

Constance Bennett for "Lipstick"

Constance Bennett now en route to the Coast is scheduled to appear in "Lipstick," the adaptation of H. L. Gates novel, which Clara Beranger is now preparing.

Cohen-Kelly Film Completed


Betty Compson with Bancroft

Betty Compson has been signed by Paramount to play the feminine lead opposite George Bancroft in the talking picture version of Rex Beach's "The Spillers," which Ed- carewe will direct.
The World predicts a 1930 leader!

exceptional...
gallant...
first rate entertainment

"'Men Without Women' represents the finest of the new year's dramatic productions... it is early in the year to begin predicting those fortunate film dramas which are likely to be chosen by the bright critics as representing the ten best of the season, but it will not be surprising to see this William Fox feature well at the head of most of these lists."

—The World

"Exceptionally cast, and John Ford has achieved some remarkable effects."
—Evening Graphic

"A vigorous production which is so well directed and acted and so different from conventional screen material that it sustains one's interest throughout."
—New York Evening Journal

"Positively Brilliant."
—New York Evening World

"A distinctly worthy contribution to the art of the cinema."
—New York Evening Post

"There can be nothing but admiration for the production and photography at the Roxy."
—New York Sun

"Here is a work that the screen can feel a bit proud of... here are splendid portrayals that help enormously in making 'Men Without Women' so gallant a photoplay."
—New York Herald-Tribune

"'Men Without Women' is an unusually realistic and effective picture and is hereby recommended as first rate entertainment."
—New York Telegram

Presented by WILLIAM FOX
with KENNETH MacKENNA

Farrell Macdonald
Frank Albertson
Stuart Erwin

Warren Hymer
Paul Page
Walter McGrail

now GOALING 'EM AT THE ROXY

Story by John Ford and James K. McGuinness
Screen play and dialog by Dudley Nichols
Imported Newsreel Negatives Put on Free List

PLAYERS ENDORSE FREE LANCE CONTRACT

More Operatic Features on M-G-M Production List

Case Postponed

West Coast Bureau, THE FILM DAILY
Hollywood — Hearing of the Government's anti-trust case against West Coast Theaters and 10 producer-distributor organizations, scheduled for hearing today, has been continued till April 1. Judge Henning, who was to have heard the case, has resigned.

BOOKING SERVICE FIRMS IN MERGER IN MICHIGAN

Detroit — Co-Operative Booking Offices, serving 50 Michigan theaters, has merged with the Co-Operative Booking Theater Service Corp., recently organized to offer exhibitors in the state service in every department of theater operation. The merger followed deliberations between R. E. Moon, general manager of the latter organization, and George W. Trendle and John H. Kunskey of Co-Operative Booking Offices.

The chief reason behind the merger is the minimum set by the Windsor Theater Corp., which recently purchased its third Brooklyn house with the acquisition of the talking picture film of America manufacture, exposed abroad for silent or sound newsreels.

Will Meet with Producers to Draw up Final Agreement

West Coast Bureau, THE FILM DAILY
Los Angeles — A mass meeting attended by 250 actors, the proposed free lance contract, stipulating that 12 hours must elapse between when an actor is dismissed and the time he must report back to the studio, was endorsed and additional members were added to the producers committee which will meet soon with a producers committee to draft the final agreement.

SOUND AIDED EXPORTS OF AMERICAN FILMS IN '29

Washington Bureau of THE FILM DAILY
Washington — Sound pictures are directly responsible for the large increase in exports of American pictures, according to a survey of 1929.

CRAINGER DISCLOSES FOX-ROXY CONTRACT

Disclosing details of the contract between Fox Film Corp. and the Roxy, James R. Crainger, Fox general sales manager, yesterday pointed out these facts.

FOREIGN SOUND

Washington Bureau of THE FILM DAILY
Washington — About 2,000 theaters outside of U. S. and Canada are wired with some sort of sound apparatus, according to research conducted by N. D. Goedden, assistant chief of the M. P. Division of the Dept. of Commerce. Of this total 1,500 are in Europe, 400 in the Far East, 250 in Latin America and the remaining 50 in other parts of the world.
A Conference
and other things
(Continued from Page 1)

FAMOUS CANADIAN NET
WELL AHEAD OF '29 MARK

Montreal—Improvement in earnings of Famous Players Canadian Corp. over last year is continuing during the current three month period, ending Feb. 28. During the first quarter, ended Nov. 30, 1929, the company is said to have earned annual dividend requirements of $2 a share. For the fiscal year ended Aug. 31, 1929, the company reported a net income, after all charges, of $2,044,224, equal to $6.84 a share on 327,540 shares of common then outstanding.

Winnie Lightner Guest at Warner Bros. Club Dance

Winnie Lightner, Warner star, was the outstanding highlight of last night's gala meeting and dance held by the Warner Club in the Butterfly Room of the Hotel Pennsylvania, N. Y. Jack Gilbert, president, opened the meeting and spoke about the "second annual banquet and ball and the Warner Gaieties," which opens at the Chanin Theater on Feb. 16.

General Talking Names Richards Atlanta Head

Atlanta—General Talking Pictures Corp. has advanced Will T. Richards from local representative to manager of the company's branch in this city. He succeeds George Jones, who recently resigned.

Name Wallace Chicago

Manager for Columbia

Chicago—C. C. Wallace has been appointed local branch manager for Columbia, succeeding Phil Duns, who has become general manager for the company with headquarters here.

Midnight Shows in 'Frisco

San Francisco—Midnight shows have proved successful at the Fox.
ELECTRIFYING
The AMUSEMENT WORLD!

As usual
Metro-Goldwyn-Mayer
and no wonder

The Two Outstanding attractions of any season

Lawrence TIBBETT
The Great New Star
THE ROGUE SONG

Greta GARBO
in her first TALKIE

ANNA CHRISTIE

Sensational! Garbo's voice is a revelation in talkies. The star of stars bigger than ever now! Breaking every record at Criterion, Los Angeles. You're Next!

with Greta Garbo, Charles B. Fitzsimons, Richard Dix, Max Steiner, Directed by Clarence Brown, Adapted by Martha Grimes, Based on Eugene O'Neill's play "Anna Christie."

Standees matinee and night at both Astor, N. Y. and Chinese Theatre, Los Angeles. The biggest $2 picture ever made.

with Catherine Dale Owen, Sam Levene, Oliver Hardy. Directed by Lionel Barrymore. Music by Franz Lehar and Herbert Stothart.

You know about this one! You'll know about this!
“MARVELOUS!” says Detroit about “LUMMOX”

“One of the Finest Things of the Cinema” — said Helen Harris in the Detroit Daily

“A Triumph for Director (Herbert Brenon) and the Star (Winifred Westover)” — Harold Hefferman, Detroit News

“One picture I shall never forget.”
EXCELLENT—Powerful! women will love it! —Charles Richardson, The Times

You can put it right down in your list of "MUST BOOK" Pictures that HERBERT BRENON'S Production "LUMMOX"
is one of the most stirring pictures that has ever been made —

UNITED ARTISTS
Blames Operators
Montreal—H. E. Reiley of McGill University, after a survey of the sound houses in Canada, reported that 40 per cent of the distribution and other screen vagaries were due to the ineptitude of projection machine operators.

WARNER EARNINGS SHOW UP TREND, REPORT SAYS
(Continued from Page 3)
a financial summary in “The New York Telegram” yesterday. The report adds:

The earnings distinctly are on an upward trend, the company is soundly
favored in the 12-hour interval. Eight hours will constitute a day’s work for
an actor employed by the day, extra pay being provided for overtime.
The contract is automatically canceled if the option of the actor is not
exercised within 24 hours after the actor has been granted.

A resolution was passed calling for the actors to refuse to support a
court action to prevent the circulation of a strike or any radical
action by any group of actors that might be injurious to the industry so
that the health and spirit of the contract is observed.

Ben Lyon, Ben Bard, Mae Murray, Francis X. Bushman, Frank Reich,
who declared he will throw the weight of Douglas Fairbanks, Jr., William
Curtin and Helen Ware were named additional members of the ac-
tors’ committee, which includes Robert
Edison, Jean Hersholt, Richard
Tucker, Rod LaRocco, Lilo y
Hugues, Sam Hardy, W. Beery,
Merrill, Leon Grant, Douglas
Pygott and Conrad Nagel. The producers’ com-
mittee consists of Jack Warner, chair-
man; Sol Wurtzel, Irving Thalberg,
William Le Baron and C. M. Levee.

The players who attended the meeting will be invited to attend the
actors’ branch of the Academy of
M. P. Arts and Sciences.

Technicolor Gets Artist to Judge Color Values
André Durenace, French artist, has been signed by Technicolor, and
will join the color direction depart-
ment of the company, which cooper-
ates with the Pasadena Art Commis-
sion to make the effective color values. Durenace
will work under the supervision of Natale M. Kalins, who was Dr. Her-
bert J. Kalins, president.

Predicts Evil Results
From Thacher Decision
Cleveland—Judge Thacher’s deci-
sion against arbitration is inter-
preted as a serious setback to the film indus-
ty by J. Harwood, president of the
Cleveland M. P. Exhibitors Assn. Frank Drew, president of the local Film Board of Trade, said that the decision will throw the in-
dustry back to where it was 10 years ago.

Quits Theater for School
Rockville, Conn.—Francis H. Dil-
loynauer, for two years manager of the
Palace, has resigned to enter
Temple University, Philadelphia, for
a two-year course in business admin-
istration.

Melnickoff at Torrington
Torrington, Conn.—Max Melin-
coff, former manager of the Capitol,
Fawtucket, R. I., has arrived here to
manage two local houses.

More Operatic Features on M-G-M Production List
(Continued from Page 1)
Reiley recommended that the company be reorganized.

The statement was issued as a result of Monday’s Roxy stockholders’ meet-
ing when Rothafel and Saut E. Kog-
er, the latter president of the theatrical com-
pany, were questioned by Class A
stockholders concerning the relation-
ship between the two companies.

Granger called attention to the
fact that during 1929 Roxy played three more Fox pictures than the 32
devotedly required in the contract.

He said:

"Theoretically Mr. Rothafel could book any picture in pictures during the year
and not contract for with Fox Film Corp. However, so far as connection it seems to be pointed
out that all films in process or talking pictures have the same Broadway outlets which were the
pictures produced in the last year.

"This leaves an actual advantage of American-produced pictures other than Fox in
exhibition at the Roxy. Mr. Rothafel and his stockholders have every advantage and no
choice of Fox pictures which during the year
have been selected and prepared for success.
Both for total paid admissions and total amount of money paid in the box office.

Computation is made that the average busi-
dess done by the four non-Fox pictures played by the Roxy was $85,673. This con-
tacts "with an average for 48 weeks for
Fox pictures, amounting to $108,685," said Granger.

Sound Aided Exports of American Films in ’29
(Continued from Page 2)
exports, according to N. D. Golden of the M. P. Division of the Dept. of
Commerce. During 1929, it is dis-
closed, 282,215,480 feet of American
films, at a declared value of $7,713,120 were exported as against 222,122,586
feet at a declared value of $56,473,990 during 1928.

The advent of sound picture almost certainly means a further increase in the ability to
produce sound pictures, how forced of producing silent ones, gave to the
American producer an open field.

It is stated that the increased number of silent pictures are other factors that have helped to
make American export the largest.

C. A. Dentelbeck Elected
Head of M. P. Operators
Toronto—Charles A. Dentelbeck, for the 14th consecutive year, has been
elected president of the M. P. Operators Union No. 173, branch of the
A. T. S. Operators. As assistant projection engineer of Famous Play-
ers Canadian Corp. for six years, has visited practically every city and
down the Dominion.

Midnight Shows for Zanesville
Zanesville, Oh.—Four production
of the sidewalk shows that are
Fawtucket, R. I., has arrived here to
manage two local houses.

organizer is transferred
Kansas City—Milton Slosser, who
has held this position in the Liberty
here. The house is controlled
by the Brown Theatrical Co.

Organizer Is Transferred
KANSAS CITY—Milton Slosser has
been transferred from Skouras Bros.
from the Missouri to the Ambassador.

First National Preparing
2 Victor Herbert Operas
West Coast Bureau, THE FILM DAILY
Hollywood—Preparations are un-
ted for the production of two Victor
Herbert light operas, “The Fortu-
tune Teller” and “Mlle. Modiste,” it is
announced by G. B. Selig, co-executive with Hal B. Wallis, of
charge of production. “The Fortune
Teller” will be filmed in Technicolor, and
Mlle. Modiste” will feature Bernice Claire, who with William
A. Seiter directing.

Grainger Discloses Fox-Roxy Contract
(Continued from Page 1)
that during 1927 the Roxy had
three more Fox pictures than the 32
negotially required in the contract. The
Roxy...
ALONG THE RIALTO

with

Phil M. Daly, Jr.

J. GEORGE FEINBERG is going to Chicago to attend the mid-west sales convention of the Public Seating Division of Heywood Wakefield. He is properly puffed up over having copped first prize in their 1929 sales contest......Well now that the Kolarac, Belgrade, is wired Al Jolson is making another appearance in film form there......

Film and Radio Review is the new pb. hailing from Memphis, Tenn., with R. W. Henderson and Annie Mae Day up on the flag as president and editor respectively. The publication makes its debut every Thursday containing this and that about films and the radio field......

On the eve of his departure for his home in Ireland, John McCormack, Irish tenor, was presented with an honorary membership to the Catholic Motion Picture Guild of America in Hollywood......One close-up of Louis Wolheim in Universal's "All Quiet on the Western Front" is sufficient to convince anybody the boy is "hardboiled" in that picture, or at least so some of the stills show......

Five of the seven major theaters in Los Angeles are presenting M-G-M productions this week. The list includes, "The Rogue Song," at Grauman's Chinese, "Anna Christie," at the Criterion, "Devil May Care," at the Carthay Circle, "Not So Dumb," at the State and "Dynamite," at the Palace, says Howard Dietz......Warners have changed "A Women's Game" to "Three Rooms"......

Al Altman of Mmmmmmmm is calling attention to the fact that world famous masters of magic will perform at the Heckscher Theater, 104th St. and 5th Ave., Sunday night, Feb. 23......

FEBRUARY 5---MANY HAPPY RETURNS

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

Monta Bell
J. A. Miller
**BOOKING SERVICE FIRMS IN MERGER IN MICHIGAN**

(Continued from Page 1) is Trenkle's desire to retire from active participation in the theater business in order to devote himself to other activities.

In uniting its interests with those of the Cooperative Booking Offices the Co-Operative Theater Service Corp. has extended its service to 100 theaters in Michigan.

**Theaters Change Owners in Wisconsin Territory**

Milwaukee—A number of Wisconsin theater owners have changed hands during the past week, among them the Columbia, Milwaukee neighbor to the Loew's, which has been over

from the Warner Theater Co. headed by Sam Ludwig, by the Columbia Theater Co. Another local theater, the Hollywood, has been taken over by A. C. Guthertz from Sam Pyle, Gutenberg also operates the Grand in Milwaukee.

At Kilbourn, Wis., the Mission has been taken over by C. E. Mathews, Ben Louthaine and W. A. Ashman from G. C. Olson, while the Pearl at De Pere, Wis., was recently opened by its new owner, W. R. Vincent. The house was closed for several weeks to allow for a complete renovation and the installation of sound equipment.

**McNerney is Transferred to San Francisco for U. A.**

Salt Lake City—D. T. McNerney, recently named as manager of the U. A. branch office here for some time and then transferred to the managership of the Seat- ing office, is now running the San Francisco branch for that company. E. J. Drucker, formerly with Preferred Pictures here as branch manager, is now in charge for United Artists.

**No Duty in Britain on Negative Sound Track**

Washington—After considerable dispute British Customs officials have decided that the extra duty charge on negative sound track and matracks is unnecessary, according to a report to the Division of the Department of Commerce. In accordance with the decision, distributors' deposits are being returned.

**16 Vitaphone Varieties Now Playing on Bway.**

Sixteen Vitaphone Varieties are being shown on Broadway at present in houses controlled by Warner Bros. This number of the same number is being played by two different theaters.

Rossee Takes Dixie

Eatonton, Ga.—P. C. Rossee has taken over the lease on the Dixie from Byron Cooper.

**Crosland Casts Purcell for "Viennese Nights"**

Alan Crosland has added June Purcell, radio singer, to the cast of "Viennese Nights," which he is directing for Warners. The picture is a transcription of the operetta by Sigmund Romberg and Oscar Hammerstein II.

"Father's Day" in Work

Production has started at M-G-M on "Father's Day," which Sam Wood is directing with J. C. and Elliott Nugent in the leading roles.

Raoul Walsh Seeking Talent

Director Raoul Walsh is seeking a man and a girl to be featured in a production of the West, which he will direct for Fox.

**Davis on Rogers Film**

Owen Davis, Sr., has been assigned to adapt and prepare the dialogue for "So This Is London," which will feature William Rogers for Fox. Bill Sand, who recently arrived from London, will be Rogers' leading lady.

**Fairbanks, Jr. Opposite Dove**

Douglas Fairbanks, Jr., has been cast as male lead opposite Billie Dove in "One Night at Susie's," which John Francis Dillon will direct for First National.

**Harold for "Dixiana" Role**

Ralph Harold has been selected for a role in "Dixiana," featuring Bebe Daniels for Radio. This production is being made with the Spoor-Berggren stereoscopic wide-screen process.

**Sells English Rights**

Harry Tierney, composer of "Rio Rita" has sold the English rights to the play to the London producer Ephraim.

**Two Added to P. N. Film**

Chloe Gillingwater and Albert Gran have been added to the cast of First National's "Madamoiselle Modiste," Victor Herbert operetta.

**M-G-M Gets "New Moon"**

Screen rights to the musical romance, "New Moon," have been secured by M-G-M.

**Warners Change Title**

Warner Bros. has changed the title of "A Woman's Game" to "Three Rooms."" Norman and Paige Signed

At New York and Luella Paige were signed by M-G-M through the William Morris West Coast Office.

Margaret Seddon Cast

Margaret Seddon has been given a role in Warner's "Those Who Dance." Adapting Erskine Book for "U"

Helen Grace Carlisle is adapting John Erskine's novel "Sincerity" for Universal.

**Coast Wire/Service Happenings**

Hollywood Happenings

LAIOS Biro, who wrote the "Last Command" and "Hotel Imperial," has returned from a long stay in England. His stage plays include "The Czarina," "The Moon-Flower" and "The Highwayman."

Harold Schuster will edit "Hell's Belles." He has been with Fox for several years.

Frank Murray, who has been writing and directing commercial films for Fox in New York, is spending his vacation in Hollywood. He was with the Fox studio publicity department for many years.

Love interest is not necessary to a successful story, according to Wal lace Smith, novelist under contract to RKO, but, he declares emphatically it requires genius and the most expert treatment to put over a story without it.

**Our Passing Show: Stan Laurel, Fred Karno and Charles Royer**

R. C. A. Victor are producing a picture for the Hal Roach studio; William Seiter exhuming his trip to Mexico.

Leo Forbstein, First National music director, who recorded the music for "Sally" and "No, No Nanette," is preparing the musical arrangement for "Bride of the Regiment" and "The Song of the Flame." He also recorded the music for "The Son of the Gods."

John G. Adolfi, who directed "Thru Show of Shows" and "Evidence," is completing "Dumbells in Color," which is based on "Weak Sisters," the stage play.

Archainbaud for Daniels' Film

George Archainbaud has been assigned to direct Bebe Daniels in her third radio production, "Smooth as Satin," adapted from Bayard Veiller's stage play "The Chatterbox."

Roach Signs Stepin Fetchit

Stepin Fetchit, colored comedian, who appeared in Fox productions, has been given a long term contract by Hal Roach and will appear in comedies to be released by M-G-M.

Adapting Erskine Book for "U"
THE NEWSPAPER OF FILM DOM

ALL THE NEWS ALL THE TIME

VOL. LI No. 31 Thursday, February 6, 1930 Price 5 Cents

Philly Exhibs Demand Fireproof Screens from ERP

THREE NEGATIVES ON ALL NEW FOX FILMS

Derr Takes Charge of Pathe Production at Coast

The Mirror
—a column of comment

THAT INDEPENDENT producers in the United States and Canada increased during 1929 is one of the interesting surprises of the year. Despite increased negative costs it looks like the small fellow, comparatively speaking, has weathered the sound tempest. This in the face of rumors of his collective demise. Good product, whether of domestic or foreign origin, always has and always will find a spot in the American distribution and exhibition fields. Customers are principally interested in entertainment and not who makes it.

** **

LOEW THEATERS throughout the country are discontinuing the sale of sheet music in their lobbies. A wise move, it seems, his eliminating of the music stand which in many instances has impaired the beauty and attractiveness of numerous de luxe houses. The hawking of pop corn and music may be within bounds of etiquette in small theaters but its out of place in the modern up-the-minute Picture Palace.

** **

JESSE LASKY is going to give 'aramount's foreign talkers just hat right dialect flavor by forming stock companies of imported players who speak their own languages without any April fooling. As foreign audiences become more sophisticated as per talking pictures, they're going to demand dialogue served right from the original package.

** **

Series of New Features to Start Off with "Swing High"

F. B. Derr, executive vice-president of Pathé, now in California, assumes active charge of the studios in Culver City and will immediately launch an increased production program, it is announced by Pathé.

The executive staff assisting Derr includes C. E. Sullivan, vice-president, general studio manager; C. Leavitt, studio superintendent; L. E. Clark, chief sound engineer; Carroll Clark,

(Continued on Page 3)

WARNER BROS. FAVOR UNIFORM WIDE FILM

West Coast Bureau, THE FILM DAILY

Hollywood—At a luncheon honoring Oscar Strauss, the Viennese composer, Jack L. Warner yesterday urged a uniform wide film. Warner declared that his company will use wide film favored by the majority of producers.

Quarterly Dividend for Roxy "A" Stockholders

Roxy Theaters Corp. has declared a quarterly dividend of 87 1/2 cents a share on the class "A" common stock payable Mar. 1 to holders of record Feb. 15.

Outdoor Films Dept.
West Coast Bure, THE FILM DAILY

Hollywood—Formation of a Fox Movietone department, designed especially for production of all-talking outdoor pictures, is announced by Sol Wurtzel, Fox studios general superintendent. Zane Grey's "The Last of the Drifters" will be the first picture made by the department.

SYDNEY TOWELL MADE FOX FILM CONTROLLER

Sydney Towell has been appointed controller of Fox Film Corp., succeeding Emanuel Preiss, who has resigned owing to ill health. Preiss has been in the film business 15 years, spending eight with Fox. His successor had also been identified with Fox for eight years being engaged in the financial end of the business.

Educational Secures Sound Cartoon Series

Negotiations have been completed by Educational and Audio-Cinema, Inc. whereby a new series of animated sound cartoons, called "Terry-Toons," will be released every two weeks beginning Feb. 23 by Educational. The new series of cartoons are being

(Continued on Page 3)

Call Upon Electrical Research to Substitute Fireproof Screen

Graham Won't Ban U. S. Talking Films in England

By ERNEST W. FREDMAN
Editor, "The Daily Film Reuter"

London—Advisability of banning certain American talkers and limiting the importation of such films generally, in order to "protect the English language as spoken over here"

(Continued on Page 2)

Silent Versions to be Made on All New Season Product

All future Fox features will be made with three negatives—standar
deur, standard size Movietone film and standard size silent—said a statement issued by Fox yesterday from Winfield R. Sheehan. This policy, which applies to the 1930-31 program, will provide silent versions on all Fox product, compared with about 35 versions on the current releasing program.

"Happy Days," the first film de-

(Continued on Page 2)

12 INCH DISC CARRIES RECORDING OF 16 INCH

Demonstrations of a new condensed disc, which, although of the 12-inch size, carries as much recording as a 16-inch record, are being made by Consolidated Recording Corp., 8 West 32nd St. Several ma-

(Continued on Page 2)

Ten Best Pictures Poll Results to Be Listed

Results of the Film Daily's nation-wide poll to determine the "Ten Best Pictures of 1929" will be announced to-morrow. These selections were made by critics of 331 daily newspapers, 40 trade and fan papers and three news syndicates serving an aggregate of 27,000,000 people in the United States. The poll, which was the most extensive in scope of any annually conducted by The Film Daily, embraces 212 cities and towns in 43 states and the District of Columbia. This contribution of critical America is an important feature of the forthcoming 1930 Film Daily Year Book.
THREE NEGATIVES ON ALL FOX PRODUCTIONS

Signed especially for presentation on the Grandeur screen opens at the Roxy Feb. 14 on a 42-foot wide screen. Grandeur was first shown last September at the Gaiety when "Fox Movietone's "Pollyanna" of 1929" was exhibited. The film is the result of eight years experimental work on the part of John D. Elias, William E. Waddell for several years has been associated with him and has aided him in financing of his experiments.

Waddell claims that a person can sit even in the front row of the Roxy and enjoy the picture without distortion from any angle and that

the pictures will be as clear and large as a full-size stage show.

Former Indie Exhibitor Purchases Bronx House

Ben Knolle, former partner of the Grob and Knolle chain which has been sold off to Fox Metropolitan Playhouses, is returning to the exhibition field. He has acquired the Bedford, Bronx, which will be closed later this year by her brother. The house now is being re-modelled and wired for sound.

Warner's "Green Goddess" to Open Feb. 13 in N. Y.

George Arliss' second Vitaphone production for Warners, "The Green Goddess," will have its New York premiere at the Winter Garden Feb. 13. The change of policy to continuous showings for that house will not go into effect until after the run of "The Green Goddess."

Warner Bros. to Build Two Theaters on Coast

West Coast Bureau, THE FILM DAILY

Hollywood—Warner Bros. will build two theaters on the coast, one to seat 1,800 at Hollywood Park and another at San Pedro to have a seating capacity of 2,000.

Two More Additions to Sono Art Sales Staff

Rudolph Skirbell has been appointed in charge of feature sales at the Cincinnati exchange of Sono Art, and Nat Ross, formerly connected with First National, now is associated with the company's sales staff at Boston.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts

1600 Broadway, New York City

Phone Penn. 3580

FLETTER & HOLLINGER, Inc.
EUGENE C. FLETTER, Managing Director
**New Type Theater**

West Coast Bar, THE FILM DAILY

Los Angeles—Described as the first coliseum type of picture theater in the world, the Fox Stadium is being constructed on Pico Blvd., between Robertson Blvd. and Le-Connexion St., by Fox-West Coast Hollywood Theatres. The theater will be equipped for sound, will open next Fall, states Harold B. Franklin.

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**Educational Secures Sound Cartoon Series**

(Continued from Page 1)

made by Paul Terry, originator of the Sep's Pables, and Frank Moser. Philip A. Scheib, former musical di-
rector for the Springer Circuit, is in charge of music. Joseph W. Coffman and M. L. Goodman, executives of Audio-Cinema, are in charge of the production units, at the company’s Long Island studio where the plant equipment with Western Electric apar-
atus.

With the acquisition of the “Terry-Toon” series, Educational now is re-
leasing eight sound series. Included in the group are: 
- Mack Sennett, Cor-
net, Lloyd Hamilton, Jack White, Lopeta Lane, Mermaid and Tuxedo Takeoff. The first subject scheduled for release Feb. 23 on the Terry-Toon series is called “Caviar.”

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**258 Wired in Missouri and 51 in Montana**

There are 258 houses in Missouri that are wired for sound and 51 in Montana is indicated by additional data obtained from the 930 FILM DAILY YEAR BOOK.

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**Named Advertising Director**

South Bend, Ind. — RKO has named Bill Schiffl, director of ad-
vertising and publicity for the Gran-
da and Palace.

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**Sunday Shows Issues Coming Up**

Bloomfield, N.J.—This city and Bel-
mond, Ia., will vote upon the Sun-
day shows question this month. Local

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**Virginia Theaters Leased**

Marion, Va.—W. L. Stover, operator of the Lincoln here since last June, has leased the only house in both Norton and Appalachia. Sound equip-
ment will be installed in the houses.

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**Theater Company Elects**

Individually invited to the meeting was James W. Taylor, who has been in charge of the Arcade and other theaters in this area. Other officers are Isaac Nicer, vice-
president; Ben Sagolowsky, secretary, and Morris Horowitz, treasurer.

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**Another for Photophone**

Albuquerque, N.M.—“The Pastime is getting RCA Photophone.

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**N-E-W-S-O-F-T-H-E-R-O-D-Y**

**United States**

San Francisco—Henry Wilcox has been transferred from the Warner Bros. Los Angeles exchange to the local office of that company. He is in charge of the shipping department for Vitaphone and Warner Bros., replacing Cris Dale, who has joined the local Columbia force.

Minneapolis—Excavation has been completed and construction work is getting under way for the Warner Bros. exchange being erected at First Ave. North and Seventh St., near the Paramount branch. Plans call for the $150,000 structure to be finished by March 15, according to L. E. Goldhammer, Warner branch man-
ger.

Algona, Ia.—A waiting room for patrons of the Call here has been opened in a store building next door to the theater.

Detroit—Herb Fowser has left the Universal sales staff here, while Wade Allen has retired as office manager. Sid Hackford has taken over the duties of both.

Dorchester—Fred De Lodder has renamed the Grosse Point Park the Aloma.

Atlanta—Alex Callen has resigned as manager of the Call here, after being in charge of RCA Photophone production here. The call will be covered by Georgia and Alabama.

Halifax—Harry M. Williams has transferred from Tennessee to the Florida territory by Universal.

Oklahoma City—R. W. Thrash has been appointed representative for the Oklahoma territory by Universal.

Dallas—Sam Heley of Cameron has taken over the Parkway here from S. G. and H. S. Howell.

Del Rio, Tex.—The R & R Casino here has been remodeled for sound installation and new ticket booth and projection machines have been in-

San Antonio—City officials have arranged for the erection of an open air theater to cost approximately $50,000.

Blackwell, Okla.—James Lucas has been appointed manager of the Rockwell, the Griffith Bros. house.

Paris, Tex.—Bill Ricketts has been appointed as assistant manager for Paris Theaters, Inc.

Middletown, Del.—The Everett is being equipped with RCA Photophone.

Lakeland, Fla.—J. G. Attanasio has secured the Benjell and Frank-lin and the Celtics at Mulberry. Headquarters of the Columbia Amusement Circuit will be established here. Sound equipment will be installed in all houses.

Wallace, N. C.—The Wanoca will open soon with RCA Photophone sound installation.

San Francisco—RCA Photophone engineers are installing sound reproducing equipment in the Pompell. These new installations are the only ones made by RCA in the Bay area.

Evansville, Ind.—The question of Sunday shows will be put to a vote at the April city election.

Salina, Kan.—RCA Photophone sound reproducing equipment is being installed in the Hayhawk.

San Francisco—Louis Hyman has resigned as manager of the western division of Sono Art-World Wide.

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**New York**

Louis Strauss has been appointed manager of the Crystal, Brooklyn, which was recently opened by Char-
lie Schwartz and Hy Goldstein, as an exclusive newsreel house. The house is located in one of the busiest business sections and bids fair to remain the only house of its kind in that borough.

Gates, Brooklyn, is closed for three weeks to permit installation of sound equipment.

C. James, president of the Adswin Corp., has taken over the Majestic and Colonial.

Al Gould, former partner of Charlie O’Reilly, has taken possession of the Orient, 125th St. Bonet and John-
son were the former operators.

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**Foreign**

London—Several of the British producing companies have extra space open at their studios where distrib-
utors can make pictures. At least five of the big companies find this so and are looking forward to renting out space.

Scotland—Teachers here are seeking a ban on inflammable film which is said to place a great risk on the lives of children in picture theaters.

London—Sari Marita will soon play in her first picture “Greek Street.” The film is to be made at the Gaumont studios and will be an all-talker.
Big National Tie-up
PARAMOUNT
and PHILCO
Means Money to YOU!

Paramount has made with the manufacturers of the famous Philco Radio Receiving Set, with over 17,500 local distributors in the United States, a tie-up that will sell tickets for you on "THE LOVE PARADE," "THE STREET OF CHANCE," "THE VAGABOND KING" and other coming big Paramount Pictures.

Every Philco dealer has complete broadside showing 12 big ways of tying up with you locally TO MAKE MONEY FOR YOU! Get in touch with him.

Paramount press sheet on every picture in tie-up has special section showing unique stunts. Read it.

Philco dealers have special ad mats for local newspaper ads on YOUR picture and their merchandise. Make arrangements to have them run.

Consult the ad sales manager at your local Paramount exchange. He has full details.

Make Philco tie-up GIANT aid to your own campaign on these three sure-fire hit pictures AND CLEAN UP!
ALONG THE RIALTO

with

Phil M. Daly, Jr.

SCREEN and stage folk will help to brighten the Eleventh Aviators' Ball to be given Tuesday evening at the Ritz-Carlton under the direction of Reginald Barlow, actor and commanding officer of the 349th Infantry, A.E.F. The Blair Niles novel, "Condemned to Devil's Island," from which the Ronald Colman film was made, is now to be dramatized for the stage under the tentative title of "If God Made the World."*

George K. Arthur, after eight weeks in vaudeville, which incidentally gave him a chance to develop his voice, will trek back to Hollywood in a few days to appear again with his comedy sidekick, Karl Dane, in M-G-M talkers. Joe Leo, president of Fox Metropolitan Playhouses, has arrived in Milwaukee in connection with the company's expansion program. During his stay in this territory Leo will attend the opening of the new Fox house in Green Bay. Wis.***

Eighteen former members of the Cosmopolitan Productions in New York, now are members of the Radio staff on the Coast. Heading this line-up is William Le Baron, vice president in charge of production. Others are Henry Hobart, William Sistrum, Luther Reed, Fred Fleck, Harry Wilde, William Hamilton, and Georgette Deom. "The Phantom of the Opera," the talking version, invades the Colony, N. Y., tomorrow.***


Mack Sennett, in addition to his producing abilities, recently turned music writer and batted out the music for "The Same Old Thing Called Love," which will be used in conjunction with Educational's "Sugar Plum Papa." John A. Waldron is accredited with the words for the music. Joe Cook is en route to the Columbia studios where he will make a talking version of stage production, "Rain or Shine."****

Fun News informs us that no less than 41,791 patrons paid to see "Street of Chance" at the Rialto during its first week-end, or to be exact from Friday at 6 P. M. when the flicker started to 5 A. M. Sunday. Jean A. Leroy, who is said to have been one of our film pioneers way back in 1894, was the guest of RKO at the Earl Carroll last evening. Wonder what his thoughts were after the show? Will Rogers arrives from Europe today when the Ile de France docks.***

Richard Barthelmess who, with his wife, has been enjoying a European vacation will sail for New York on the Bremen, February 13th.

FEBRUARY 6--MANY HAPPY RETURNS

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

Louis Nizer
Charles S. Goetz
Joseph P. Kennedy
Jack Lunden
Ben Lyon
Ramon Novarro
Marion Orth
William Cary Duncan

AND THAT'S THAT

This is the sad tale of how Bruce Gallup lost to David Loew in the big pin-pong contest at the M. P. Club on Tuesday. It was the last set of the deciding game and Bruce was sitting pretty to win. Arthur was sending the celluloid pill across with lightning speed—and at the same time calmly smoking a cigar. Bruce, stripped to the waist, was meeting the onslaught, and making returns like an indoor Tilden. The table was so hot from the rat-tat-tat pin-pong-bang, that you could have cooked flapjacks on it.

Just then Lee Ochs, participating in a calm game of pool, ambled around to the corner near Bruce. As Lee bent far over to try one of those three-cushion fancies, Bruce's eyes suddenly were distracted and, instead of watching the fast one that Dave was sending his way at that moment, he obeyed a primal impulse and dealt a resounding smack on the well-filled portion of Lee's trousers that customarily is reposed on a chair.

When the vociferous glee had died down, Bruce learned that the digression had cost him the pin-pong victory.

"It was worth it," Bruce declared, Lee's remarks were not audible.

The largest woman in films, according to our Hollywood statistical expert, is Josephine Williams. She weighs around 555 and is an extra. That's what you call a real all-around extra.

Bill Ferguson was missed from his usual queer carriageway at the M. P. Club the other noontime. A searching party found him further upstate breaking bread with Bill Rabell. Wonder who signed the check?

USELESS INFORMATION

The producers of cartoon comedies are not the least bit worried over foreign dialogue versions.

TEN YEARS AGO TO-DAY

Consolidated Film Laboratory Co. plans coast-to-coast chain of labs.

Special Picture Corp. capitalized with $250,000 to produce comedies in L. A.

John Zanft, general manager of Fox Theaters, visits coast studio.

Presenting

A New And
Electrifying
Screen Star
A Personality

That Will Fascinate The Nation
A Voice

To Ring Round The World ~

none other than
America’s foremost Baritone

TO bring you the new, vital figure for the further glory of your talking screen Metro-Goldwyn-Mayer has reached into the highest realm—the Metropolitan Opera. From this renowned company of immortal voices has been picked the greatest, your new star

LAWRENCE TIBBETT
Noted Star of the METROPOLITAN OPERA

ONLY one organization in this industry could do it! Typical of M-G-M showmanship is the daring coup which brings to your theatre this dashing singer, this voice of magic and power that is to give new virility to the talkies! Not since P. T. Barnum brought Jenny Lind to America has there been such a strategic feat of box-office shrewdness.

The God of the Diamond Horseshoe!
LAWRENCE TIBBETT

with a voice to ring 'round the world and the personality of a hero he plays a dashing love-vagabond in his first amazing

METRO-GOLDWYN-MAYER

production entirely in TECHNICOLOR

The Talking-Singing Sensation of the New Year

The ROGUE SONG

with CATHARINE DALE OWEN — Stan LAUREL — Oliver HARDY

Based upon the operetta, "Gypsy Love" by Franz Lehár, Dr. A. M. Willner, Robert Bodansky. Story by Frances Marion and John Colton. Suggested by Wells Root. Music by Franz Lehár and Herbert Stothart. Lyrics by Clifford Grey.

directed by LIONEL BARRYMORE
Coast Wire Service

Hollywood Happenings

Vilma Banky Film Title Is Changed by M-G-M

“A Lady To Love,” has been selected as the final title of Vilma Banky’s latest starring production for M-G-M. Victor Seastrom directed from an original by Sidney Howard. Edward G. Robinson and Robert Ames support the star.

Robertson for Boles Film

John S. Robertson has been assigned to direct John S. Robertson completed the part of master of ceremonies in the all-talking Screen Shot, number 15, directed by Ralph B. Staub for Columbia release.

Irene Rich for Fox Film

Irene Rich has been assigned one of the featured roles in “A Year in London.” Fox production featuring Will Rogers.

“Man Hunter” for Rin Tin Tin

The title of “The Ivy Trail,” featuring Rin Tin Tin has been changed to “The Man Hunter.” The production was recently completed by Ross Lederman from the story by Lilly Hayward.

Barbara Stanwyck for Columbia Lead

Barbara Stanwyck has been assigned the leading female role in “Ladies of Leisure,” which will be directed by Frank Capra.

Boy Roles for Laurel and Hardy

Laurel and Hardy portray two little boys in “Brats,” their latest comedy for M-G-M.

Cast for “Bride 66”

Jeanette MacDonald, Robert Chisholm, Dorothy Dalton, Joe E. Brown, Joseph Macaulay and ZaSu Pitts now are in the cast of “Bride 66,” Arthur Hammerstein’s first musical film. Lois Moran was withdrawn due to laryngitis.

Two Directors for “Good News”

Edgar MacGregor and Nick Grinde will co-direct “Good News.” The cast includes: Bessie Love, Lola Lane, Frank McGlynn, Cliff Edwards and Stanley Smith.

Breese For “Sea Bat”

Edmund Breese is the latest addition to the cast of “Sea Bat,” which is being directed by Henry B. Tugwille.

Two Go War at Warner

Conrad Nagel and William Blakewell have been given new contracts by Warner Bros.

A Little from “Lots”

By RALPH WILK

“ACENTS IN LOVE,” a sketch written by Lou Heifetz, will serve as a starring vehicle for Nils Astner, when he starts his tour of important first run houses in Detroit Feb. 21.

Our Passing Show: Lawrence Tibbett, Mary Lewis, Herbert Bayard Swope, Elinor Janis, Irving Berlin at the “Devil May Care” première; Archie Mayo and his assistant, Ben Silvey, conferring at Warner Bros.

Louis J. Gasnier, who directed “Slightly Scarlet” and “Darkened Rooms,” for Paramount, is making plans for his next picture, which is, as yet, untitled.

Victor Heerman is keeping busy. He is directing several numbers for “Paramount on Parade,” the revue, and recently finished “For the Love of LI,” for Columbia. Following his assignment at Paramount, he will direct two more pictures for Columbia.

Masters of ceremonies are becoming conspicuous by their absence. During the past three months, not a single master of ceremonies was used at an important Hollywood opening.

Henry Gerrard, who photographed the Yong Yung Chin, is handling the camera on “Safety in Numbers.” He also did the camera work on “Thunderbolt” and other Paramount pictures.

Kellard Added to Cast

Ralph Kellard has been added to the cast of Alexander Korda’s production now in work at the Fox studios. A. E. Kay Frances and Frances Dade will have the leading female roles.

Production Under Way for “Raffles”

Harry Darrill will shortly start production on Roland Colman’s latest for Samuel Goldwyn, “Raffles,” in which Kay Francis and Frances Dade will have the leading female roles.

“U” Changes Gibson Title

Title of Hoot Gibson’s “Hand ‘Em Over,” has been changed to “Trailin’ Trouble.” The production was directed by Arthur Rosson with Margaret Quimby opposite Gibson.

Short Shots from New York Studios

By HARRY N. BLAIR

Roberta Robertson, who was picked by Paramount for a prominent role “Dramatized Nan McGrew,” she’s turned out previous stage or screen experience, last year won a scholarship at the New England Conservatory of Music, one of four out of a total student body of four thousand, to be chosen for that honor.

John Hobble, who has written several screen plays, as well as past stage successes, is author of “The Flight,” a blackfoot sketch which will form a part of the “015 Revue,” forthcoming stage venture sponsored by Ralitch Selwyn.

RCA for Nine Cal. Houses

RCA Photophone installations are being made at the following theaters in California: Minor, Arcata; Egyptian, Indio; Valley, Lancaster; Home and Pike’s, Long Beach; Arrow, Art, and Optic, Los Angeles, and Los Gatos, Los Gatos.

Woodside Without Theater

Woodside, N.Y. — This town is now without a picture theater with the closing of the Bertha Liberty by Clarence Johnson. The house will be remodeled into a store.

George Orth Resigns

George Orth, general manager of Metropolitan Studios, Fort Lee, yesterday resigned. Before announcing a new affiliation he will spend a vacation in the South.

Kempenich at Moorhead

Fargo, N. D.—Mark Kempenich has succeeded William M. Brown as manager of the Moorhead Moorhead, Kempenich was formerly manager of the Garrick here.

Eldon New Installs Sound

Eldon, Ia.—The New has installed sound. Walter Enzart is manager.

Sound at Lake Preston

Lake Preston, S. D.—The Rex has been equipped for sound.

Improves Mason City House

Mason City, Ia.—The Bijou is being remodeled. Sound has been installed.
Warner Bros. present

She Couldn't Say No

The New Personality Girl of the Singing—Talking—Dancing Screen . . . .

SONG HITS

"A Darn Fool Woman Like Me"
"Watching My Dreams Go By"
"Bouncing The Baby Around"

Following her sensational hit in "Gold Diggers of Broadway", exhibitors and public clamored for more of Winnie Lightner. "She Couldn't Say No" answers that demand with this vivacious, dynamic comedienne in a role that gives full scope to her talent and versatility. Singing new hits! Creating more laughs! Winning new fans!

SHE'LL STAMPEDE THE "Vitaphone" is the registered trade-mark of the Vitaphone Corporation designating its products
with Winnie Lightner
Chester Morris


CROWDS TO YOUR BOX-OFFICE!!

OPENING — FEB. 14 — DAY AND DATE
STRAND THEATRE STRAND THEATRE BEACON THEATRE
New York Brooklyn New York
There Must Be A Reason

Motion Picture Industry

"Quoted" In The

Most

Paper

Is The

Daily

Film

The
‘Marker’ Filmed Most

Who is the most photographed man in talking pictures at the RKO studios? Dick La Rouge? No. None other than ‘Pete’ Bernard, official sound ‘marker’. His duties consist of marking each scene by clapping his hands together, giving the camera and microphone time to record the action, as each scene is taken during production. But the cutting department makes sure that he is snipped out before the film is released.

Big Campaign Put on for Tiffany’s ‘Lost Zepplin’

Tiffany’s special “The Lost Zep- plin,” was ushered in with a big campaign that garnered considerable space in New York newspapers for its premiere at the Gaiety. In addition, there was a big showing of tickets in the theater completely flooded with arc lights, the company had 10,000 Zepplin balloons with imprints distributing to the houses in the Broadway district. Tie-ups were effected with newspapers for various contests.

Merchants Want Shows as Help to Town Business

Bevery, N. J.—Declaring that the absence of nickel shows here is causing local residents to go to other towns for their amusement as well as aumsunment, a group of Beverly business men are petitioning for the reopening of the Bever-Lee. The house was closed several months ago because of “lack of patronage,” according to Jacob B. Fox.

Koch Concludes Contest

Wilkinsburg, Pa.,—Harry Koch, manager of the Rowland, has concluded an eight-weeks’ screen test contest. Movies were taken on the stage each Friday evening. A silver loving cup was awarded the winner.

Steinberg Joins Tiffany

Pittsburgh—Sam Steinberg has joined the local Tiffany branch.

To Stage Screen Tests

Pittsburgh—Stage screen tests will be conducted shortly by the Roxian, McKees Rocks and the Arsenal, Butler St.

Wiring Hot Springs House

Hot Springs, Ark.—The Royal will open with RCA Photophone.

Gets New Indianapolis Post

Indianapolis—Earl Cunningham has become general manager of the Fountain Square Theater.

Handling Show Advertising

Indianapolis—Clarence Hanson has been placed in charge of theatrical advertising for the “Indianapolis Star,” succeeding Charles Gardner.

PHILLY EXHIBITS DEMAND

(Continued from Page 1)

PHILLY EXHIBITS DEMAND

(Continued from Page 1)

fireproof screens

Theater men were the outcome of a discussion of the subject at the last meeting of their exhibitors association; and follows upon the recent order from the Philadelphia fire department that every theater in the city must have special screen complying with the safety code.

Efforts to reach Electrical Research officials for a statement were unavailing.

Philly Construction

Reached Peak in 1929

Philadelphia—The largest total cost ever undertaken here for theater construction was reached in 1929 with the granting of permits for three operations, construction of which represent an investment of $50,000. The city’s investment in amusement house building has averaged more than $1,000,000 annually for the last five years of the century. Since 1905 the city has issued permits for 275 structures representing an expenditure of $26,909,355.

Whisen the year of 1913 there were more amusement houses erected than during any other year. Permits granted during that period reached a total of 74 operations, completion of which cost $1,729,745.

Wren With RKO House

Milwaukee—Harry Wren, former assistant manager of the Alhambra, has been named manager of the RKO Palace-Oriphum, succeeding Harry Billings who was transferred to the Riverside. No successor to the Alhambra has been announced.

Film Men on Committee

Baltimore—Frank Price, Jr., manager of the Rivoli and Jack L. Whitley of Pathe are on the committee to select a name for the new organization planned by the old Deputy Sheriff’s Assn. of Baltimore.

Matson Liner to Get RCA

Sound picture equipment will be installed by RCA Photophone aboard the Matson Liner Matloto, the largest passenger ship plying the Pacific.

Going On Winter Cruise

Philadelphia—Bill Goldman and Abe Einstein have made bookings on the Republic for a winter cruise to the West Indies. The boat sail from here Feb. 15.

Declines M.P.T.O. Presidency

Baltimore—After having served as president of the M.P.T.O. of Maryland, Inc., Herman Blum declined to be nominated for another term.

Acoustics Corrected

Middletown, Conn.—Warner Bros. have given a special acoustical treatment to the Capitol here and the house now is properly equipped for sound pictures.

FILM BOARDS OF TRADE

REPORT THEATER CHANGES

(Continued from Page 1)

 TENNESSEE

Changes in Ownership

Adamsville—Kemp, sold to Roy S. Darby by J. W. Thomas; sold to E. E. Bevis by A. S. Alexander; Jones—Lynn, sold to W. W. Thomas by H. F. Swain; Madisonville—Nolke, sold to W. A. Bickel by A. S. Alexander; East Teays—Lester by R. L. Alexander; Memphis—Vickers, sold to A. A. Smith by the Mutual; K. E. McCall, Roan Mountain, Pa., sold to Mrs. Ethel Moreland by H. L. Moreland.

Closings

Memphis—Eureka; Parsons—Elm.

Camer—Camer—Maryland, owner—H. L. Bradley.

TEXAS

Changes in Ownership

Claude—New Rialto, sold to Ernest L. Beets; Dalworthington—Hines, sold to M. E. Cole; Western, sold to A. N. Salter; Dallas—Bell, sold to P. H. Glass & J. B. Zimm; Hall Center—Biss, sold to L. C. McClure; Laredo—Joy, sold to J. W. Reding; Brownsville—Gray, sold to J. W. Reding; Stockton—Land, sold to C. White; Jacksonville, Ark., sold to C. White; Alexandria, Ark., sold to C. White.

Closings

Hamlin—Mutual.

UTAH

Changes in Ownership

Hyrum—Rex, sold to Seldon Roach by H. H. Jensen; Salt Lake City—Star, sold to A. B. Floor by W. H. Keeler; Price 

Closings

Enterprise—Star; Mt. Pleasant—Elite; Salt Lake City—Cinema.

VIRGINIA

Changes in Ownership

Temperance—Lyric, sold to W. C. Tyndall by T. H. F. Craig.

WASHINGTON

Changes in Ownership

Benton City—Virginia, sold to Mr. Rich- mond by Frank Carter; Coulee City—Gregg, sold to G. D. Arnold by H. Mit- chell; Republic—Almquist, sold to M. E. Corp. by Armour Estate; Ephrata—Kam, sold to M. S. Whitaker by T. W. Harris; Grant—Hart, sold to W. D. folken, sold to R. C. Bur- field by O. M. Jackson; McClary—Arm- nor, sold to M. E. Corp. by Armour Estate; Moses—Morgan, sold to M. E. Corp. by Armour Estate; Seattle—Mrs. J. B. L. Smith, sold to West Coast by Universal Theaters, Grand, sold to W. E. Carse by Universal Theaters, Grand, sold to Mrs. Katherine Scott by H. E. Cawthorn, Madrona, sold to West Coast by Universal Theaters, Grand, sold to West Coast by Universal Theaters, Opera, sold to Mrs. C. B. Roman by C. B. Roman; Goldway by Universal Theaters, Woodland, sold to West Coast by Universal Theaters.

WEST VIRGINIA

Changes in Ownership

Dunbar—Princess, sold to Zim Bros. by W. M. McClard; Fairmont—Dixie, sold to Universal Theaters; Wheeling—Twin, sold to Real Estate Association; Grafton—Bridge—Jewell, sold to S. F. McClung by Tilden Steel; Huntington—Avenue, sold to J. F. Walters by B. F. Murphy; Grafton—Strand, sold to Smith Amusement Co. by G. W. Hall; Keystone—Lattimer, sold to C. C. Allmen; Manhah—Manhah, sold to C. C. Allmen; Wheeling—D. Morris; Oak- hill—Lyric, sold to W. A. Saling; Union—Meadow by Lyric Theater Co.; Steel—Bacquiss, sold to H. E. Crawford; Sharps—Sharps, sold to B. S. & C. Sanders by Yashkov.

Closings

Alcoquen—Alcoquen; Dehue—Dehue; Fol- kston—Folkston; Gary—Gary; London—London; Matewan—Matewan; Montcoal—Montcoal; Parkersburg—Parkersburg.

Magna Screen in Canada

Toronto—Arrangements are under way by Charles A. Den- tlebeck for the installation of the Magna screen equipment in various key houses of the Famous Players chain. Dent- lebeck recently supervised the installa- tion of W. E. apparatus in the company’s home office here.

Raymond Transferred to Los Angeles

Baltimore—Charles Raymond, Loew’s city manager here, has transferred to the Loew’s Midland, Kansas City where he will take over the reins of the house. While in this city, Raymond had under his super- vision the Century, Stanley, Valencia and Parkway. Howard Price Kings- more succeeds Raymond in the Mon- ment City.

Springer Circuit Acquires

Second Brooklyn House

Increasing his number of theaters in Brooklyn to two, Jack Springer has taken over the Monfret, a former newreel house. In addition to operating the St. George the Springer circuit includes two houses in the Bronx and a string on upper Broadway.

RKO Seventh Street DeLuxe House

Milwaukee — The RKO Seventh Street Theater, which has been closed for a short time, will reopen as a de luxe house, states J. M. McCurdy, Northwest division manager.

More Public Managers Changes

F. C. Cremin, the manager of the Fremont, has been trans- ferred to the Princess at Sioux City, while Ray B. Thomas, who is man- aging the Empress, will also super- vise management of the Fremont.

Los Angeles Theater Wired

Los Angeles—RCA Photophone is being installed at the Gaiety.

Openings

Opening With Photophone

Wallace, N. C.—The Wanouca will soon open with RCA Photophone.

Openings

Huntington—Family

New Theaters

Rush Run—Rush Run.

WISCONSIN

Changes in Ownership

Beloit—Opera House, sold to Jack Fish by Frank Card; sold to Mr. Probasco, sold to M. L. Coffman; sold to Mr. G. W. Lewis; Robinson—Park, sold to Mr. Probasco & J. P. Michol- ski by E. J. Wagner; Oshkosh—Red, sold to Mr. W. W. Fish by John W. Wren; Manitowoc—Paradise, sold to Mr. W. W. Fish by John W. Wren; Sheboygan—Butterfly, sold to A. F. Leeper by Miss M. H. Lillie; Racine—Fox—Midwest Theater by Rex Thea- Co.

Closings

Clifton—Glen; Eagle River—Eagle; Foun- tain City—Auditorium; Livingston—Park- shaw—Community.

New Theaters

Cameron—Diamond, owner—Harold Gom.
HAIL THE SUPREME SENSATION OF THE CENTURY!

"An unusual drama, packed with interest, played with skill, produced with taste. First rate entertainment"  — N.Y. Daily Mirror

"Barthelmess once again gives a real living performance"  — N.Y. Daily News

"Lavish production and fine characterizations. Audience broke into spontaneous applause"  — N.Y. American

"Triumph for Dick"  — N.Y. Evening Journal

"Elaborately treated both in sets and photography"  — N.Y. Evening Graphic

"Brought a volley of applause from first night audience"  — N.Y. Eve. World

"Worth seeing for the acting of Barthelmess and fine performance of Constance Bennett"  — N.Y. Eve. Post

"Mr. Barthelmess's performance is sincere, intelligent and likable"  — N.Y. Herald-Tribune

RICHARD BARTHELMESS

in SON OF THE GODS

With Constance Bennett

From Rex Beach's sensational best-seller
Screen version and dialogue by Bradley King

A FRANK LLOYD PRODUCTION — with TECHNICOLOUR SCENES
STANDING THEM UP TWICE DAILY AT THE WARNER BROS. THEATRE, N.Y.

FIRST NATIONAL HAS THE BIGGEST ONES
Foreign Talkers Still Experimental, Kent Says

10 BEST PICTURES OF 1929 NAMED

Producers, Actors Adopt New Free-Lance Contract

Agreement Now in Effect
—May Be Revised if Not Feasible

West Coast Bureau, THE FILM DAILY

Los Angeles—Producers and Actors, through their appointed committees, have adopted the new freelance contract, which provides that a 12-hour rest period must be guaranteed between calls; that all disputes are to be taken up with a committee of actors, three of whom will be freelance players, and that appeals from this committee can be taken to a consolidation committee of the Academy of M. P. A. and Sciences. The agreement becomes effective immediately.

A clause also provides that the contract, if found to be unfeasible, may be revised.

U. A. TO DISTRIBUTE RKO PRODUCT IN EUROPE

By a deal just completed, United Artists will distribute RKO product of Radio Pictures in France, Switzerland, Belgium, Italy and Algeria. The arrangement is effective immediately, according to Arthur W. Kelly, foreign

Sets Distribution Plans for Continental Pictures

West Coast Bureau, THE FILM DAILY

Hollywood—W. Ray Johnston, who has been discussing production plans for Continental Talking Pictures Corp. with Trem Carr, producer of the "Continental Eight," has contracted with Supreme Exchanges.

No Prospects of Increase in Film Production Abroad

Ellis Appointed Head of RKO Atlanta Office

Atlanta—Charles B. Ellis has succeeded C. L. Peavey as manager of the RKO exchange here. Peavey is en route to New York from where he is expected to announce his new affiliation. Ellis was formerly connected with the RKO Jacksonville office.

The Ten Best

"Disraeli"
"Broadway Melody"
"Madame X"
"Rio Rita"
"Gold Diggers of Broadway"
"Bulldog Drummond"
"In Old Arizona"
"Cock-Eyed World"
"The Last of Mrs. Cheyney"
"Hallelujah"

COMMITTEE WILL PASS ON LINGUISTIC ABILITY

West Coast Bureau, THE FILM DAILY

Los Angeles—Heads of foreign departments in the studios have formed a committee, with Paul Cohn as chairman and Geoffrey Sherlock as secretary, to pass on the linguistic ability of actors. The competency of foreign technical advisors also will be examined.

Survey Shows Business in Northwest Healthy

Minneapolis—That the film industry in the Northwest is free of any business depression is revealed in a survey conducted by the "Movie Age," regional, which asserts that

MINNEAPOLIS THEATERS START OPEN SHOP MOVE

Minneapolis—Small exhibitors here and in St. Paul have started a move for open shop in their theaters. At present the union regulations require them to employ two men in the booth at $48.50 a week, and

Special Holiday Shows for All R-K-O Theaters

Special holiday programs will be instituted in all R-K-O theaters this coming week in view of the coming national holidays. Joseph Plunkett, general manager, Ben J. Piazza, George Godfrey and Charles Freeman of the vaudeville booking exchange

Production of talkers abroad still is largely in the experimental stage, and there is not much likelihood that foreign countries ever will be able to turn out sufficient product to fill the demand of their exhibitors, Sidney R. Kent told a FILM DAILY representative yesterday on the Aquitania as he returned from an eight

All the Facts

A complete section of more than 20 pages containing the entire cast and production crew engaged on the "Ten Best," as well as the names of the critics who participated in the poll, are contained in the 1930 FILM DAILY YEAR BOOK.
FOREIGN TALKERS STILL EXPERIMENTAL, KENT SAYS

(Continued from Page 1)

weeks' business trip abroad. The Paramount general manager was accompanied by Mrs. Kent; J. C. Graham, European managing director of Paramount, and Mrs. Graham; Melvin A. Shauer, Paris representative of Paramount, Mrs. Shauer and son.

Talking picture producers in England and Europe are just feeling their way along, Kent said, and the outcome is anybody's guess. No greater activity is evident or in prospect now than under the silent regime. One English studio, the Wilcox Gramaphone, has just shut down. On the Continent, Ufa is the most active company, with Emelka also producing some talkers. Good pictures, whether made here or abroad, will always find a market, Kent declared.

Asked about the Robert T. Kane undertaking in Paris, Kent said it is still somewhat in a formative stage. The company is making shorts only, and pictures will be distributed in France by Paramount.

Another meeting of the S-5-5 conference of exhibitors and distributors will be called, Kent said, as soon as he has had time to get in touch with the various members and decided upon a suitable date.

Editors of Fan Papers Entertained by Ampas

Continuing their "free lunch" policy, the Ampas yesterday entertained fan paper editors at the Paramount Hotel at their weekly gathering. The guests were: Fred Gardner, Billie Goldberg, Natalie Messenger, Jack Harrower, Epes Sargent, Ethel Roseman, Ernest Hevm, Richard Batten, Elmer Haisley, May Nimoyima, Elizabeth Wilcox, and Radie Harris.

Mr. and Mrs. Louis N. Nizer, commenting on film advertising, deplored the use of too many superlatives but said that industry advertising copy is becoming more frank and realistic. He urged the advertising men to "win reader confidence" and complimented them on the general attractiveness of their copy.

Protection System Under Fire From Pa. Exhibitors

Pittsburgh — Independent exhibitors here are planning to set up new action against the present system of protection. This action was decided upon at a meeting of the M.P.T.O. of Western Pa. at its last session.

RCA to Wire Detroit House

Detroit — RCA sound equipment will be installed at the Boulevard Theatre.

U. A. TO DISTRIBUTE RKO PRODUCT IN EUROPE

(Continued from Page 1)


Financial details of the new distribution plan were not announced, but Kelly said that his company would be acting as the sales organization for RKO product in the five countries named and share the income on a prearranged percentage basis.

Among the first RKO pictures to be released by U. A. abroad are "Rio Rita," "Hit the Deck," "Street Girl" and "Seven Keys to Baldpate."
NOT just another "Record Smashed" ad, though it starts off like one.

"STREET OF CHANCE" SMASHES RECORD OF BROADWAY HIT HOUSE!

THERE'S A VALUABLE LESSON IN THIS FOR EXHIBITORS

¶ We didn’t need to frame this ad around William Powell’s fine first starring picture, "THE STREET OF CHANCE." ¶ We could have used the great business and rave notices Gary Cooper in "SEVEN DAYS LEAVE" got at the Paramount, N. Y., the previous week. Or any of a hundred record engagements of "THE LOVE PARADE." Or Dick Arlen and Mary Brian in "BURNING UP." Or, in a week or so, "ROADHOUSE NIGHTS." Or any of a score of other Paramounts. ¶ The lesson is: EVERY Paramount Picture is a potential record-breaker. AS LONG AS THEATRES STAY OPEN MORE THAN SIX WEEKS A YEAR, PARAMOUNT NATURALLY IS THE LEADER OF THE PICTURE BUSINESS!

PARAMOUNT NEW SHOW WORLD

The One Company Giving Quality in Quantity!
SURE—
the pleasure is all yours!

HAPPY DAYS

...The greatest box-office smash the talking and singing screen has yet offered

Here's a brilliant, tuneful and peppy production definitely tied to a real, honest-to-goodness story; one without a single blackout or sister act, that outsmarts the best of the musical pictures to date.

To save the fortunes of an old time river-boat showman, roguish Marjorie White rounds up the assembled wits of the stage and screen club for a benefit show that saves his honor, carrying the promise of happy days ahead for him just the same as it means HAPPY DAYS ahead for you!
Now playing to "SUNNY SIDE UP" business:

STATE
GREAT LAKES
ROCHESTER
FOX
PARK
FOX
LOEW'S MIDLAND
RTZ
FOX
LOEW'S STATE
FOX

New Bedford, Mass.
Buffalo, N. Y.
Rochester, N. Y.
Youngstown, Ohio
Springfield, Mass.
Kansas City, Mo.
Tulsa, Okla.
New Haven, Conn.
New Orleans, La.
Hartford, Conn.

with this MIGHTY CAST of STARS:

Janet Gaynor
Charles Farrell
Marjorie White
Victor McLaglen
El Brendel
Tom Patricola
Dixie Lee
Frank Albertson
"Whispering" Jack Smith
William Collier, Sr.
David Rollins
J. Harold Murray
Rex Bell
Sharon Lynn
Charles Evans
James J. Corbett
(Interlocutor)

George Olsen and His Music

Story and dialogue by Sidney Lanfield and Edwin Burke
Dances staged by Earl Lindsay Staged by Walter Catlett
Directed by BENJAMIN STOLOFF

World Premiere
in GRANDEUR
begins February 14th
ROXY
New York
Timely Topics
A Digest of Current Opinion

Specialization Necessary
To Production of Good Films

It does not seem reasonable that any one company can produce the best of dramatic motion pictures and the best of musical films. Each requires its special kind of brains and resources. Only the specialist can do things right. The company—and nearly all of them seem to be aiming in that direction—that attempts to compass the entire field of amusement is pretty likely to turn out a majority of mediocre productions. No man, and certainly no motion picture company, can serve two masters, music and the drama. Sooner or later separate companies must enter the production field and separate theaters must be set aside to serve separate audiences. The sooner these conditions become effective the better for pictures, both as an art and an industry. Specialization is the watchword of the day.

Pierre de Rohan in "The Morning Telegraph" New York

Says Talkers Have Increased Necessity for Good Projection

DAMAGE to prints has ever been an industry sore spot. The seriousness of this problem has increased with sound prints. Replacement costs are heavy and placing the blame has become a "bucket-passing" game. Carelessness of this kind should have gone out when talking pictures came in. Worn parts on projection equipment, that may be causing the damage, should be replaced without delay. Projection can make or break a picture. Good projection has ever been a necessity—it has never been in greater demand than today. Carefulness will eliminate the damaged print evil.

Ben Sklyen in "The Ohio Showman"

ALONG THE RIALTO
with
Phil M. Daly, Jr.

NAT SALAND has moved his Craft Film Laboratories from the 12th to the seventh floor at 729 Seventh Ave. in order to get more space for his expanding activities. Mrs. Thomas A. McGoldrick points out that the M. P. B. Bureau of the Int'l Federation of Catholic Alumni has a weekly broadcast over three stations in New pictures which have been given the organization's endorsement. Forty-two newspapers regularly print these reviews.

Merritt Crawford pinch hit in the matter of introducing Jean Acme LeRoy to the Earl Carroll audience the other night when the inventor celebrated his 76th birthday and the 36th anniversary of his first showing of a motion picture.

In addition to the premiere of "Puttin' on the Ritz," at the Earl Carroll, N. Y., on Feb. 14, the U.A. gang is going to have the star of the film and a dance orchestra on the stage. Just before the screening Harry Richman is scheduled to do his usual chit-chat with the first-nighters from the stage.

William Raynor, Pathe manager for shorties, is heading west and D. E. Rice, Chicago representative for Celebrity is in N. Y.

Paramount's "The Vagabond King," will open simultaneously at the Criterion, N. Y. and Paramount, Palm Beach on Feb. 19. The film is completely done in Technicolor. "Street of Chance," due to splendid business has sold down for a long run at the Rialto, N. Y., says Alexander Gottlieb. Louis B. Mayer, after a "musical morning" at the Mayflower in Washington in which Grace Moore appeared, signed the star to a three year contract.

The Columbia house organ, "The Beacon" bigger and more promising, cupped a leaf from Roger Ferri's "Dynamo" in offering a prize for box office titles to their features. But aside from that the sheet is well edited and contains snappy news from all the company's branch offices. Hal Hodes is editor. Many local colleges are represented in the group of German students attending the matinee today of "The Day I Love You" at the Mansfield. This German production is being released by American General Film Co.

Motion pictures through their continual presentation of attractive home settings and tasteful furnishings are wielding a tremendous influence throughout America in the interest of more beautiful homes. C. E. Milliken, former governor of Maine and now secretary to review editors of the N. Y. State Federation of Women's Club yesterday at the Home Making Centre, Grand Central Palace, N. Y.

Jimmy McHugh and Dorothy Fields, song writing team, left Chicago yesterday en route to the M-G-M studios. Wallace Beery, Lew Cody and Dorothy Sebastian will be presented over the Columbia chain Monday night in the M-G-M broadcasting program.

FEBRUARY 7—MANY HAPPY RETURNS

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

Fred F. DeSilva
Fred Stanley
Paul Guarzman
Gertrude Kingston
Edward Nugent
Henry Hurteng

TEN YEARS AGO TODAY IN

Associated Exhibitors, Inc., to release 26 features a year.

Hiram Abrams, of United Artists, sees industry headed for straight percentage.

D. W. Griffith addressed the Virginia legislative committee on censorship.

Thomas H. Ince to arrive in N. Y. to make distribution arrangements for Associated Producers.
Lila Lee Secures 5 Year First National Contract
First National has signed Lila Lee to a five year contract as a featured feminine lead. Her first assignment under the new contract is in “Under Western Skies,” opposite Sidney Blackmer. Clarence Badger will direct.

Lubitsch Picked to Direct Jeanette MacDonald Film
Ernst Lubitsch has been definitely selected to direct Jeanette MacDonald in her first picture under her contract with Paramount.

Chorus Gals Prefer Hollywood
Fifteen of the 24 chorus girls located by First National for the Broadway production of “Fifty Million Frenchmen” have returned to Hollywood. Those remaining are expected to start coastward as soon as the New York theatrical season closes.

Wallace Gets New Contract
Paramount has renewed the contract of Richard Wallace, director, who shortly leaves for a trip around the world.

Film Boards of Trade Report Additional Theater Changes

ALABAMA
Changes in Ownership
Emesley—Palace, sold to T. B. Culver by M. R. Lewis, to R. E. Hidi, a California corporation.
Pastime, Amusements, Inc. by David & Harry Katz.
Closings
Gilbertown—Paramount.

ARKANSAS
Changes in Ownership
Cherry Valley—American, sold to John J. Walshe, Jr. by H. E. Brown; Crawfordsville—New, sold to H. F. Van Dillen, by D. W. Davis; sold to J. F. Bennett by Mrs. L. M. Taylor; San Francisco, sold to Mrs. E. Lightman by Host Kipricka; Gentry—Guthrie, sold to Mrs. M. F. Michael by Porter Flemerk; Garland—Imperial, sold to Don Underby by Mrs. E. Underby; Hot Springs—Old Lyric, sold to Edwards & Simmonds by J. C. E. Howland; sold to Ernest C. Parsons by J. H. Honeley; Pangburn—Liberty, sold to Harvel M. Miller by Samuel & Arthur Walsh; sold to John Forrester, Jr., by Kemp & Hughes.

New Theaters
Crawfordsville—New, owned—H. P. Vann; Harrison—Old Lyric, owners—Edward & Simmons.

CALIFORNIA
Changes in Ownership
Ahbura—Imperatival, sold to John Sharp & John Dolezal by Emil & Henry Heber; Chico—National, sold to T. D. Jr., by T. D. Jr., by T. D. Jr.; Butte—By Theater Owners; Daly City—City, sold to Jefferson Theater Corp.; Barron & Nathaniel; Delano—Star, sold to I. Nittos by H. Nomura; Danville—Imperial, sold to R. A. Wexarch by Byard & Charles; Dinuba—Vernon, sold to G. A. Burt Davis by Young & Allen; Downey—Imperial, sold to Harry & William Grissin by Fred Morrow; Hawthorne—Imperial, sold to Samuel & Arthur Walsh; Modesto & Haast—Jackson, sold to A. C. Martin; North Hollywood—Large, sold to A. R. Jackson; Palmdale—Lodi, sold to T. & T. Enterprises by Liberty Amusement Co.; Los Angeles—Imperial, sold to R. R. Quick; Mojave Town—T and T Enterprises; Moody—Jones & C. L. Leasy by Valucke Pictures Company; Merced—Mint, sold to Los Angeles; Milford by Gladys Howell; Union Square, sold to R. Porter & A. Sandrow by F. E. Daniel Virginia, sold to Carl Bannerman by Joe Cross; Mayfield—California, sold to W. C. Bremner by E. B. Blount; Montrose—Montrose, sold to E. R. Shirkall by W. C. Max.; Oakland—Imperial, sold to Robert W. John; Sacatacho—Mexico, sold to John Estyvay by Walter Lockwood; Mission, sold to Emil Heber by Harry Heber; Sausalito, sold to Emil Heber by Henry Heber; Atascadero—Tuc-Tuc, sold to H. Levin by Upton Theater Company; Cambria—Imperial, sold to M. E. Ehtleberg; Loma, sold to Mrs. Vida Lanman, El Cajon—Golden by R. W. Callahan; East Coast Theatres by Ackerman & Harris; Easton—Imperial, sold to Upton Theater Company; El Centro—Imperial, sold to Robert W. John; Escondido—Imperial, sold to J. C. E. Howland; Fillmore—Imperial, sold to E. R. Shirkall by W. C. Max.; Lompoc—Upland, sold to J. C. E. Howland; Caterine—Wild Rose, sold to John Anderson; Upper Lake—Upper Lake, sold to John Anderson; Upper Lake—Waite, sold to J. E. Waite; Vallejo—Vallejo, sold to Fox West Coast Theaters; Washington—Imperial, sold to Fox West Coast Theaters; Virginia by C. C. McGee.

Closings
Armona—Armona; Fresno—Liberty; Lone Pine—Liberty; Madera—Liberty; Palmdale—Liberty; Paso Robles—Liberty; Madera—Progress; Plymouth—Sacramento—Central; San Francisco—Graffiti; San Jose—Heater.

New Theaters
Hamford—Fox, owned—John L. Williams; Hattiesburg—Kisselboy; Kisselboy, owners—Earl M. Amos; Los Angeles—Liberty; Los Angeles, owners—Earl B. Mother, owners—Bernstein & Lustig; Lindsay—Imperial, sold to Carmen & Leon; San Bruno—El Camino, owner—Charles Peterson.

Openings
Fresno—Majestic; Los Molinas—Dales; Sunnyvale—Strand.

Re-Openings
Los Angeles—Fox, Riverside; Pasadena—Raymond; Victorville—Victor.

COLORADO
Changes in Ownership
Denver—Anchorage, sold to Viamin Amusement Co. by Kate Cramer; Johnstown—Gem, sold to W. G. Boss by W. F. Churchell; Victor—Tax, sold to B. W. Downing by M. W. Kessey.

Closings
Denver—Yates—Broadway; Wellington—Community.

CONNECTICUT
Changes in Ownership
Chechinburg—First, sold to Fred Jedo- wich by L. Newmann; Seymour—Seymour, sold to H. Feldman by E. H. Holsten; Stafford—Towen Hall, sold to E. W. Cady by Mr. Wood; West Hartford—Central, sold to Schonwax & Maxfield by Central Theater Co.; West Haven—Rivoli, sold to John A. Najarian; Wilcox—Imperial, owned—W. H. Theater Corp.; Windsor—Tuxis, sold to A. Dancy by L. Turner.

COLTINA
Changes in Ownership
Barrow—Errola, sold to Bartam Amusement Inc. by D. F. Van Dillen, Dade City—Colonial, sold to Morris by Thrasher & Swaney; Miami Beach—Biscayne Plaza, sold to Edgar B. Pearce by Mrs. A. H. Sessions; Orlando—Ark, sold to Sol Samuels by E. J. Sparkes; Patobor—Lyric, sold to H. T. Williams by J. R. Averitt; St. Petersburg—First, sold to A. Bar- bethy by Thomas L. Sheur; Sulphur Springs—Texas, sold to R. B. Gore by M. C. Moore.

GEORGIA
Changes in Ownership
Clarkton—Rialto, sold to H. H. Tomlin by C. Wallace Smith; Cordele—Cordele, sold to Joe Wyman by W. R. Roberts; Fort Valley—Valleymill, sold to E. L. G. Hobbop by A. H. McCarty; Sparta—Sparta, sold to D. T. Clary by R. R. Bryan.

Openings
Carrollton—Carroll.

IDAHO
Changes in Ownership
Eastsb—Bliss, sold to M. M. Delhomb by Charles Biles; Ririe—Ririe, sold to Arthur E. Harris by George H. Thomas.

INDIANA
Changes in Ownership
Albany—Strand, sold to Clavton Deer by Mrs. F. S. Beaver; Corydon—Dream, sold to Gilbert May by James; Ellettsville—Oriental, sold to J. F. Scowders by Mr. H. M. Trenock; Indianopolis—Imperial by Anshalous by James Binkos; Grandview—Grandeview, sold to Claude Trim by J. C. Gahhet; Heasly—Family, sold to D. A. Davis; Terre Haute—Petrie & Troy; Indianapo- lis—Broadside, sold to Mr. N. Brown; Lawrence—Liberty, sold to Mr. F. Scheer by H. H. Prater; New Castle—Kempson; Liberty, sold to H. & R. Phares by K. Good; Palestine—Imperial, sold to L. E. Ross; Starke—Liberty, sold to M. W. Nevers; Fort Wayne—Liberty, sold to H. H. Prater; Covington—Pinnacle; Pennville—Colonial, sold to B. R. McCleary by R. S. Andrews; Petersburg—Penzac—Liberty, sold to N. T. Cross; San Carlos—El Camino; San Luis—Liberty, sold to W. C. Myers by Mr. Spearead.

Lawrenceburg—Gem; Ma.—St. Paul—Sun; St. Louis—Sun; St. Joseph—Star; Syracuse—Community; Terre Haute—Alabma.

Sets Distribution Plans for Continental Pictures
(Continued from Page 1)
Inc., to handle the Continental output in southern Cal. and Arizona. He has also signed with Greater Features of Seattle for the territory of Alaska, Washington, Oregon, Montana and Idaho. The Hudson, a subsidiary of Southern Independent Pictures Corp., Atlanta, will distribute the product in the Southeastern territory, coming North and South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi and Louisiana.

Johnston expects to arrive back in New York about Monday.

Survey Shows Business in Northwest Healthy
(Continued from Page 1)
trade in the territory surveyed shows an upward trend. The publication adds: “Despite a protracted cold wave which has restricted business in the Publix Northwest theaters' grosses for the past three months have been running considerably ahead of those for the corresponding 1929-30 period, according to Publix officials in the Minneapolis offices. Except for the long stretch of below zero temperatures, the gains would have been even heavier, these officials declare.”

Two Managerial Changes Made in “U” Sales Force
J. E. Garrison, formerly manager of the Universal Alhambra exchange, has been appointed manager of the company’s Minneapolis office and A. J. Herman has succeeded Garrison in Alhambra. Both appointments were made by M. Van Fraag, general sales manager.

Sound for Bay City, Mich.
Bay City, Mich.—RCA talking picture equipment has been purchased for the Temple.

Maine House Changes Hands
Fort Kent, Maine—The Alhambra has been purchased by H. T. Powers and R. R. Johnson of Fort Fairfield.

$750,000 R-K-O House for Spokane
Spokane, Wash.—R-K-O plans to construct a $750,000 theatre here to seat 2,000.

Erie Theater Gets Oliver
Erie, Pa.—Oliver Reproducer has been installed at the Lyric.

Reopens in Lowell, Mass.
Lowell, Mass.—The Victory has reopened here as a talking picture house.

Theater Being Wired
Hudson, Mass.—The Hudson has shut its doors temporarily to permit the installation of sound equipment.

Sound at Film Guild Tomorrow
The Film Guild Cinema will present its first talking picture program tomorrow night.

Buys RCA Photophone
Flagstaff, Ariz.—The Orpheum has purchased RCA Photophone.
RESULTS OF ‘TEN BEST’

POrLS OF SEVEN YEARS

The “Ten Best Pictures” of the past seven years, as selected by newspaper, trade paper, and magazine representatives of national polls conducted by the FILM DAILY YEAR BOOK, are as follows:


Honoring a picture in two polls occurred occasionally in the early stages of the FILM DAILY poll owing to variance in dates of showing throughout the country. Under the system at present, however, reviewers are furnished a list of pictures actually released during the yearly period.

Films for Society

Plans for a film salon to serve as a rendezvous for the social elite are being worked out by the Cinema Guild, Inc. The idea is to present talking pictures to audiences restricted to New York bluebloods in the theater on the 50th and 51st floors of the Chanin Building, known as "The Playhouse in the Clouds." Membership will be limited to 100.

1929 Roll of Honor

<table>
<thead>
<tr>
<th>Film</th>
<th>No. of Votes</th>
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<tr>
<td>The Lady Lies</td>
<td>95</td>
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<td>The Letter</td>
<td>60</td>
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<td>The Virginian</td>
<td>72</td>
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<td>They Had to See Paris</td>
<td>81</td>
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<td>The Cocoonauts</td>
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<td>Gentlemen of the Round Table</td>
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<tr>
<td>Wings</td>
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<td>Tug of Mary Dugan</td>
<td>57</td>
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<tr>
<td>Taming of the Shrew</td>
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<td>Show Boat</td>
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<td>Welcome Danger</td>
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<td>Doctor’s Secret</td>
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<td>Dragnet</td>
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<td>Bridge of San Luis Rey</td>
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<td>Thunderbolt</td>
<td>32</td>
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<td>A Woman of Affairs</td>
<td>30</td>
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<td>Flight</td>
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<td>On the Shores of a Million Dollars</td>
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<td>Four Peasers</td>
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<td>Pasteboard</td>
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<tr>
<td>Noah’s Ark</td>
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<td>Interference</td>
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<td>Showperson Angell</td>
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22 PARAMIQUE PICTURES

ON 1929 ROLL OF HONOR

Paramount had 22 out of the 55 pictures on the Roll of Honor in connection with the "Ten Best." In addition, six of the first seven on the honor list were Paramount films. Next in number of pictures on the Roll of Honor is M-G-M with eight, followed by United Artists and First National with six each, Fox with five, Warner Bros. with four, Sono Art-Wide World with two (one of which was released by Paramount), and Pathé, Universal and Columbia with each.

10 Best Pictures of 1929

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<th>Film</th>
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<td>Great Gabbo</td>
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<td>Greene Murder Case</td>
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<td>Dividing Lady</td>
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<td>The Barker</td>
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<td>The Pagan</td>
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<td>Rainbow Man</td>
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Magazine "Rosita," "Secrets," "The Lost of Mrs. Cheyney," directed by Sidney Franklin for M-G-M with Norma Shearer starred and "Hallucinations," directed by Frank Vidor for M-G-M.

The distribution of votes cast on each of the "Ten Best" was as follows: "Disenchanted" 192; "Broadway Melody" 163; "Madame X" 161; "Rita" 158; "Gold Diggers of Broadway" 150; "Bulldog Drummond" 129; "The Old Arizona" 121; "Eyes of the World" 113; "The Last of Mrs. Cheyney" 110; and "Hallelujah" 100.

Special Holiday Shows

for All R-K-O Theaters

(Continued from Page 1)

and Jules Levy, general manager of the film booking department yesterday launched plans for programs to be shown during Lincoln’s Birthday, St. Valentine’s Day and Washington’s Birthday.

Vincent Lawrence to Coast

Vincent Lawrence, playwright, is en route to the Coast to fulfill his contract with Paramount to do adaptations and dialogue.

Hollywood House Reopens

Hollywood, Mass.—The Playhouse is again in operation here.

W. E. for Cleveland House

Cleveland—Sam Lucie is installing Western Electric equipment at the Crown.

To Add Perforated Screen

Brattleboro, Vt.—A perforated Walker screen is to be added to the equipment of the Latchis.

Minneapolis Theaters

Start Open Shop Move

(Continued from Page 1)

small theater owners, especially in the outlying districts, contend they cannot afford this.

Six independent houses already are operating on a non-union basis. These are the Wonderland, Elite and Minneapolis, and the Ray, Aster and Mohawk in St. Paul.

Case Postponed

Cases against John C. Finn and Harry Lally, charging second degree manslaughter as an outgrowth of the Pathe studio fire on Dec. 10, yesterday were adjourned for three weeks.

More Sound for Louisville

Louisville, Ky.—Sound equipment has been purchased for the Palace, Heights, and York.

Installing Earphones

Cleveland—Earphones will be installed at the Lorraine-Fulton by Dave Schumann to aid those hard of hearing.

Historic Chamber in Film

The room in Independence Hall, Philadelphia, in which the Declaration of Independence was signed serves as one of the settings in "One Day," a historical film produced by Visagraphic Pictures, Inc. This is in addition to marking the first time the chamber has been used as a background in a motion picture.

Changes in Sterling Theaters

A number of changes have been made in a few of the theaters at this time.

What’s the name of this picture?

It is called "The Optimist," replied actor.

Story of Monel Metal in Film

A two-reel film, with Monel Metal as its subject, has been released by the Foerther Film Corp. of Chicago and is being offered without charge in lengths of 35mm. and 16mm.

In their pictures, they can re-create friends in real life.

YEARS AGO TO-DAY

IN

CANADA

Players Canadian Corp., at Bowden and Brantville St.

Releases Pantages in Vancouver, B.C.—The Pantages has been leased by U. P. Deves, owner of the Strand.

W. E. Wires Another Cleveland — The Arion is being equipped with Western Electric by Morris Kaplan.

Reopening After Alteration

Perry, N. H.—The Broadway is about to reopen after extensive alteration.
Broken Records
Full Houses!
Crowds! Crowds! Crowds!


Phantom
starring
LON CHANEY

With Norman Kerry and Mary Philbin.
From the novel by Gaston Leroux.
Sound on disc only. Presented by

CARL LAEMMLE
"Chaney's role of the Phantom is a silent portrayal.

Universal's New Selling Season is on NOW!

For Shorts or Features, Sound or Silent
Film Daily Reviews
are the recognized authority

SHORT SUBJECTS ARE COMING BACK INTO THEIR OWN AGAIN THIS YEAR
KEEP POSTED ON SHORTS THRU THE INDUSTRY'S LEADING MEDIUM
Will your theatre pass the **Voice Test?**

Today the public chooses the theatre where every word in a talking picture is clear and distinct—where it feels all the charm of living personalities. Western Electric equipped theatres are setting the standard—are you meeting it?

**Western Electric Sound System**

Distributed by

*Electrical Research Products Inc.*

250 West 57th Street, New York, N.Y.
Music Ass’n Wages War Against Copyright Pirates

FORMER STANLEY MEN PLANNING BIG CHAIN
Nine Productions in Work at First National Studios

At Least 20 Pictures to be Finished in Next Six Months
West Coast Bureau, THE FILM DAILY
Hollywood—After a brief setup, Hal B. Wallis and C. Graham Baker, co-production executives at the First National Studios, again are operating the immense plant at close to capacity, with nine productions now in work and at least 20 scheduled to be finished in the next six months. The program is being balanced so as to avoid over-emphasis on any one type (Continued on Page 4)

ESSEM LABS. TO OPEN THREE FOREIGN PLANTS
Opening of laboratories in England, France and Germany is planned by Essem Laboratories, Tom Moore stated Friday. The English branch will be the first to be inaugurated.

The new New York plant, opened at 521 West 57th St., will go into
(Continued on Page 2)

Sunday Shows Question Pops up Again in Minn.
Minneapolis—Question of Sunday movies in the Northwest has again come up as a prominent voting issue. At a special election in Belmont, La., 379 voted in favor of the question while 115 were opposed. In Bloom-
(Continued on Page 2)

Byerle Appointed F. N.
Mgr. in Oklahoma City
Oklahoma City — Tom Byerle of Kansas City has been appointed manager of the local First National exchange succeeding Ed. D. Brewer. Byerle has been with the company for nine years. Two other managers of the Kansas City staff are scheduled to join Byerle here. They are Charles Knickerbocker and J. L. Fransoni.

Gloria Swanson’s Next Will be Comedy Drama
West Coast Bureau, THE FILM DAILY
Hollywood—Gloria Swanson’s next all-talker will be “What a Widow!”, comedy drama in which she will sing. The story is by Josephine Lovett. Owen Moore and Ian Keith have been cast for the principal male roles in this United Artists picture.

Remaking of “Queen Kelly” has been postponed until “What a Widow!” is completed, owing to delay in the Franz Lehr score, states United Artists.

Dickinson Theaters Plan Big Expansion Program
Kansas City—An expansion program, called the most extensive ever attempted by an independent operator in this territory, is planned by Glen W. Dickinson Theaters, states Chester D. Bell, general manager.

The newest house to open is the Wareham at Manhattan, Kan., the theater being wired by RCA Photophone. At Hiawatha, Kan., the new Dickinson, seating 900, will open Feb. 12, with Floyed Ward as manager.

Justice Dept. Probing RCA and Subsidiaries
Washington Bureau of THE FILM DAILY
Washington—The Dept. of Justice is investigating RCA and its affiliated companies in connection with complaints alleging monopoly in violation of the anti-trust laws. This statement has been made by John Lord O'Brien, assistant attorney general, to the Senate Committee on Interstate Commerce.

The department will define its attitude in the matter within three or four weeks, said O’Brien. The case is being given “preferred attention.”

Winkler Cartoon Staff is Moving to California
Transfer of activities of Winkler Film Corp., makers of Krazy Kat cartoons, from New York to the West Coast is planned by Charles B. Mintz, president of the firm. Among those leaving Saturday are the chief animators: Ben Harrison, Manny Gould, Artie Davis, Al Rose, Harry Liebling and Joe DeNati, musical director.

E. R. Boyd Enterprises
Set for Invasion of Warner Territory
Philadelphia — A big-time theater war is in prospect in this territory with formation of A. R. Boyd Enterprises, officered principally by former Stanley Co. executives, which will operate in Pennsylvania, New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia.

Warner Bros. at present dominates the situation, principally through ownership of the Stanley chain.

The new organization, known as “A R B E,” is headed by Alexander R. Boyd, formerly vice-president of Stanley. Associated with Boyd is
(Continued on Page 2)

Elect Brown President of Wash. Film Board
Washington Bureau of THE FILM DAILY
Washington — Harry Brown, Tiffany manager, has been elected president of the local Film Board of Trade. Rudolf Berger, M-G-M, has been named vice-president and John Dillon, Fox manager, is secretary-treasurer. James Fitzgerald continues as
(Continued on Page 16)

Regulates Sound
In the interests of better sound reproduction, enter the observer operator. The Earl Carroll, N. Y., is believed to be the only house having an attendant assigned to this duty. He remains in the auditorium during each performance and, through the means of a remote control system, regulates the volume of sound. A dial installed at the rear of the house is used. Men who act as observer operator work under the supervision of the Irving Schreiner, chief projectionist at the Earl Carroll, of which Harry Gitterson is manager.

War on Popular Song Racket; Paine and Others Threatened

232 English Theaters Changed Hands in 1929
London—Approximately 232 theaters in England changed hands during 1929, a report from the secretary of the K. R. S. reveals. This condition is largely attributable to the uncertainty of the exhibitor owing to the invasion of sound. Comparing the preceding year the report states that as much speculation was in evidence then as in 1929, although the number differs by 130. Figures for the previous year changes are: 1922—338; 1923—297; 1924—216; 1925—162; 1926—132; 1927—154; and in 1928—112.

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ROY DEL RUTH
DIRECTOR

“The Gold Diggers of Broadway”
[Voted One of the 10 Best Pictures of 1929 in the Film Daily’s Annual Poll of Critics]

Coming Releases

“Hold Everything”
[All-Color]

“The Second Floor Mystery”

“Three Faces East”
DAILY

JED DOOLEY IS A RIOT
ON PARAMOUNT STAGE

Jed Dooley is just about laying 'em in the aisles at the Paramount this week as the chief feature of Boris Petroff's "Ace High." Dooley has a repertoire of comic chatter and business that is guaranteed to make folks laugh with laughter until they are weak around the l-k. A varied assortment of dancing is offered by Healy and Clifford, Audree Evans, Jef Myrt and Ayres, and the Dave Gould Syncopated Steppers.

Rudy Vallee, in his final week before going over to the Brooklyn Paramoun for a run, has an augmented group of 28 musicians in his stage band and they participate in some clowning specialties that go across the house. The scenic and costume background, patterned on the playing card idea, reveal some ingenious effects.

SOUTHERN ATMOSPHERE ON CAPITOL PROGRAM

The current week finds on the Capitol stage a revue studied with a number of first-rate performers. They have been set against a background reminiscent of the south. At the top of them all is Eddie Leonard, whose appearance is disappointingly brief but well-remembered. He sings a number of old favorites in quiet but effective style. The show, gathered together under the title, "Southern Melodies," serves to introduce a personable and versatile young fellow named Bobby Gillette, who is billed as master of ceremonies. The Four Flash Devils, a colored dancing team, show a class of dancing that is fast and furious. Also on the program are the Dennis Sisters, who offer some crooning of a pleasant order, and a pair of swell comics known as Bayes and Speck. Berta Doon completes the bill. Here's just the thing for those who like the southern stuff.

GOOD JUMP WITH "THE JUMPERS"

The old South fills the Roxy stage this week. A background of tremendous visual beauty has a loving picturization of some mass singing that succeeds in being highly inspiring and touchingly melodious. Music of extremely haunting quality is delivered by the Hall Johnson Negro Choir. Also a fine number is an Irving Berlin tune, "Call of the South," sung by Heat Clarke and Claude Reese, accompanied by the Roxy Male Chorus. Others on the bill are Harold Van Duzee, Robert Evans, Charles Weaver, Paul Clarke and Leonide Massine. Here is a collection of southern music that is irresistible.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3580

THE FILM DAILY

Sunday, February 9, 1930

Nine Productions in Work at First National Studios

(Continued from Page 1)

of entertainment. Technicolor will be used in many of the big productions and something of an advanced nature is promised in out-door talkers. As the First National policy calls for completion of pictures well in advance of release dates, the studio staff is operating on a strict schedule.

Productions now in work are:

"Under Western Skies," directed by Clarence Badger, with Lila Lee and Sidney Blackmer. Part Technicolor.


"Sin Flood," directed by Frank Lloyd, with Denny Finckh, Jr., Dorothy Revier and Noah Beery.

"Sweet Mamma," a story by Earl Baldwin, directed by Eddie Cline, with Nita Naldi and Lon Chaney, Jr.

"At Bay," a play by F. Hugh Herbert, with Loretta Young and Jack Mulhall.


"One Night At Susie's," from the "Liberty Magazine" story, directed by John Francis Dillon, with Billie Dove and Douglas Fairbanks, Jr.

"Heart of the North," all-Technicolor, based on a "Red Magazine" story, starring Loretta Young.


Future productions include the first of the original compositions by Oscar Straus, who is now at the studio. Otto Harbach and Jerome D. Kern also will be represented with a picture. A play now is being selected for the latter and there will be another Victor Herbert operetta, "The Fortune Teller," as well as Marilyn Miller's second musical production in color. There also are in the works productions with Corinne Griffith, Dorothy Mackall, Lois Wilson and Alexander Gray.

Australian Exhibits Ready to Back Brit. Producers

Sydney—Australian exhibitors as a whole are ready to back British producers to take a more prominent place in world production, Stuart F. Doyle, managing director of Union Theaters, Ltd., big Commonwealth circuit, said at a recent meeting of representatives of Melbourne's commercial cinemas. He stated, "Twelve months ago," he said, "the phrase 'British film for the world' would have been almost laughable. Today it is a challenge and a prophecy. Within the next year I hope and believe this will be a statement of fact."

City Goes All Sound

Morpeth, England—This town has gone entirely talkie with the wiring of the Playhouse and Coliseum. The latter house has adopted the slogan "Now we're talking" as an incentive for business.

Prepares "Two Worlds"

Berkhamstead Preparations have been completed for "Two Worlds," which will be a 100 per cent talking film to be produced by Greenbaum. It will be made at the B. I. P. studios in Berkhamstead under direction of A. E. Davenport.

Sound for Plainville, Conn.

Plainville, Conn.—The Strand is opening with RCA Photophone.

Andrews Resigns

London—John A. Andrews has resigned as sales manager of Carlton Films, Ltd.

DeSoto House Goes Sound

DeSoto, Mo.—The Jefferson will open soon with RCA Photophone equipment.
PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

Plans Sound Studio at Asheville, N. C.
A modern sound studio is being contemplated in Asheville, N. C., by Southern Pictures Corp. of New York.
J. L. Thompson, formerly of American Sound studios, who is in back of the enterprise, believes that Asheville has natural advantages that will ultimately make it the Hollywood of the East. He is leaving for Asheville today to complete final details with local business men who are said to be behind the project.

Para. Adds Louise Closser Hale
Louise Closser Hale, who scored a decided hit in both stage and screen version of "Paris," has been added to the cast of "Dangerous Nan McGrew," which goes into production at the Paramount studio here, in a few days. Monta Bell is directing the picture, the cast of which already includes Helen Kane, Victor Moore, James Hall, Stuart Erwin, Frank Morgan and Roberta Robinson.

Short Shots from New York Studios
"The Lady Lies," produced at Paramount's Long Island studios, with Hobart Henley directing, led off the Roll of Honor pictures selected by leading critics of the country in the FILM DAILY YEAR BOOK annual poll. Following this came "The Letter," another product of Paramount's East Coast studios, with "The Cocoanuts," also made here, closely following.

John MacDowell, young actor, who has just been added to the cast of Paramount's "Young Man of Manhattan," is a protege of Paul Ash, who discovered him in a Public presentation act.

"Mike," Ames, Michigan's famous female impersonator, has just completed a Vitaphone Variety, under the direction of Edmund Joseph, to be known as "The Varsity Vamp." Ames is a former U. of M. athlete who gave up a career as engineer to follow his present profession.

Frank Heath, Paramount's genius casting director is not above taking a joke but he'd like to get his paw on a certain guy who has been visiting the various bakery stores in the vicinity of the Long Island studio and ordering 20 dozen rolls delivered to Heath. The joker's usual method of payment is a rubber check which never fails to bounce right back at the indignant baker.

Stanley Rauh, who has been connected with the Eastern Vitaphone studio for six weeks, will have his fifth sketch "shot" next week. It is titled "The No Account," and will be produced with an all-star cast under the direction of Murray Roth.

Feminine hearts galore fluttered in delightful anticipation when the word was passed along that James Rennie, matinee idol of Broadway, was due at the Eastern Vitaphone studio in

(Continued on Page 6)

Popular Screen Comic Strong for Talkies
"The public does not as yet realize the marvels of talking pictures," declared Chester Conklin seriously, during an interview at the Warner Vitaphone studios where he recently made "The Master Sweeper," a short comedy, under Murray Roth's direction.

"Aside from their value as entertainment, talking pictures will play a prominent part in world affairs and in the history of nations. "Comedies are the most difficult of all talking pictures to make," concluded the comedian, "because of the necessity of timing for laughs. This is practically impossible to gauge in advance since no two audiences react alike."

Lewis Warner at Studio
Lewis Warner, son of Harry M. Warner, has transferred his activities from the music and theater management and to the Eastern Vitaphone studios in Flatbush. Monroe Shaff, formerly assistant director, is now assistant to Warner.

JULIEN JOSEPHSON

SCREEN PLAY AND DIALOGUE

DISRAELI

VOTED

THE BEST PICTURE OF 1929

In the Film Daily's Nationwide Poll of Critics
Difficulties encountered in designing adequately optical systems to meet the problems of wide film processes are outlined in the following article by W. B. Rayton, who in addition is a member and associate editor of the Journal of the Society of Motion Picture Engineers, is connected with the scientific bureau of the Bausch & Lomb Optical Co.

The employment of film wider than the standard 35 mm. seems imminent. No one film producer plans to make only one size or several, but, however that question is solved, the industry is definitely interested in designing adequate optical systems to meet the problems of wide film processes and to work in degree with the variations in width of film and size of projected image. It seems probable that they are sufficiently interested in this to Society to justify a brief statement of the problems and objections we have been able to meet the requirements.

It will probably not be out of place first to see where we are, what the industry is trying to do and to try and solve the problem of the frame size and to the effect of conversion of equipment to a new or larger frame, the camera has been used in one or several sizes, but, however that question is solved, the industry is definitely interested in designing adequate optical systems to meet the problems of wide film processes and to work in degree with the variations in width of film and size of projected image. It seems probable that they are sufficiently interested in this to Society to justify a brief statement of the problems and objections we have been able to meet the requirements.

Katherine Brush had the thrill of seeing her fictional characters come to life the other day when she visited the "Young Men of Manhattan" set at the Paramount studio. This popular young authoress expressed herself as well pleased with the treatment of Norman Foster for the title role.

Eddie Buzzell, the pint-sized comedian, who just completed a Vitaphone Variety at the Warner Bros. studios in Flatbush, under Mack Sennett's direction, is greatly elated over the swell notices given his first feature talkie, "Little Johnny Jones," which played the Strand theater last week.

Slapstick Principalss Chosen

Louise Brooks announces that she will feature Tony Martin and Nick Basil, Italian comedians, in "Barun Was Wrong," the first slapstick comedy to be filmed here.

Production will start next week at the Ideal studio, Clifftside, N. J., with Mark Sandrich directing.

Leslie Austin in "Young Man"

Leslie Austin, stage and screen actor, will make his talkie in Paramount's "Young Man of Manhattan," now being directed at the Long Island studios, by Monta Bell. He joins a cast headed by Carlette Cober, Charles Ruggles, Norman Foster and Ginger Rogers.

Heads Up in Technicolor

The first feature-length Technicolor production to be made in the East will be "Heads Up," which Paramount will film at its Long Island studios within the next two months.

Another Specialist

West Coast Branch. THE DAILY

Hollywood—Because of the number of blisters, bruises and sprains resulting from the fact that the platoon of soldiers used in "The Case of Sergeant Grischa" had to march five miles a day, RKO has added a podiatrist — otherwise known as a foot specialist—to its studio hospital staff.

Optical Problems of Wide Film Processes Outlined by Rayton

"Glorifying the American Girl" Paramount

Paramount, New York

AMERICAN Usage of wide frame film is not to be a very weak issue which is saved from utter banality by the introduction of an Eddie Cantor comedy vehicle that makes the audience laugh so heartily as to forget everything else. Mr. Cantor is one of the few unremembered songs, and some technicolor that is not so good.

DAILY NEWS—* * * the long-swatched era still isn't really much of a spectacle at all. * * * The colored sequences are lavish and lovely. They've injected any number of silent scenes into a talkie movie, and knowing the director that seems. But they switch quickly from colored episodes to black-and-white, and back again.

Webb has given us a sloppy piece of direction.

EVENING JOURNAL—* * * a spotty comedy that isn't really much of a spectacle at all. * * * The colored sequences are lavish and lovely. They've injected any number of silent scenes into a talkie movie, and knowing the director that seems. But they switch quickly from colored episodes to black-and-white, and back again.

Webb has given us a sloppy piece of direction.

GRAPIC—* * * a familiar and often forgotten funnyman, Eddie Cantor, plays the part of a small-time vaudeville man to a Ziegfeld star, enriching his stage success with gaily decorative sets of imposing grandeur and sprinkling feminine pulpbrownie over its final reels.

HERALD TRIBUNE—* * * the result is harmonious. "The American Girl" is a picture that is entertaining in its revue scenes. It is the picture of a group of players that is hardly triumphant. The cast, gathered from the local stage, is less than exciting.

MORNING TELEGRAPH—Starting off with the handicap of an unattractive title the picture presents atrr bitely written story, skillfully directed and amnestically acted. Obviously, the whole thing was thrown together carelessly to provide a framework for production numbers.

POST—* * * there is nothing about "Glorifying the American Girl" that has not been done in the talkie revue. Its plot fairly reeks with familiarity.

TELEGRAM—* * * an outmoded and discredited formula has been made possibly two short sketches that are worthy of any particular attention. Eddie Cantor, long drawn out, is good, the plays being perhaps the stagers along. The photography is bad; the color sequences are lavish and lovely. The acting is neither fresh nor imaginative; the acting is a pity. No part of the players concerned is pretty amateurish, and the music is from several seasons back.

TIMES—The only really bright spots in this production are the episodes in which Eddie Cantor, Helen Morgan, Rudy Vallee and Elsie Janis are seen. But the colorful "American Girl" is as unendearing as it is, as acceptable as are most of the musical comedy films which to date have reached Broadway. It is just a fair show, made now according to production numbers and one or the other of the Ziegfeld celebrities.

Manager Making Local Film

Bradford, Pa.—Sam Byler of the Columbia is making a community comedy picture.

Managing New Haven House

New Haven—Conrad Morris Rosenberg now is managing the Victory house.
ALONG THE RIALTO

with

Phil M. Daly, Jr.

D. A. DORAN, who is New Yorking these days to set Columbia's story material for the new program, finds life is just one show after another. After seeing one of Broadway's legit offerings the other night he commented: "All work—and no play." Which, in our modest opinion, is a good review in tab form.

Will Rogers, just back from London, had such a case of seasickness on the Westward passage that he did not come out of his stateroom for the first three days, thereby giving the other passengers the impression that he got aboard in mid-ocean.

Charles P. Cohan, formerly connected with Fox in various managerial capacities now is doing the big thing for Loew's State in Syracuse. . . . Let's know how things go, Charlie. . .

The contest recently held by Columbia for the President prize offered personally by Joe Brandt to be given to the salesman leading the country was just closed. The prize, a Ford sedan, was won by Saul Trauner, Bklyn rep. of the N. Y. exchange.

William Morris, president of the Jewish Theatrical Guild of America, announces that the memorial services of the Guild will be held in the Temple Emman-El on Sunday, Feb. 16, at 2:30 P. M. Rev. Dr. Nathan Krass will officiate. . . . Out on the Coast preparations now are under way for a big time at the Sixth Annual Gambl of the Catholic M. P. Guild of America.

Hedda Hopper, appearing in Fox Movietone pictures, will be the star for the Paul Whiteman Old Gold Hour the night of Feb. 18. The time is scheduled at 6 and 7 P. M. at the Coast but may be heard between 9 and 10 P. M. Eastern Standard time in New York.

Finally out of 300 titles for the John McCormack film completed by Fox, "Song O' My Heart" was selected and is scheduled to open St. Patrick's Day in New York. . . . Tell me, Glenn, are you giving green tie away for an exploitation stunt? . . .

El Brendel, Fox Movietone comic is scheduled to arrive in New York tomorrow.

Stephan Batutto is now house managing the Paramount. He was formerly in charge of the Rialto and before that, ran the Metropolitan in Boston. Some time ago Steve was identified with the Paramount as assistant to Manager Leaper, who has now been promoted to city manager for Publix.

FEbruary 8-9—MANY Happy Returns

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

February 8th
Samuel J. Biskin
Hallam Cooley
Billy Dooley
Charles A. Logue
Jack Luden
Louis Morrison
Len Poff
King Wallis Vidor
A. J. Dash

February 9th
Ronald Colman
Dan Mason
James Murray
Albert De Sart
L. Virgil Hart
Richard L. Smith
Joe King

AND THAT'S THAT

by Phil M. Daly

AL JOLSON gave the Viennese managers a heap big shock when he asked a price of $5,000 for one performance.

"But Morn Dieu!" exclaimed one of the impresarios, who happened to be a Frenchman (because we don't know any Viennese). "For $3,000 we can engage Galli-Curci or Chalapa or Gigli!"

"Oh, yeah?" said Al. "And how big a house do you get with those yodelers?"

"Maybe, two, three thousand," replied the manager.

"Well, big boy," laughed Al, "that's just the standing room crowd in the coliseums, auditoriums and ice rinks where I sing."

From a country newspaper we glean the information that Patrick T. Logius Jeremiah McGilli-cuddy has left the old home town for Hollywood to make a name for himself. A pure case of misdirected energy, if you ask us. He's got too much name already.

"Why is it that a certain element always likes to sensationalize anything that might be construed as derogatory to pictures?"

"Maybe it's for the same reason that Florida newspapers like to play up California's earthquakes."

Although the Aquitania, bringing Sidney R. Kent back from Europe, was two days late, no refund was made by the steamship company like they do on the Twentieth Century. However, Kent figures himself pretty near even. The ship had to house and feed him for those two extra days.

USELESS INFORMATION

Lack of applause from film audiences doesn't offend picture players, because they couldn't step out and take bows anyhow.

THEYR FIRST JOBS

ALEXANDER GRAY
advertising manager for truck company

THEIR FIRST JOBS

ALEXANDER GRAY
advertising manager for truck company

TEN YEARS AGO TO-DAY

Censorship defeated in Virginia.

Zukor pledges support of Famous Players to National Board of Review.

F. A. Gudger, Du Pont official, appointed vice-president of Goldwyn Pictures.

Gus Edwards to produce "School Days."

Sunday, February 9, 1930
If or when there is a next war, Uncle Sam is ready.

He proves it to the American people in a gigantic war demonstration staged by the Infantry School at Ft. Benning, Ga.

Pathé Sound News*, the screen journal of the nation, carries his preparedness message.

Tanks, gases, explosives, big guns, airplanes—you see and hear them all in the most startling manoeuvres ever filmed by any sound or silent newsreel.

Pathé Sound News goes its own motto one better—here you see the news before it happens.

Exclusive in Pathé Sound News. Number 15 is the issue, currently released. Screen it—hear it—see it—advertise it!

*(Pathé News, silent, still as ever leads the silent field.)
FOR PATHÉ BY UNCLE SAM'S ARMY

SOUND NEWS
Optical Problems of Wide Film Processes Outlined by Rayton

on the lens designer. The method now used involves the following steps:

1. Selecting a focal length for the lens.
2. Determining the effective aperture of the lens.
3. Calculating the necessary depth of field for the film format.
4. Ensuring that the lens is designed to accommodate these parameters.

The size of the illuminated area can be increased, however, by reducing the distance from the projector to the film. This means that what the spot on the film gate will be large enough to exceed the field angle of the projector, but still have the illumination be greater than what we expect to the rear of the projector. The reduced distance from the arc to condenser we have increased the amount of light which will be intercepted by the field angle, but we have not compensated for the fact that the light flux which passed to the picture only in the area we were projecting ordinary 25, 35.

The old 4.5 in. diameter condensers with the high intensity arc, however, did not exist. No lens and condenser of this size would be less than the focal length in the other sizes. A typical illuminator of this size is to be realized by employing one cylindrical surface of this size, we have done for several years in some of our photographic instrument, or on the eye of a field with a field of 110 degrees. This is held a spot of light in the plane of the film. A preliminary investigation subject to the fact that there is nothing like something like 25 per cent of this field.

If, now, the arc be run at something like the light bulb of the arc, it might be possible to raise the general illumination of the projector a bit. When the projection of the pictures ordinary projection lenses are entirely out of question because of the cause of objectionable curvature of field. It happened that I had been working on an investigation of the lights for the projection of ordinary film and for lenses to project the large pictures. The design had provided for lenses of 4 in. equivalent focal length and a speed of 3.2 which projected a picture 23 X 46 mm. with satisfactory results. Since then it has been found entirely possible with lenses of 3 in. focal length. These lenses are, of course, anaglyphs. European pictures which might be exemplified by the data of the optical developments described above.

Warner Office to Open Feb. 15

Newark—New quarters for Warner and Vitaphone Corp. are scheduled to open here on Feb. 15. F. F. Goodrow, Warner branch manager, will have charge of both com-

De Forest for Shelley House

Shelby, N. C.—The Carolina opened with its first showing of sound picture. "Sweetie" was the opening feature, and was shown via De Forest apparatus.
**“Floating Floor” for Radio Studio**

To Assure Accurate Recording of Sound on Specials—New Series of Colored Shorts Under Way at Tiffany—Beaudine Working on “At Bay” for F. N.—Veteran Talker Actor With Warners—Ralph Wilk’s Paragraphs

**NEW TYPE FLOOR CLAIMED IDEAL FOR SOUND STAGE**

Latest installation at the Radio studio is a “floating floor” now nearing completion and built, it is claimed, to insure the successful recording of “Case of Sergeant Dink,” “Dixie” and “Radio Revels.”

This new type of floor, according to technicians, is ideal for sound stages as it provides enough resilience to absorb all floor sounds. The floor is constructed so that it is not connected with either of the outside walls and rests on a base of flax linen, a sound absorbing material. It is built of No. 2 vertical grain Oregon pine and is nailed together in the same manner as a high grade hardwood floor. Ground noise caused by the earth’s vibration from city traffic has baffled the problem of proper recording of sound pictures. This new type of “floating floor” is expected to reduce this to a minimum.

**Beaudine Will Direct First National’s “At Bay”**

William Beaudine will soon start work on “At Bay,” for First National. In the cast are Loretta Young, Jack Mulhall, Raymond Hatton, Georgette Rhodes, George Barraud, Winter Hall and Kathryn Williams. Beaudine’s contract with F. N., it is understood, expires next month.

**A Little from “Lots”**

By RALPH WILK

Hollywood

two former Keystone Comedy Kops are busy on “The Scared Bat,” which M-G-M is producing a Mexican, Mexico. The former “kops” are Wesley Ruggles, who is directing the picture, and Mack Swain, who is playing a comedy bar tender.

* * *

Robert Kurrle, ace cameraman who photographed "Rio Rita" and "Hit the Deck," will do the camerawork on "The Sea Beyond" and "Those Who Dance," for Warnes Bros.

Rex Bell, popular Fox player, who appeared in "Harmony at Home," has been borrowed by Warners to play an important role in "COURAGE."

Our Passing Show: Bertram Millhauser, Samson Raphaelson, Myron Connely, Harry Braxton, Schuyler E. Gray, Arthur Hagerman, Henry Dunn, Rex Bell at the Writers Club; Noel Francis motoring to the Fox studio in his new Ford; Ralph Block breaking in a new pair of shoes.

* * *

Harry Slot, well known Hollywood figure, has assumed the management of the Johnny Blue Orchestra of Joliet, Ill.

* * *

Glenn Tryon, Universal’s comedy star, is the owner of a colorful tenor voice. He at one time was a leading member of an opera company that toured the West.

* * *

Howard Estabrook, who was recently loaned to First National by Paramount, has received approval of his screen treatment of "Under Western Skies." This is an original story by Estabrook.

* * *

A Fox press agent has discovered that Owen Davis, Sr., has had 783 of his plays produced; that Harold Lipsitz taught public speaking back in Henry Ford’s town before he became a shock absorber manufacturer; that Marjorie White and Eddie Terner had a cordial big time vaudeville offering; that Frank Richardson was a silver voiced tenor with Emmett Welch’s Minstrels; that Charles Judels speaks a brand of French particularly his own; that Bill Kershell once wrote a song for John Me-

**LUTHER REED**

Adapted and Directed RIO RITA HIT THE DECK R. K. O.

Establishing a new two picture money-making record for one year for one director.
**The Film Daily**

Sunday, February 9, 1930

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**M-G-M**

TIME, 70 min.

**INTENSELY ENSMOSING**

**AND DRAB DRAMA OF THE WATERFRONT, GARBO FASCINATES AS HER FIRST TALKER. A WOW FOR SOPHISTICATED AUDIENCES.**

Based on Eugene O'Neill's play and produced as a picture some years ago with Blanche Sweet starrh, Garbo displays a voice which is somewhat heavy and accented at times, but mellow and understandable. She gives a superb performance. Clarence Brown's sympathetic and painstaking direction is always evident. The story is that of a girl, embittered by her experiences with men, who joins her father, a drunken captain of a coast schooner, and they come from a draft Falls in love with her and she returns his affection. Owing to her past, she fears that she cannot marry him. Consequently, she refuses to marry the girl tells the story. The man disillusioned, leaves, but finally returns for a happy end.


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**“The Crime Circle” (Part-Talker)**

**New Era**

TIME, 1 hr., 10 mins.

**EXTREMELY POOR-GRADE BRITISH MELODRAMA POSSESSING LITTLE TO RECOMMEND IT.**

With an Edgar Wallace script to toy with, British International has turned out a rather dull proposition which does little to aid the cause of British films. Deficient from any angle you look at it, this exhibition provides entertainment mediocre at its very best degree. As melodrama it is tame to the point of dullness, with all its color confined to its title. Some of the scenes intended as serious inci- dence, so cruelly and amatiable are handled. The central figure is a blackmailer known as the “Crime Circle” who conceals his activities under the masquerade of a Scotland Yard man. The inspector assigned to track him down is on the verge of being defeated which makes any headway when his little girl steps into the case. She makes herself an accomplice of the scoundrel and recovers his identify at the proper moment.


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**“Cameo Kirby” (All-Talker)**

**Fox**

TIME, 1 hr., 10 mins.

**PLEASANTLY TUNEFUL, ROMANTIC MUSICIAL DRAMA FAMILIAR IN PLOT BUT OF SIMPLE AND CHARMING QUALITY.**

This is another of those Southern stories with gamblers and river boats and opening on a Mardi Gras scene. Although it moves along a familiar track in traversing the road to a closing embrace, it has a pleasant slyness that gives the production a certain standing. Foremost among its assets are the photography and the singing of J. Harold Murray in the role of a gambler. Also there are scenes of the Southland fall of charm of drowsy beauty and acting on the part of Murray that ought to strengthen his hold on screen audiences. Though its story strikes no new note, Miss Terris boasts the “interest, chiefly because of Murray’s presence in the cast. Norma Terris hasn’t much to do but does it to com- plete satisfaction.


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**“The Murder on the Roof”**

**with Dorothy Revier and Raymond Hatton**

**MGM**

TIME, 1 hr., 3 mins.

**FILLS THE BILL AS A MURDER MYSTERY WITH A NIGHT CLUB BACKGROUND SMOOTHLY DIRECTED AND WELL ACTED.**

For any exhibitor whose clientele is keen for the blood-splattering melodramas, this one will answer the purpose very nicely. It has a night club setting on the order of “Broadway,” and Paul Porcasi, of that same production, plays the senior partner of the racketeering owners of the joint. A hot demand about the size of a walnut furnishes the cause for several silliness, and the action is intensified by clashes between the club’s chief crook and a society lady over a femin- inny conquest. Raymond Hatton attracts a large part of the interest by his amusing work as a gin-living playboy, revealing himself in the end but finding himself neglected by his partner helping to round up the crooks.

*Cast*: Dorothy Revier, Raymond Hatton, Monty Woolley, Robert Edmond, Nathan Eddy, Edward Dingman, F. Hugh Herbert: Director, acit Photography, photography, Eddy,

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**“So Long Letty” (All-Talker)**

**Warner Bros.**

TIME, 1 hr., 4 mins.

**CONSISTENTLY AMUSING FARCE COMEDY, WORTHY INVENTION ON THE POPULAR STAGE HIT YEARS BACK WITH THE SAME STAR CLICKING.**

Picture fans who never had the pleasure of seeing and hearing the talky version of Garbo’s roles in the silent days, are sure to get a heap of enjoyment out of seeing her carrv in the talker version of her most popular stage hit. It’s one of those domestic farces involving newlyweds, a rich uncle, mixed identities and lots of fast fun. Lloyd Bacon caught the original nicely in the direction. The picture maintains a high level of entertainment, due not only to the merits of the vehicle, and the abilities of the star, but also to the talent of both Ratch, Patsy Ruth Miller, Claude Gillingwater, Harry Gribbon, Grant Mitchell and Hallam Cooke. The musical score was fine and appropriately distributed.


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**“The Adventures of Mark Twain”**

**with Pauline Lord**

**MGM**

TIME, 1 hr., 10 mins.

**FILLS THE BILL AS A MURDER MYSTERY WITH A NIGHT CLUB BACKGROUND SMOOTHLY DIRECTED AND WELL ACTED.**

For any exhibitor whose clientele is keen for the blood-splattering melodramas, this one will answer the purpose very nicely. It has a night club setting on the order of “Broadway,” and Paul Porcasi, of that same pro- duction, plays the senior partner of the racketeering owners of the joint. A hot demand about the size of a walnut furnishes the cause for several silliness, and the action is intensified by clashes between the club’s chief crook and a society lady over a femin- inny conquest. Raymond Hatton attracts a large part of the interest by his amusing work as a gin-living playboy, revealing himself in the end but finding himself neglected by his partner helping to round up the crooks.

*Cast*: Dorothy Revier, Raymond Hatton, Monty Woolley, Robert Edmond, Nathan Eddy, Edward Dingman, F. Hugh Herbert: Director, acit Photography, photography, Eddy,
"Second Wife"
with Conrad Nagel, Lila Lee
(All-Talker)
RKO
Time, 1 hr., 2 mins.
TO OUR FRIENDLY DOMESTIC DRAMA, EXPERTLY DIRECTED AND NICELY ACTED, PARTICULARLY FINE PERFORMANCE BY LILA LEE.

Lila Lee comes through with flying colors in this tale of a second wife who is tortured by thoughts of her husband's first spouse and their son. It is a fine human interest plot, developed in a plausible manner, directed by Russell Mack with a good eye for effective dramatic touches, and smoothly acted by a fine cast. Conrad Nagel is in good form, Mary Carr gives a convincing performance as an old servant who is somewhat of a mother as well, and there is excellent work by Hugh Huntley and that talented little youngster, Freddie Burke Frederick. A strong vein of human interest is sustained throughout. The plot is a big factor in piling trade.

Cast: Conrad Nagel, Lila Lee, Hugh Huntley, Mary Carr, Freddie Burke Frederick, Director, Russell Mack; Author, Fulton Currie; Adaptation, Burt Glinn; Dialogue, Not listed; Editor, Not listed; Photography, Cameraaman, William Marshall; Monitor Man, Lambert Day. Direction, expert. Photography, good.

Richard Arlen in
"Burning Up"
with Mary Brian
(All-Talker)
Paramount
Time, 57 mins.
BREEZY AND HUMOROUS ROMANCE OF A DAREDEVIL DRIVER AND A SMALL TOWN GIRL. DIRECTED FOR THE PUNCHES. GOOD POPULAR APPEAL STUFF.

A neat little country love story that crowds at large ought to gobble up with satisfaction. Richard Arlen appears as a daredevil, first in a "globe of death" on a carnival, and then as an auto racer on the fairgrounds. At the fair he spots a girl after his own heart, whereupon he breaks away from his racketeering pals and wins an exciting race which had been framed in order to take a wedge of dough from the girl's father. The action trots along in a breezy manner, and Director Eddie Sutherland has made clever use of plentiful opportunities for swell comedy, to say nothing of the nice little human interest touches, while the ending finale produces a strong climax. Good acting all around.

Cast: Richard Arlen, Mary Brian, Francis McDonald, Sam Hardy, Charles Selton, Tallie Marshall.
Director, A. Edward Sutherland; Authors, William Slavens McNutt, Grover Jones; Adaptors, William Slavens McNutt, Grover Jones; Dialogue, William Slavens McNutt, Grover Jones; Editor, Not listed; Cameraaman, Alicia Seibert; Monitor Man, Not listed. Direction, acrs. Photography, fine.

Marion Davies in
"Not So Dumb"
(All-Talker)
M-G-M
Time, 1 hr., 16 mins.
FIRST RATE COMEDY BRIGHTLY DONE, WITH TRY-BE-BRIBE APPEAL AND CAPTIVALLY ACTED.

"Dulcy," the George S. Kaufman and Marc Connelly play, has been brought to the talking screen in a production that loses little of the original comedy. Its bright lines have lost none of their sharp edge, while the central character still remains the same familiar type that made the play the success it was. Marion Davies is a fortunate choice as Dulcy. She does the character full justice and proves conclusively that she is a comedienne of no mean ability. The star is ably supported by a cast of high calibre. Not an opportunity is lost to point up the humor of the piece. King Vidor's direction catches to a nicety the mood that conveys of this sort needs to keep it moving. It is the story of the talkative girl who nearly ruins a business deal upon which depends the fortune of her fiancé—simply because she is forever saying wrong things.

Cast: Marion Davies, Elliott Nugent, Raymond Hackett, Franklyn Pannor, Jalla Fay, William Holden, Donald Ogden Stewart, Sally Starr, George Davis.
Director, King Vidor; Authors, George S. Kaufman and Marc Connelly; Dialogue, Edwin Justus Mayer; Adaptor, Wanda Tuchock; Cameraaman, Oliver Marsh; Editor, Blanche Sewell. Direction, first-rate. Photography, good.

"The Lost Zeppelin" (All-Talker)
Tiffany
Time, 1 hr., 10 mins.
FAIR DRAMA OF A SOUTH POLE EXPEDITION IN WHICH ALL PERISH EXCEPT TWO MEN WHO LOVE THE SAME WOMAN, WELL ACTED.

Generous glimpses of South Pole atmosphere, consisting almost exclusively of ice mountains, raging snowstorms, and a disabled Zeppelin, are the highlights of this drama. It concerns an expedition party which includes a young officer who is in love with the commander's wife. The airship goes haywire and death takes all of the crew except the two rivals. When a relief plane finally spots them, but can take back only one, the chief insists on his subordinate getting aboard because he is the man whom the woman really loves. The commander's heroism, however, causes his wife to have a change of heart, and his subsequent rescue makes everything come out according to Hoyle. The story is well acted, but the spectacular scenic effects are too obviously artificial. Has timely tie-up possibilities.

Director, Edward Sloman; Authors, Frances Hyland, Jack Natteford; Adaptor, Frances Hyland; Dialogue, Charles Kenyon; Editors, Martin G. Colen, Don Hayes; Cameraaman, Jackson Rose; Monitor Man, Jerry Eisenberg. Direction, fair. Photography, good.

FEB. 9, 1930
1650 BROADWAY NEW YORK NY
GENTLEMEN:


SIDDIE A. FRANKLIN
Theater Equipment

Qualifications of New Western Electric Sound Horns Outlined

R. H. McCullough, sound engineer for Fox West Coast Theaters, in the following article outlines important features of various types of Western Electric sound horns:

Western Electric supply exponential horns with all sound projector system installations. With the first installations the 12-A and 13-A horns were supplied. The 15-A and 15-B type horns have been installed with all installations during the last year. These new horns are much lighter in weight, but occupy more space.

The Bell Laboratories place three layers of white flannel inside the 15-A and 15-B type horns near the output of the air column. We have found that this flannel absorbs many high frequencies. By removing this flannel, sound reproduction in many theaters has been improved. Early installations employed two upper and two lower horns, but now with similar installations two and three horns are installed alongside each other about two-thirds height of the screen. The 12-A, 13-A and 15-A type horns have single throats, whereas the 15-B type horns have two throats for two units and replaces the 12-A and 13-A type horns.

The air column on these horns must be small in area at the input end to place an appreciable pressure-load on the diaphragm, and it must be large at the other end to radiate the sound effectively into the free air. For best results the cross sectional area should gradually flare from the small end to the large end according to an exponential curve and mathematical formula. The 355-W West-electric receiver should never be used without the horn. Without the horn sound will not come forth with full resonance and amplification. The receiver does carry the sound, but it is unable to transmit it without the horn.

Acoustical conditions in theaters must be taken into consideration, for good sound reproduction. When sound comes from an exponential horn, sound waves spread at angle of 45 degrees with a directional effect and the speed of these sound waves is about 1100 feet per second. In a small fraction of a second these waves strike the walls, ceiling and floor of the auditorium. Some of the sound waves are reflected back into the room and some are absorbed by the surfaces they strike. Ordinary plaster, glass or wood surfaces absorb only about three percent of the sound, leaving ninety-seven percent to be reflected back into the room, to repeat the action of the original sound wave.

5 RCA Photophone Devices Being Installed in Minn.

The following theaters in Minnesota are being wired for sound by RCA Photophone engineers: Cecil, Cokato; Alhambra, Minneapolis; Heights, Minneapolis; Oxford, Sauk Center; Forest, St. Paul.

Chain Signs for Air System

London—Union Theaters and Hoyts have signed contracts for the installation of Brunswick Kroeschell air conditioning system for their houses.

To Install Steel Sheets

Washington Bureau of THE FILM DAILY

Washington—Loew’s Palace here has ordered steel sheets to meet the requirements of the local fire department. The house will not be closed while the installation is being made.

Mass House Gets RCA

Pittsfield, Mass.—RCA Photophone engineers are wiring the Tyler.
Theater Equipment

**JUNIOR MODEL OF NEW TALK-A-PHONE NOW READY**

Dallas—A new junior model Talk-A-Phone with complete new rack and panel amplifier and new type dynamic speakers, has been announced by the Southwestern Electrical Products Co., distributors of the reproducer. The disc model with sufficient power for houses up to 650 seats is priced at $1290 installed, less wiring and freight. Talk-A-Phone has already been installed in more than 30 theaters in this territory.

Auslet and Wade Secure Territory for Motio-Tone

Quincy, Ill.—Two more representatives have been appointed for the distribution of Motio-Tone talking picture equipment and Electograph public address system, both manufacturers by the Gates Radio and Supply Co. here. Jack Auslet will supervise sales in the St. Louis territory with headquarters at 1818 Wyan- dotte St. while J. A. Wade, with offices in Vandalia, Mo., covering the entire St. Louis district.

Southwestern Electrical Marketing New Screen

Dallas—Many new features are contained in the new Minusa screen, manufactured by the Southwestern Electrical Product Co., distributors of the Talk-A-Phone, sound apparatus. In addition to a marion tan back, which it is claimed, makes the surface more opaque and efficient, the Minusa screen is larger and contains more uniform perforations arranged so as to be invisible during the projecting of the picture and yet allow clear sound transmission.

**Film Boards of Trade Report Additional Theater Changes**

**IOWA**

Changes in Ownership

Boone—Strand, sold to Roy Benson by M. Fairchild; reopened, sold to Ivan Heuer by W. F. Siegmund; Cum- berland—Lyric, sold to T. H. Hendershot by George A. Brown; Dexter—Princes, sold to G. Foster by J. L. Reid; Glidden— Princess, sold to C. E. Blakeley by Bar- land Bros.; Kellerton—Kellerton, sold to R. K. McCollough by R. J. Bundy; Manly—Red, sold to William Pinta by F. J. Barr; Nashua—Grand, sold to L. J. Grantham by Vernon Lichten; Nokom- don—Almo, sold to W. D. Brey by Ship- ley & Son; Newton—Tivoli, sold to Earl Miller by Fred Wayt; Osceola—Grant, sold to Cen-Truforte, Theatre to Topley; P. C. Niles, President, sold to Central States Theater Corp. by C. L. Niles; Pigeon—Farman, sold to C. O. Klemans; Pocahontas—Colony, sold to Lyle Lynck by V. A. Noble; Prineville—Princess, sold to R. W. Williams by Leslie O. Hamer; Rockford—Rockford, sold to D. L. Mosher by C. E. Mosher.

**Closings**

Allison—Legion; Bennett—O. H.; Cedar Rapid—Prairie; Clarinda—Art; Conomy—O. H.; Dunkerton—Service Hall; Grant—Legion; Hubbard—Jasenwik; Jassville—O. H.; Menlo—Menlo; Mt. Sterling—Gem; Nettow, Strain—Nashua; Oskaloosa—Colonial; Paris—O. H.; Pleasanton—Liberty; Plymouth—Con. Club; Rippey—Star, R. W.; Russell—O. H.; Swadlay—O. H.; Thornton—Thornton; Toledo—Strand; Van Meter—Coy; West Branch — Consolidated School; Wista — Community.

**Openings**

Aurelia—Community; Burr—Outown. **KANSAS**

**Changes in Ownership**


**KENTUCKY**

Changes in Ownership

Albany—Colonel, sold to R. H. Simmore by B. J. Clatts; Blackey—Mountian, sold to Dr. E. K. Shibley by E. D. Pemberton; Butler—Comet, sold to Martin & Holland by S. W. Gray; Glencoe—Glen, sold to W. W. Alderson by W. Vernon Kemper; Henderson—Audition, sold to Smullen & Craighead by H. E. Calley; Latonia—Grand, sold to J. C. Calahan by L. R. Rice; Lexington—Kentucky, sold to Public Theaters by Switow Bros., State, sold to Public Theaters by Switow Bros., Louisville—Crescent, sold to C. Koch by L. S. Taylor; Mayville—Pebbles, sold to Mrs. Lizzie Potts by A. M. Potts.

**Closings**

Beavertown—Lyric; Golden Pond—Pastime; Henderson—Audition; Hitchcock—V.M.C.A; Wingate—Pastime.

**Re-Openings**

Maysville—Pebble; **LOUISIANA**

**Closings**

Monroe—Grand; Jena—Saloon.

**MAINE**

Changes in Ownership

Wongheman—Opera House.

**Re-SYNCHRONIZED DEVICE IS CLAIMED FOR BESTONE**

Kansas City—F. C. Largen, who developed the Bestone sound reproducer as well as the Blizzard fan, has perfected a new device, which it is claimed, will lighten the work of projectionists considerable. The device is patented and enables an operator to place the film or record in perfect synchrony without halting any of the projection machines, according to the company. Frank Smith is local representive for the Bestone apparatus.

**Canopy for Sioux Falls House**

Sioux Falls, S. D.—A canopy containing more than 2,000 lights and costing approximately $3,500 will be placed in front of the Granada. This house is controlled by the Berger Amusement Co.

**Marketing Cooling Plate**

New Britain, Conn.—The G & M Manufacturing Co. is marketing a new cooling plate which has been designed to reduce fire hazards. Other objects of the plate are to lengthen the life of film and aid better projection.

**Film of the Week**

**No unsightly Perforations**

Clear, realistic pictures, freedom from eye-strain, and natural tone quality is necessary to win and hold your patronage.

To insure projection as good as you had before Sound, to get the best reproduction from your sound outfit, you must have the right kind of a screen.

Vocalite Sound Screen is proven best by scientific test. Many successful installations have proved it to be superior in light, definition, and tone quality. It is the only screen optically and chemically correct for the projection of Colored Pictures.

Full information will be sent on request, cost no higher than any good screen.

**Vocalite Sound Screen**

The First Screen Scientifically Perfected for Sound Pictures

Beaded Screen Corp. Roosevelt, New York

Approved by Electrical Research Products, Inc., Electric Co., Inc., and other makers of Sound Equipment.

Porous but not perforated. Fire Proof Non Inflammable
**Week's Headlines**

Monday
Exhibitors throughout the country seek return of arbitration.

Independent producers increase on coast despite talkers, FILM DAILY survey shows.

Coast studios experiment to widen film-production traffic practice confab set for ticket makers.

Tuesday
Pat Egan, Chicago police chief, clears acoustical materials situation.

Film leaders to speak at Southern California University.

Seven Fox films scheduled to start this month; "U" out of the Motion Picture.

Wednesday
Coast players endorse free lance contract.

Imported newsreel negatives are put on free list.

More operatic features on M-G-M product list.

Warner earnings show up-trend, report says.

Thursday
Fox to make three negatives on all pictures.

Philkh exhibits demand fireproof screens from in here.

Derr takes charge of Pathe Coast production.

Sydney Toulon to handle film comptroller.

Friday
Ten best pictures of 1939 FILM DAILY poll named.

Foreign talkers still experimental, Kent says.

Producers, actors adopt new free-lance contract.

Today
Former Stanley men plan big chain in Philadelphia.

Music Ass'n wins wage war against copyright pirates.

Nine productions at work at First National, Justice Dept, probing RCA and subsidiaries.

**Music Ass'n Wages War on Copyright Pirates**

(Continued from Page 1)

velation was made that John Gregg Paine, chairman of the protective association; Police Commissioner Whalen and Tuttle have been threatened with death if they continue their campaign against the racket. They have received letters reminding them of the fate of a man stabbed in Brooklyn recently for trying to interfere in the situation. In giving this information to the court, Nathan Burkman, counsel for the publishers' organization, said it is our impression that this racket originates in Chicago.

Morris Shapiro and Samuel A. Cohen, the two men arrested, are being held in bonds of $5,000 each for a hearing which will be held early this week.

ELECT BROWN PRESIDENT OF WASH. FILM BOARD

(Continued from Page 1)

executive secretary of the board. Five governors have been chosen including Howard Beaver, Educational; Harry Hunter, Paramount; Ralph Blais, Warner; Nat Sauber, Universal, and John Dillon.

Levy Succeeds Brother

Baltimore—Succeeding his brother Joel, Lee Levy has been elected division manager of the M.P.T.O. of Maryland, Inc.

140 W. E.'s in Australia

Australia — There are now 170 W. E. installations here. In Nov. 41 theaters were equipped.

**Short Subjects**

**SOUND**

"Sugar Plum Papa"

Educational Time, 21 mins.

A Humdinger

This Mack Sennett comedy is aces our parade.

Daphne Pollard, drinking the bulk of the action, is followed by a few independent gags, and a wrap-up of an indomitable spirit.

The only gag that might prove a hit with the public is the two old women who continue to compete for the favors of a lover, in the manner of the old-time switch."over.

"Seven Coast Productions, Former W. E. managers, have received a patent for a device that will keep the old ladies from competing in the future."

"Nine Producers, Former W. E. managers, have received a patent for a device that will keep the old ladies from competing in the future."

"The Under Dog"

VIPHONE Time, 18 mins.

Mildly Entertaining

James Barton, featured, is at this best when singing or dancing, but the first half of the picture is devoted to some rather mild sentiment stuff about a down-and-out dog, Oscar. The man takes part in an amusing nightclub scene and wins first prize, whereupon they indulge in a grub feast.

"The Voice of Hollywood"

Tiffany Time, 12 mins.

Short Bits by Stars

With Nick Stuart officiating in a capable manner as master of ceremonies, this edition of "The Voice" presents short bits by Jack Mulhall, Mildred Harris and Sam Coslow, Bebe Daniels, Ben Lyon, James Gleason, Marguerite Churchill and Sammy Cohen. The individual specialties are very entertaining. Will appeal to fans generally on the personal angle as well.

"Frances Alda"

VIPHONE Time, 7 mins.

Good Singing

Almost any vocal number by this operatic star will find appreciation, and the two songs here, "A Man and a Woman." The last scene of "A Man and a Woman," are well chosen and beautifully delivered. Class audiences particularly will welcome Miss Alda's work.

"Buck and Bubbles in "High Toned"

Pathé Time, 21 mins.

Quiet Fun

The negro laugh-getting team appears in pleasant film comedy derived from "Wildcat," a Hugh Wiley story.

Though far from riotous, it does possess pretty fine entertainment value. The southern atmosphere has faithfully been observed, and there are many number of fetching Dixie tunes to add to the enjoyment of the Buck and Bubbles antics.

"Vengeance"

VIPHONE Time, 8 mins.

Slightly Different

The familiar theme of thevengeful tight-wire walker on a somewhat different key. This time the bus-driver does not get on even on his wife's lover by dumping him. He simply gives the hot fellow such a scare during the act that he falls to the safety net unharmed but his nerve broken. Rather effective and thrillingly done and capable acted by Gardner James, Natascia Moorhead and Warner Richmond.

**Pathe Audio Review No. 6**

Time, 10 mins.

Pathe Audio Review takes to color with this number. The Pathechrome process is employed and it is a delicate shade with remarkable beauty. The subjects in this one lend themselves to such treatment. The camera has captured the fantastic shapes assumed by dye in water and recorded the dances of various climes, while the new boudoir styles for men are shown in all their resplendancy.

"Singing Saps"

VIPHONE Time, 7 mins.

Aesop Fable

An entertaining little gem intended to prove that "a faint heart never won fair lady." Chock-full of fun from beginning to end. For an animated cartoon it proves itself not a little exciting. A wise addition to any program.

"The Operation"

VIPHONE Time, 10 mins.

Good Fun

A first-rate filler featuring Edgar Bergen, the ventriloquist, who does a fine bit of work with dummy known as "Charlie MacArthur." Charlie is found ill on a park bench by Berger, who plays a doctor, and is taken to the medico's office for treatment. All the incidents in the film are so skillfully treated that one almost forgets that Berger is working with an inanimate thing. A little masterpiece of the ventriloquist's art.

"Doing Phil a Favor"

Pathé Time, 15 mins.

Flat Comedy

Comedy sketch of extremely poor order with a brand of humor lacking all sparkle and intelligence. The comedy is forced and highly unnatural and is dished out by a cast that overplays badly. Mackenzie Ward, in particular, mugs until it hurts. The story is about the husband who gets his best pal to cure wife of the flirtation habit by proposing to flee with her. Inferior stuff.

**SILENT**

**Pathé Review No. 5**

Time, 10 mins.

Interesting and beautifully done and given added effectiveness through the use of color. First we are shown how pottery is made in Arabia. We then see the latest in silk fashions with patterns of African origin. Here is decidedly a treat for the ladies. The closing scenes are a study in color and shadows of a wintry landscape. A good filler.

**Pathé Review No. 6**

Time, 10 mins.

A feature of great educational worth. It starts off with a view of monkey life in the jungles of Borneo and shows the method of trapping the little tree dwellers. Next we are transported to Japan and are given a glimpse of Japanese stenographers at work. The closing scenes are given in the character of a nature study, with birds, bees and blossoms as the subject of study.

**The Doorway of Hospital**

**Enter the doorway of this popular hotel—your room is waiting for you**

There's an atmosphere of cordial welcome and comfort. The Hollywood Plaza and ordinary hotels.

Your room, too, has that added touch of distinction. Pictures on the wall, overstuffed furniture, a floor lamp and reading lamp... these are but a few of the features that make your feel at home.

Pig's Whistle Dining Service serves the best of food. Therefore, when you are in Los Angeles be sure to investigate.
BENEFIT OF COLOR without PENALTY OF COST

COLOR is the order of the day. Sonochrome brings it without the penalty of added cost. Sixteen delicate tints and a warm neutral tone are available at the same price as ordinary black-and-white. This, plus the fact that it gives really faithful sound-on-film, accounts for the success of this series of Eastman tinted positive films.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York  Chicago  Hollywood
He Staked His Fate on a Card

Gay cavalier, duelist and ... gambler. The most fascinating figure in Dixie whose romance with a Patrician belle has immortalized the Crinoline Days.

A movietone musical drama of the thrilling, intriguing New Orleans Mardi Gras with

J. HAROLD MURRAY
NORMA TERRIS

Douglas Gilmore  •  Stepin Fetchit
Robert Edeson  •  Myrna Loy
Charles Morton

presented by WILLIAM FOX

Now playing at
ROX

Directed by
IRVING CUMMINGS
from the
play by Booth Tarkington and
Harry Leon Wilson

Hear the Songs
"ROMANCE"
"AFTER A MILLION DREAMS"
Company Union Unlikely to Succeed, Gillmore Says

UNIT TO TAKE PROTECTION FIGHT TO COURT

Center War Against Music Racket on Nine Cities

Be Artistic...but be commercial too... By JACK ALICOATE

CHICAGO PUBLISHER HAS POLICE PROTECTION OWING TO THREAT

Two-in-One Scenes

West Coast Bur., THE FILM DAILY

Hollywood—A revolutionary advancement in film, making it possible to show two or more rooms at once instead of jumping from one to another, is predicted by J. L. Warner as a development that is due within the next few months.

PHOTOPHONE CONFERENCES START IN N. Y. TODAY

The first of two conferences scheduled for the sales organization of RCA Photophone gets under way today at the company's offices here with Sydney E. Abel, general sales manager, presiding and executives (Continued on Page 10)

New Foreign Agent

Appointed by Pacent

Gelaki Ele, former executive of the Commercial Investment Trust in this country, has been appointed a foreign representative of Pacent Reproducer Systems, it is announced by Louis Gerard Pacent. Ele, who is (Continued on Page 10)

Equity Head Doubts Success of New Free-Lance Contract

Two-in-One Scence

M. P. T. O. Raising Funds in Pittsburgh Sector for Legal Battle

Pittsburgh—Settlement of the protection situation in the U. S. C. of Equity has been decided by the M.P.T.O. of Western Pennsylvania and West Virginia, which has already raised $7,000 to finance its campaign. The organization intends to spend between $12,000 and $15,000 in its legal battle, basing its case on the findings of a committee which has investigated the situation and compiled considerable data.

Jack Fineman is chairman of the committee on protection. Oliver K. Eaton, counsel for the association, who handled its successful case in the equity arbitration suit, will have charge of the scheduled battle.

CAMERAMEN, UNIONS TO DISCUSS CONTRACT

Renewal of contracts between principal Eastern studios and the cameramen's union, locals 64 and 65, will be discussed at a meeting scheduled for Feb. 13 between the cameramen's studio committee and its representatives (Continued on Page 10)

Latin Attendance Jumps 50 Per Cent Due to Sound

West Coast Bur., THE FILM DAILY

Los Angeles—Theater attendance in Latin-American countries has increased approximately 50 per cent (Continued on Page 10)

URGE REMOVAL OF ALL DUTIES ON EDUCATIONALS

Paris—Removal of all customs duties on educational films has been recommended by the League of Nations through its new International Cinematographic Institute. The committee added that many of the points for which Equity fought last (Continued on Page 2)
The Broadway Parade

THERE are two important openings scheduled for this week. On Thursday at the Winter Garden, "The Green Goddess," with George Arliss in the chief role, replaces "Sally" at the Winter Garden. The next day will see the premiere of "Puttin' on the Ritz" at the Earl Carroll, where "Hit the Deck" is now playing.

Be Artistic—but be commercial too

(Continued from Page 1)

prospective customers on the Pacific Coast just why they should spend part of their lives in Fox theaters. And some folks are wondering if the picture business is still growing.

SILENT FILM DIRECTORS CLICKING WITH TALKERS

West Coast Bureau, THE FILM DAILY

Hollywood — Directors who were successful in making silent pictures are repeating this success in talking picture production, said Jack L. Warner Saturday. The producers of Hollywood are principally depending upon silent picture directors who have adapted themselves to the new order of things, he declared, and pointed out that the nine directors under contract to Warner Bros. are all men who were established before the advent of the talking film. His reference was to Alan Crosland, Lloyd Bacon, Michael Curtiz, Archie Mayo, Roy Del Ruth, Ray Enright, John Adolfi, Howard Bretherton and Alfred E. Green.

Columbia Expands Quarters

Columbia has enlarged its house office quarters in New York where in addition to the entire 11th floor at 729 Seventh Ave., the concern has taken half of the 12th floor in the same building.

COMPANY UNION UNLIKELY TO SUCCEED — GILLMORE

(Continued from Page 1)

summer have been granted in a large measure by the producers in the contract accepted last week. In spite of this, the Equity official expressed himself of the opinion that the plan is not likely to bring happiness and content to the players who accept it.

Full details of the new working agreement have not yet reached Equity headquarters in New York, and Gillmore said he could not make any further comment until this information is in hand. The new development, however, will no longer cause Equity to abandon future efforts for a uniform contract in pictures.

Cameramen, Unions to Discuss Wage Contract

(Continued from Page 1)

atives. It is understood new wage demands will be made by the union. The following day industrial producers, including representatives of Pathé and Fox, will meet with union representatives in a contract conference and a similar session with newsreel representatives is scheduled for later in the month.

Eastman Films

J. E. Brulatour, Inc.

Chicago

1720 Indiana Ave. 6700 Santa Monica Blvd.

Calumet 2691  HOLLAND  4121
Thanks to All Who Selected

“DISRAELI”

as the Outstanding Picture of 1929

Alfred E. Green

Director

A Warner Bros. Vitaphone Production

Darryl Zanuck, Associate Producer
Gala Premiere

at the

Winter Garden
Broadway & 50th Street

Thursday
February 13

Day & Date Showing 137 Theatres

"Vitaphone" is the registered trade-mark of The Vitaphone Corporation designating its products
A beautiful woman, her husband and the man she loves—doomed to death to satisfy the fanatical vengeance of this Eastern Rajah. The price of freedom was dearer than life itself. Such is the intensely dramatic situation which moves forward to a breathtaking climax. Here is another Arliss triumph—new thrills for the crowds that will pack your theatre.
THERE IS ONLY ONE AND THAT IS PUBLISHED ANNUALLY.
ALL THE NEW
ALL THE TIM
DAILY

THE 1930
FILM DAILY
YEAR BOOK

THE LATEST AND GREATEST
ADDITION TO THE MOTION
PICTURE INDUSTRY'S 5FT.
SHELF OF BOOKS.
NOW BEING DISTRIBUTED TO PAID
SUBSCRIBERS TO

THE FILM DAILY

FILM YEAR BOOK

PT OF THE FILM DAILY SERVICE
**ALONG THE RIALTO**

**with**

**Phil M. Daly, Jr.**

EDMUND JOSEPH, director of Vitaphone Varieties, directed *Milton C. Work*, famous bridge expert, in a novelty short last week. This is just by way of putting you on your guard in case Ed should invite you to a game of bridge... Wee Willie Robyn, of the Roxy Gang, and Carl Goldner, one of S. L. Rothafel's proteges who has risen from usher to pianist, have been booked by Abe Feinberg for a tour of R-K-O theaters ..... The same agent arranged the current Roxy appearances of Robert Evans and Charles Weaver, who were seen recently in Fox films.......

* * *

Joe Fisher, the Singapore exhibitor who has been in this country buying films and supplies for his new Capitol, sailed for home Saturday from Vancouver. As a symbolic gesture in keeping with the name of the theater, two miniature light-houses have been placed atop the marquee of the Beacon, new Warner house on Broadway at 74th St. The beacons were designed by the nautical-minded Arnold Van Leer, assistant to Harry L. Charnas.......

* * *

Alexander Bunchuk, younger brother of Yasha Bunchuk, director of the Capitol orchestra, will become conductor at Loew's, Valencia beginning Feb. 15. If he shows the same ability as his illustrious big brother, the Loew management won't mind how many boys there are in the Bunchuk family. By way of innovation, Smith Ballew's orchestra, a National Broadcasting Co. unit, will play from the stage of the Earl Carroll just before the world premiere of "Puttin' on the Ritz," Harry Richman-Irving Berlin film, due to open Feb. 14........

* * *

Carl Lund, director of Van Beuren Song Sketches, leaves this week for Florida where the Spotligh sound truck and crew will be gathering exterior shots for new material. Grantland Rice is supervising the Sketches....... Tom Hamlin burns up the wires with the fact that head man of his publication has a birthday today........

* * *

Pierre Collings and Paul Gerard Smith have "Dangerous Nan McGrew" off their minds, for the time being. The "Nan" in this case is a script which Paramount is now using out Long Island way with Helen Kane and Jimmy Hall....

**FEBRUARY 10--MANY HAPPY RETURNS**

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthday today:

Roy D'Arcy  Henry Herzbrun
John Farrow  Harry Beaumont
Alan Hale  George Henry Leverett
Tom Hamlin

**AND THAT'S THAT**

By PHIL M. DALY

HAL ROACH has bought back his polo ponies and once more is putting tone into Filmland by swinging a mallet from chukker to chukker.

* * *

Silent pictures practically did away with applause, but the talkers are bringing some of it back. Must be the auto-suggestion.

* * *

P. S., He Got the Job—Not Exchange Manager—How long have you been selling films?

Applicant for Job—Oh, about two hours a day.

* * *

We hear that quite a few records are being broken in bicycling sound-on-disc films.

* * *

Short Shavings from Latin Lou

Shorts salesmen often lose money selling short. Exhibitors who pass up shorts will find themselves out of sorts.

Ten years from now shorts are not likely to be made any longer.

With longer dresses being worn, the short-eyed boys might as well take a rest.

* * *

The swell ballet work provided by Albertina Rasch for "The Rogue Song," "Devil May Care" and some other recent production, has inspired Ray Coffin, the Hollywood publicity whiz who has puffs and coffee for breakfast, to wisecrack that the cinema capital has broken out in an Albertina Rasch.

**TEN YEARS AGO TO-DAY**

Damage estimated $50,000 in fire at Oliver Studios, N. Y.

Fox reported after Oak Theater, Seattle.

Jackson Film Corp. increases capital from $10,000 to $50,000.

San Francisco Chinese societies refused injunction after "Tong Man".
Coast Wire Service

Hollywood Happenings

Shutta Signed to Play Opposite Eddie Cantor
Evel Shutta, Ziegfeld girl, has been signed to play the feminine lead opposite Eddie Cantor in the talky version of the stage play "Whoopee," for Samuel Goldwyn.

Universal Renews Helen Wright
Universal has renewed its contract with Helen Wright, stage player, who played the feminine lead in "Dames Ahoy," starring Glenn Tryon.

Armstrong in Warner Film
Robert Armstrong has been signed by Warner Brothers to star in "Dumplings in Ermine," which goes into production this week with John Adolph directing.

Nance O'Neil in Novarro Film
Nance O'Neil, prominent stage actress, has been added to the cast of Ramon Novarro's next picture, "The Singer of Seville," which Charles Brabin is directing. Dorothy Jordan, Rene Adoree and Ernest Torrence also are in the cast.

Changes at Fox
Robert York is the new scenario editor at Fox Studios. He takes the place of Harold Lipsitz, who will join E. W. Butcher in the newly created outdoor romances department.

Phil Friedman Promoted
Phil Friedman has been promoted to casting director for Universal, succeeding Harry Garson, who also is slated for a promotion.

Berlin's First Original
"Love in a Cottage," the title recently assigned to Irvin Berlin's first original for United Artists. It formerly was announced as "Upstairs and Down." 

Cast Selected for "U" Film
The following have been selected to cast Universal's "The Czar of Broadway," John Playe, Betty Compton and Johnny Harron. William Craig is directing. Gene Towne wrote the story.

Exteriors Made for "Sunny Skies"
Exterior scenes were made for Tiffany's "Sunny Skies," which Norman Taurog is directing with Benny Rubin, Marceline Day, Rex Lease, Babe Keel, Harry Lee and Greta Granstedt.

Clive for Carol Film
Henry Clive has been signed by Fox to make his appearance in Sue Carol's next Fox Movietone picture as John Hickey in "The Shabby Lady." He has been with the Greenwich Village artist as one of its principal characters.

John Way for "U" Cast
John Way has been added to the cast of Universal's "The Czar of Broadway."

Acoustic Control of Recording for Talking Motion Pictures

The purpose of this paper, prepared for the Journal of the Society of Motion Picture and Television Engineers by J. P. Bennett, of Electrical Research Products, Inc., is to describe the fundamental basis of sound recording as applied to motion pictures and to give certain results which have been obtained by the use of these principles in the actual production of pictures for release.

The paper, which also deals with the practical methods of making and the results of testing material that has not been completely worked out and which is not described in the paper, deals with the selection of the optimum conditions of record.

The problem to be solved is that of obtaining a picture on the film in such a manner that a member of the audience in the viewing hall can see and hear the picture, and understand the conditions of photography and the sound pick-up.

FANS are wondering who will be the villain in Bebe Daniels' next picture, "Mysterious Beauty," when they figure that he will have a right merry job "menacing" her, because Bebe's, fan club, plays the hero.


Walter DeLeon has been signed by Pathe to write an original story for Eddie Quillan.

The height of modesty is a young actor hiding several packages of fan mail under his coat. Robert Montgomery, who is fast gaining popularity as a leading man, is the young actor we saw hiding his fan mail under his coat.

Arthur Brilliant, Herbert Crocker, Cliff Gill, Jim Kee and Frank Murray are among the press agents who hail from Minneapolis.

George Crone has finished the direction of "The Dark Chapter," starring Renault Denny, Crone is scheduled to direct two more pictures for Sono Art.

Russell Hopton, who played the leading male role in the Los Angeles engagement of "Lulu Belle," is playing a featured part in support of Ramon Novarro in "The Singers of Seville," for M-G-M. Charles Brabin is directing.

An addition to list of former Minneapolitans who are now press agents is Russell Phelp.

Muni as Romantic Lover
Paul Muni will appear as a romantic young lover in his next picture for Fox, it is announced. The vehicle is now being lined up.

Robertson to Direct Boles
John S. Robertson, who has just finished "La Marsouille," will direct John Boles in his next starring picture for Universal, "Moonlight Madness."
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SCREEN REPLACEMENT
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Reid, Yemm & Hayes, Star, sold to FoxWest Coast Theater by Reid, Yemm &
Hayes; Berwyn Ritz, sold to Berwyn
Amusement Co. by Biba Bros. Blandinsville
Romance, sold to R. E. Girgsby by

— Pastime,

theater as a result of this
worked out a special arrangement by which
your present screen can be replaced with a
non-inflammable screen, the latter to be sold
outright by us, giving an allowance to you
of $.40 per square foot for the old type
screen, making the net cost to you of the
non-inflammable screen $.45 per square foot
f.o.b. factory or our Chicago warehouse.
"Orders may be addressed to either our
New York or our Philadelphia office and
should specify the dimensions of the screen.

We will make every effort to make prompt
shipment on these screens on receipt of or

Yemm &

ders and will fill the orders, of course, in the
order of receipt, but cannot guarantee de-

any

specified date.
prefer to make your

own arrange
"If you
ments for replacing these screens, it is quite
agreeable to us and you may consider yout
self free to do so, provided you use a screen
which will give satisfactory results."

URGE REMOVAL OF ALL
DUTIES ON EDUCATIONALS
iniltee of experts

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which has drawn up

the proposed draft convention has
defined educational pictures as follows:
Films destined to make the League
of Nations

known.

and scientific institutions.
Films on health and social preventive work.
Each state signing the convention
will always have the right to exercise
its regular censorship over any such

ties

films.

sold

Closings

Cutler— Gem
— Star Chicago— Kozy Crescent
Hill— Gem Hamburg—
StewardKempton— Royal
view — Apollo
Villa Grove— Star.
son— Liberty
New Theaters
Carterville— Horton, owner — John W. Horton.

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E.

Bayliss.

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J.

F.

Centralia

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— Gem.

Yemm &

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Hayes; Charleston Lincoln, sold
Fox-West Coast Theater by Frisina
Amusement Co., Rex, sold to Fo.x-West
Coast Theater by Frisina Amusement Co.
to

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Chicago Biograph, sold to Greater Chicago
Theater Corp. by Lubliner & Trinz, Crawford, sold to Greater Chicago Theater Corp.
by Lubliner & Trinz, Crystal, sold to Jerry
Di Giacomo by John Georgacopoulas, Ellantee, sold to Greater Chicago Theater
Corp. by Lubliner & Triniz. Knickerbocker,
sold to Greater Chicago Theater Corp. by
Lubliner & Trinz, Lakeside, sold to Greater
Chicago Theater Corp. by Lubliner & Trinz,
Madison Square, sold to Greater Chicago
Theater Corp. by Lubliner & Trinz, Madlin.
sold to Madlin Theater Co. Inc. by
Gilford
& Benesch, Michig'an, sold to
Greater Chicago Theater Corp. by Lubliner
& Trinz. North Center, sold to Greater
Chicago Theater Corp. by Lubliner & Trinz,
Oak Park, sold to Greater Chicago TheParaater Corp. by Lubliner & Trinz,
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Lub-

liner
Trinz; Christopher Globe,
to Fox-West Coast Theaters by Reid,

(Continued from Page

1)

are going on in Cleveland, Detroit,
San Francisco, Los Angeles, Dallas,
Atlanta, St. Louis, Baltimore.
Milton Weil, music publisher and
a member of the association, is receiving police protection in Chicago
as the result of a racketeer threat

made on his life. He was ordered to
pay $4,000 which, racketeers claimed,
represented the amount of money
they had lost through his interference
In behalf of the association, said
Paine.

Foreign Agent
Appointed by Pacent
(Continued from Page

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now on his way to the other side, iv
well known in France and Belgitun
He will cover the cities of Antwerp
and

Brussels i n Belgium, all of
France, French West Africa. Morocco,
Algeria,
French Equatorial
Africa,
Tunesia,
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Cameroon, Togo and Madagascar.

— Strand,
by

Corp.
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1930

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Yemm

Hayes, Opera House, sold to Fox-West
Coast Theater by Reid, Yemm & Hayes
DuQuoJn Grand, sold to Fox-West Coast
Theater by Reid, Yemm & Hays, Majestic,
sold to Fox-West Coast Theater by Reid.
Yemm & Hayes East St. Louis Majestic,
sold to Publix Illinois Inc. by H. Redmon
Elmwood Palace, sold to S. A. Kastner
by H. L. Kitchcock; Jacksonville Grand
O. H.. sold to Fox West Coast Theater
by Frisina Amusement Co., Illinois, sold
to Fox-West Coast TTieater by Frisina
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Co., Rialto, sold to Fox-West Coast Theaters by Reid. Yemm & Hayes
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Family, sold to Fox-West Coast Theaters
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Hayes. Orpheum, sold to Fox-West Coast
Theaters by Reid, Yemm & Hayes, Majestic,
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Noah Bloomer; Mattoon Grand, sold to
Fox-West Coast Theaters by Reid. Yemm
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Amusement

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Theaters bv

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Fox-West Coast Theaters by Reid,
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Princeton Orpheum, sold to A, T.
Kent bv William G. Teffries
Rockford—
Strand, sold to T. F. Walsh by Tobn A
Murray; Sesser Opera House, sold to FoxWest Coast Theaters by Reid. Yemm &•

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Frisina Amusement Co.
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sold to Fnx-West Const Theaters by
Frisina Amusement Co,, Elks, sold to FoxWest Coast Theaters bv Frii^iiia Amusement Co. West Frankfort Majestic, sold
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Fox-West Coast Theaters bv Reid.
Yemm 8z Hayes, Rex. sold to Fox-West

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Tivoli.

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Tnast Theaters by Reid. Yemm & Haves,
Strand-Orient, sold to Fox-West Coast The-

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pointed general manager of the Jess

Producing

Co.,

Inc.,

which was

re-

cently formed by George Jessel. Lester Lonergan has been engaged as
general stage director.
Their first

production

be

will

Man's

"This

Town."
*

Helen Kane and James Hall appeared in the opening sequence of
"Dangerous Nan McGrew," which
J.
American Amuse- has finally gotten under way at thr

Paramount Long Island studios. An
elaborate setting, picturing a section
of the Canadian Northwest, was constructed in the studio for this initial
episode.

Cimini.

Sq.

Changes

BLAIR

Capital,
Rapulus; Pitts-

MINNESOTA
Duluth

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Lederer has been ap-

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Monson

sold
to
Inc. by Peter

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Closings

Cambridge

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George

Ownership

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Ownership

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sold to E. A. Nelson by Clinton Meyers Enterprise; Melrose
Olympic,

Star,

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William Gaxton, comedian of "Fifth
Monroe by Melrose Theater
Company Ogilvie Ogilvie, sold to Hodgin Million Frenchmen," has just completed a Vitaphone Variety entitled
& Folsom by Millbank Pelican Rapid)
Pelican, sold by C. C. Spies.
"The Life of the Party," under the
Closings
direction of Murray Roth.
Mariette Amuzu.
sold to Arthur

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MISSISSIPPI
Belgrade

Changes in Ownership
sold to W. B. Bryon

— Belgrade,

—

by

G. W. Owens; Itta Bena
Dixie, sold to
James C. Davis by Mrs. Joe Paluso Lambert^Lambert, sold to J. O. Tackett by
Douglas Carr Moorhead Regent, sold to
D. L. Sanderson by P. E. Morris Sardis
Pastime, sold to Lex Arnold by R. R.
Tishomingo -Tishomingo, sold to
Mitchell
Mrs. C. N. Waldrip by W. H. Fairiess.
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Closings

sold

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Center War Against Music
Racket on Nine Cities

Changes

Boston

Moorhead

— Regent

&

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MASSACHUSETTS

sold to

Hayes, Illinois,
sold to Fox-West Coast Theater by Reid,

Lubliner

;

;

Fox-West Coast Theater by Reid, Yemm
& Hayes, Grand, sold to Fox-West Coast
Theater by Reid,

;

;

;

;

;

Woodward

;

DeSoto

—

Shaw by

Films prepared with a view to education in every respect.
Films for professional education
and information and for the scientific
organization of labor.
Films for scientific and technical research.
Films intended for learned socie-

aters

Changes

Ashton

man by H.

(Continued from Page

by Reid, Yemm & Hayes; Zeigler
Empire, sold to Fox-West Coast Theaters
by Reid, Yemm & Hayes.

ILLINOIS

ordinance, we have

Monday, February

Film Boards of Trade Report
Short Shots from
Additional Theater Changes New York Studios

1)

which under the contract is to be paid for by
the exhibitor, nevertheless in order to facili-

New

c^m

DAILY

10

livery by

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Picayune

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Changes

Belgrade Belgrade, sold to W. B. Bryon by
Mrs. Belva Maxwell
Cape Girardeau
Lyric, sold to Fox West Coast Th. by S.
E. Brady
New Broadway, sold to Fox
West Coast Th. by S. E. Brady; Orpheum.
sold to Fox West Coast Th. by S. E.
Rr.idy
Park, sold to Fox West Coast Th.
bv S. E. Brady Chaffee Empress, sold to
McCarthy, Finley & Lane by Horstman &
McCarthy; Desloge Grand, sold to W.
A. Collins by H. C. Tuttle
Holt— Community, sold to A. R. McCIure by C. E.
Albright
Independence Lewis, sold to
Flovd Taylor by Glen W. Dickinson
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of ceremonies.
Talent included Rudy Vallee, Helen Kane, the
Pat Rooneys and Frances Williams.
Supper was served about 11:30.
Guests at the party included Adolpli
Zukor, James Hall, Stuart Irwin and
other Paramount officials.

Latin Attendance Jumps
50 Per Cent Due to Sound
(Continued from Page

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Joplin

— Hippodrome,

Fox

sold to

Theaters,

—

Levy
Kansas City Twin
O. L. Arens by Alex C.
Meschcon Kennett Liberty, sold to L. P,
Tatum bv H, Ferguson Kirksville Kennedy, sold to Fox Theaters, Inc.. by Midwest Theaters Inc.
Princess, sold to Fox
by

Inc.,
City,

Ben

sold

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to

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Theaters. Inc.. by Midwest Theater. Inc.

—

Laddonia Empire, sold to L, S, Williamson by Mrs, A, Kninfel
Lilbourne Rfx.
sold to Mrs. C. C. Cravens by L. B. Cravens Milan Harmon, sold to Blaine Cook
bv Porter & Wood
Pierce City Strand,
sold to T. F. Cole by J, M, Leach; St.
Cl.iir— O^ark. sold to H. M. Licklider bv
William E. Horsefield
St. Joseph— Olive,
;

—

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—

;

;

to

Craft-Porter-Mullens by

W.

O.

Reeve;

&

to Lloyd
Hobson bv
Frank J. Miller; Majestic, sold to Maiestic
Theater Corp. by A. D. Papoas; Pesta1o72i. sold to H. Worack bv Jack Camp
Plaza, sold to L. H. Meidner by Weise^
Bros,
Seneca Colonial, sold to Smith ft
Croiise by C, L, Higginbotham
SteelvillGem. sold to R, T,,, Forkner bv Claude
Bass Waynesville Fox. sold to War An-

T.ong^ood.

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C

derson by K.

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the advent of sound pictures,
according to B. Fernandez Cue, who
has just completed a survey of the
talking picture field in Mexico and
South Ainerica. Cue is assisting on
Spanish version of Radio uictures.
"Only half of the population in
Latin-America can read," he said,
"but all understand the spoken lansince

guage."

Photophone Conferences
Start in N. Y. Today
(.Continued from

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&

sold to Nemzoff
Rosen by Georere Montray: St. Louis
.Ashland, sold to Rex The
ater Corp. by N. Fiorito
IRth Street, sold

—

as

master

Ownership

in

Annual ball of the Paramount Pep
Club, held Friday evening at the Hotel Astor, will go down on the entertainment records as a smashing
success. Starting the program, there
was general dancing.
About midnight an all-star entertainment show

was staged with Charles Ruggles
Ideal.

MISSOURI

—

Paramount Pep Club Holds
Successful Annual Ball

and

Page

1)

manager from territories
Kansas City attending. The

district

east of

other conference will open on Saturday in Los Angeles and will be attended by the corporation's Western
representatives, with Edward Augei,
assistant sales manager, officiating.

The New York meetings

will con-

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tinue until Thursday, with a luncheon at the New York Athletic Clul)

H'cks.

on Tuesday.

Closings

— Colonial,
New Theaters
Dam— Dam, owner — Mrs.

Bellflower— -Gem
Bagnell

:

Gon'n

monds,

—^Opera

Fo»ter

Re-Openings
House,

Ostrer,

Mae Ed-

Bernerd

Sail

Isador Ostrer and Jeffrey Bernerd,
prominently identified with the British industry, sailed Saturday on the
Aquitania.


Acoustic Control of Recording for Talking Motion Pictures (Continued from Page 9)

Although the practice is too expensive for general adoption, the use of a separate film for the sound track has been found advantageous in obtaining better quality pictures. The National Board of Review selected the best reel produced by the Loew projection and sound department. The system has been employed on a number of special Broadway showings, but has not been used in the double reel method so far as has been known to the author.

The system, which is under exclusive patent, requires the use of a special film, known as the M-G-M film. It is produced by M-G-M. Special reel shows, however, are the only use made of the double-reel method so far as has been known to the author. The M-G-M film is a separate reel for the sound track, which usually wears out quicker than the picture, but may be replaced independently whenever necessary, whereas a double reel is a new reel for the entire picture. In the case of productions filmed in color, the sound track is recorded on black and white film.

Because of the double cost involved in the making and handling of two sets of reels, the system is considered out of the question for theaters at large and no efforts are being made to install it in any other house controlled by Loew. For special run showings at $2, however, it is believed that superiority of the performance justifies the extra expense.

A separate sound track method, on the same order as that used by M-G-M, was tried out sometime ago by RCA and subsequently dropped, because no special advantages could be seen in it for the trade at large.

Additional Changes Made in Sono Art Sales Staff

Additional changes have been made in the sales organization of Sono Art World Wide Pictures. Recent additions to the force include Russell P. Collins, former representative for Vitaphone, as feature sales manager at Boston; Harry O'Brien, formerly with M-G-M, is connected with New York, now covering the New York office. Hopcroft has been with George W. Weeks in Sono Art Production, Inc., as special representative.

Wilmington House Reopened

Wilmington House, which has been wired with Western Electric equipment and reopened.

Jesse Clark at Miami

Miami, Fla.—Jesse Clark has been transferred from Jacksonville to manage the local Public's sales branch. Charles G. Branham will succeed Clark at Jacksonville.
The greatness of the Fox organization has never been better exemplified than by this newest picture —

ELINOR GLYN'S
First All Talking
Story of
Love

SUCH MEN
ARE DANGEROUS

with
WARNER BAXTER
CATHERINE DALE OWEN
HEDDA HOPPER  ·  ALBERT CONTI
CLAIRE ALLISTER  ·  BELA LUGOSI

Adaptation and dialog by ERNEST VAJDA
Presented by WILLIAM FOX
The Mirror
—a column of comment

ONLY THREE of the Ten Best Pictures selected by critical America in the annual Film Daily Year Book poll may be classified as musicals. That ought to be something worthwhile for producers to think about. It's fair enough to assume that these reviewers, located in communities in every corner of this land of ours, substantially reflect the nation's taste in film fare. Then this being accepted as gospel it looks like a good tip to producers that the cash customers don't exclusively have a yen for stage and back-stage stories. Let's hope this lowdown will serve to stem the tidal wave glorifying the Broadway legit theater.

A FREE-LANCE players' contract has come out of the West through the medium of conferences held by producers and actors. Instead of throwing bricks, as per a now-obscure custom, both factions sensibly sat down and wields a harmonious iron to smooth out their differences. Furthermore, provision was made for revising the new contract providing it doesn't work out feasibly amounts to another concrete victory for the principle of arbitration. Long may it wave!

TRAILER-MAKING outfits had a good financial year in 1929 with increases in business generally approximating 25 per cent. Trailers that are being made today are not only good advertising material but are interesting to the audience and sometimes as entertaining as a short. Exhibitors have come to realize the value of using good trailers to increase business and are using them to advantage.

Modifying Restrictions Not Expected to Change U. S. View

Elect Dickson President of Buffalo Film Board

Buffalo, N. Y. — H. T. Dickson, former vice-president, has been elected president of the local Film Board of Trade. Miss Foley succeeds Emma Abianalp recently resigned as secretary. A dinner-dance was recently tendered Dickson in honor of his election.

Entire Capacity of Color Cameras Being Signed by Producers

Evidence of increased demand for color productions is shown in the announcement by Technicolor that it already has signed contracts with producers for 70 feature pictures to be made this year. In addition, the company has a waiting list ready to sign as fast as new cameras and facilities are made available, it is stated. A similar demand is reported by Photocolor, which at present is using

Maurice Chevalier Signs New Paramount Contract

West Coast Bureau, THE FILM DAILY
Los Angeles—Maurice Chevalier, who has signed a new Paramount starring contract, will be featured in

Beating the Law

Portsmouth, O.—Local theater operators are getting about the Sunday law question by paying $50 fines each Monday morning in violation of the city ordinance. A recent attempt of the Portsmouth Ministerial Ass'n to stamp out Sunday movies again failed when Common Pleas Judge Russell K. McCurdy refused to grant a writ of mandamus to compel prosecution of Sunday operators under the more severe state laws, which provides a heavy fine and jail sentence, rather than the local ordinance.

Germany Modifies Imported Talkers Restrictions

70 COLOR FEATURES ARE NOW SET FOR 1930

Seven Features in Production at Universal Studios

PLAYING SILENT NEWS

Between 6,000 and 7,000 exhibitors in this country are playing silent newsreels in their houses, it was estimated yesterday by Capt. George McBaynes of Kinograms News-

PARAMOUNT WILL ISSUE TWO SOUND NEWS WEEKLY

Beginning Feb. 26, Paramount Sound News will put out two issues a week instead of one, states Emanuel Cohen. Simultaneously, Paramount's silent newsreel will issue once a week instead of twice.

DIRECTORS PROPOSE NEW NAME FOR PARAMOUNT

In addition to recommendation for an increase in the total authorized number of shares from 3,000,000 to 4,000,000 shares, the board of directors of Paramount at yesterday's meeting also proposed a change in the name of the corporation from Paramount Famous Lasky Corp. to Paramount Publix Corp. Approval.

CARTOON SERIES JUMP COLUMBIA SHORTS TO 134

A deal has been closed by Columbia whereby that company now will release a series of 30 Mickey Mouse cartoons in certain territories of the country. With the addition of this new group the company now is releasing 134 short subjects, consisting

CREMATION SERVICES HELD FOR LOU GARDY IN N. J.

Ridgefield Park, N. J.—Cremation services were held yesterday for Lou Gardy, who died here last Saturday. Gardy was director of advertising and publicity for the Rivoli and Rialto of New York, during Hugo Rienfeld's regime.

(Continued on Page 8)

(Continued on Page 8)

(Continued on Page 8)

(Continued on Page 8)
RESTRICTIONS ON TALKERS MODIFIED IN GERMANY

(Continued from Page 1)

June 30, 1933. Unused exhibition permits may swell this total to 200.

American distributors of talking pictures who have been inactive in Germany may sound, in smuggling difficulties will not change their attitude in the situation owing to the modified contingent regulations, it was understood in New York yesterday. It is expected that they will protest against this trade barrier in July when the anti-trade barrier convention, signed in Paris last year, goes into effect.

Eleven nations, including Germany and the United States, have ratified this agreement.

Ramsaye Spikes Reports

Net profits of operation of Path News silent edition for the last few weeks have exceeded $1,000 in each case, said Terry Ramsaye in denouncing reports that the silent edition of Path News would be discontinued.

Menjou Reported Returning

It is understood that Adolph Menjou will return to Hollywood within the next three weeks. It is now making "My Father's Child." He is accepted under the direction of Jean de Limur, former Paramount director.

German Talker Closes Sunday

"Dich Hab Ich Gelernt." (Because I Have Learned) the first German all-talker to be brought to this country, closes at the Mansfield Sunday.

Plans Coast Premiere

West Coast Bureau, THE FILM DAILY
Hollywood—"Happy Days," Fox Grandeur picture, will open at the Carthay Circle following the run of "Deirdre May Care."

New Record for Embassy

The Embassy, Newsreel theater here, broke its three previous records for attendance established during its 14 weeks of existence on Saturday, Feb. 6, according to Fox.

SEVENTY COLOR FEATURES ARE NOW SET FOR 1930

(Continued from Page 1)

der contract for color work on 26 Columbia shorts. In another week or so, Photicolor will place two more machines in business, but officials of the company state that this will take care of only a small part of the requests on hand.

Pathé has not yet announced features with its Pathcolor process, which has been used for some time on shorts. The three color productions already released by Pathé were made with Multicolor, and there is a likelihood that this process will be employed regularly by Pathé for its feature pictures.

Eastman is ready with its Sonochrome color system, but no announcement is forthcoming.

Financial

NEW YORK STOCK MARKET

High Low Close Sales

Am. Sect. 18.04 17.40 18.04 2001
Con. Flm. Ind. 21.21 21.15 21.21 1,000
Con. Flm. Ind. 19.40 19.25 19.40 1,000
East. Kodak 131.15 131.15 131.15 700
Fox Flm. 41.34 41.34 41.34 12,500
Gen. Thea. Eq. 35.00 35.00 35.00 150
Keith A.O. 65.00 65.00 65.00 100
Metro. A.O. 100.00
Loren's Inc. 65.00 65.00 65.00 3,000
Cin. Pharm. Inc. 215.00 215.00 215.00 10
N.G.M. Ind. 111.00 150
Para. Fl. 62.00 62.00 62.00 10
Republic Exch. 9.00 9.00 9.00 1,000
Black A. " 81.00 81.00 81.00 3,000
R.K.O. 305.00 294.00 294.00 40
"Warner Bros. 595.00 595.00 595.00 60
"Louis B. " 215.44 215.44 215.44 200

NEW YORK C CUB MARKET

"Bab. & Kate." 215.00
"Curtain Posts." 215.00
Fox Thea. " 711.00 711.00 13,000
"Inter. Prod." 215.00
Loew do ch. ofd. 215.00 215.00 215.00
Loew's Exch. 45.00 45.00 45.00
"Nat. Ser. Ser. 60.00 60.00 60.00
"Nat. Ser. 9.00 9.00 9.00
"Univ. Pic. 63.00 63.00 63.00

NEW YORK BOND MARKET

Keith A.O. 64.40 64.40 64.40 30
Loew 6s 41/4s 107 107 107
" 65 107 107 107
Loew 6s 41/2s 94 94 94 100
" 6s 41/4s 107 107 107 100
2m. 6s 47/4s 99 99 99 99 90
Pac. By. 5% 51.1004 100 100 100
Pathe 5% 27 27 27 60

*LAST PRICE QUOTED

The Industry's Date Book

Feb. 13 Opening of "The Green Goddess" at Winter Garden, N. Y.
Feb. 14 Premiere of "Puttin' on the Ritz" at the Earl Carroll, N. Y.
Feb. 16 Pa. state fire laws involving theater regulations becomes effective.
Feb. 17 "Troopers Three" opens at Gaiety, N. Y.
Feb. 19 Opening "Of the Vagabond King" at the Criterion, N. Y.
American Benefit Show of Catholic M. P. Guild at Los Angeles.
Feb. 23 Trade practice conference for manufacturers of machine and roll ticket washings at Washington, D. C.
Mar. 1 First Day of Lent.
Mar. 20 Annual election of Maryland M.P. F.T.O. officers at Baltimore.
April 1 Premiere of "Journey's End" at a New York house, not yet decided upon.
Apr. 6-7 Spring convention of Tri-State M. P.T.O. at Memphis.
June 2-7 International Cinema Congress at Brussels.

Sheehan Returns

Winfield R. Sheehan returned to his desk at Fox yesterday following a brief vacation in the South.

Wanted Theaters

For Sale or Lease
Adolph Sofferman
1560 Broadway — New York
Established 1900
Tel. Bryant 3097

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3580

AMER. BOYD ENTERPRISES

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

AR BOYD ENTERPRISES

1700 SANSOM STREET

PHILADELPHIA, PA.
Now with **COLOR**
by the famous ———
Pathéchrome process

**PATHE** & **
Audio REVIEW**
edited by terry ramsaye
The 12th and The Great

The 1930 FILM

IS NOW BEING DISTRIBUTED TO ALL PAID SUBSCRIBERS TO
The Film Year Book is the industry's finest reference book. This year we feel that we have turned out not only the Biggest but the Greatest of all editions. We give it to our subscribers knowing full well that they will find many uses for this authoritative volume during the coming year. It is just part of FILM DAILY SERVICE.
LYNN RIGGS, New York playwright, now connected with the staff of Pathe's writing troupe, is the winner of a Guggenheim Drama Fellowship. . . . R. F. "Pete" Woodhull, vice president, is on route to Kansas City, Col. E. P. Hawkins is in Detroit and Irving Lesser is weaving his way into Detroit. All to indicate that the spring drive of General Talking Pictures is on.

His first vacation in three years, so indicates David Weisner, general manager for Warners in New Jersey, will be spent in Bermuda. Maybe the guy needs a break. . . . Russell E. Markert is due back at the Roxy from Hollywood about Feb. 17. Russell staged the dance numbers for Universal's "The King of Jazz." . . . Joe Cook is expected to grace Sunset Blvd. shortly.

Katherine Brush, who gave "Young Man of Manhattan" a chance to make a name in a novel way and also Paramount material for the screen version, will be the guest of Bamberger's Women's Hour from WOR this Friday. She will discuss the picture, which is extended by Louise Dresser and her head man, Jack Gardner, Fox casting director, are scheduled to hit N. Y. tomorrow. Yeh, coming in on the Century.

Aviators get a break tonight through the courtesy of Tiffany and Al Selig. Aviators' Night has been declared at the Gaiety for members of the Aviators' Post of the American Legion, which is sponsoring the Aviation Show at the Grand Central Palace. The body will witness Tiffany's "The Lost Zeppelin."

Jersey and Pensy will be the haunts for Winnie Lightner for the next few weeks when the Warner star will make a series of personal appearances beginning Feb. 14. Upon completion of her brightlight activities, Winnie will head for the Coast for her next Vitaphone jubilee. . . . Mr. and Mrs. John McCormack and daughter arrive in New York this morning. McCormack will remain until Feb. 22, then sail on the Majestic for Ireland.

Alma Rubens just got into town to join her husband, Ricardo Cortez, who is at present playing at RKO's Foxton's 8th St. in a playlet called "Wanted." Miss Rubens plans to return to the stage and otherwise resume her professional career.

"Hell Harbor," Henry King directorial effort which was premiered down Florida way not so long ago, is to have its initial Manhattan displaying in March, quotes Lou Lusty. Lou is happy over the notices the picture received in Florida.

FEBRUARY 11—MANY HAPPY RETURNS

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

- Anita Garvin
- Mike Mindlin
- Rex Lease
- Joseph Mankiewicz
- Joe Brown

AND THAT'S THAT

If the talkers are, as some critics have called them, just the "shad" and echo" of real actors, it strikes us that a lot of players in the flesh are pretty weak miniatures of their echoes and shadows.

The signing of Ginger Rogers by Paramount has caused the self-appointed Broadway talent-detectors to remark once more that it's a shame how clever young artists like Miss Rogers, Helen Kane, John MacDowell and others must spend years on the stage making a name for themselves before the pictures give them a tumble.

Well, the pictures, too, had to make a name for themselves before lots of folks would give them a tumble.

Although few theatre-goers seem to be aware of the fact, it doesn't require any more effort to cough into a handkerchief or a derby or up your sleeve than to let it fly down somebody else's neck.

Sigmund Romberg's press agent is responsible for the quip that the noted composer originates his tunes exclusively on a pipe organ. Romberg's quarters in New York, see the p. a., are equipped with an organ of 103 stops and 75 pipes for each voice.

Maybe this—and the neighbors—had something to do with Romberg hitting the trail for the wide open spaces of the West.

USELESS INFORMATION

Color photography is not going to cause any merry-making among the manufacturers of paints for landscape painters.

TEN YEARS AGO TO-DAY

North Dakota exhibitors combine to fight Sunday closings.

Famous after Jamaica, N. Y. house being built by Schwartz interests.

Eighteen story theater and building planned by Famous in St. Louis.

Minneapolis Exhibitors' Protective League increases membership.
Eugene Walter Signed by Pathe as Scenario Chief.

Eugene Walter, playwright, has been signed by E. B. Derr, executive vice president and studio chief, as a scenario editor and dialogue writer for Pathé. Walter is the author of "The Easiest Way," "Paid in Full," "The Trail of the Lonesome Pine" and other Broadway successes.

Two Get M-G-M Contracts

New contracts have been given to Frances Marion and Arthur Freed by M-G-M. Frances Marion is a noted scenario writer while Freed wrote the words of "The Pagan Love Song," "Singin' in The Rain" and others.

McCary Gets Assignment

Leo McCary has been assigned to direct "Road House," for Fox. Bradley King is writing the dialogue and McCary will adapt the original story by John Stone.

Abe Lyman for Paramount Film

Abe Lyman and his band have been engaged to support Nancy Carroll in "Dance Mad," one of the features in the "A Paramount on Parade." "Dance Mad," as well as "Dance Too," will be released around the end of February.

Loretta Young Gets F. N. Lead

Loretta Young has been assigned the feminine lead in "Heart of the North," an all Technicolor production for First National under the direction of Frank Lloyd.

Fox Signs Song Team

Grace Henry and her writing partner Morris Hamilton, have been assigned to write numbers for "The Fox Movietone Follies of 1930.""}

Two Leads for Baxter

Carol Lombard and Mona Maris will assume the leading female roles opposite Warner Baxter in his next Fox as yet untitled. Alfred Santell will direct.

Inez Courtney Gets Fox Lead

Inez Courtney has been signed by Fox for the leading role in "Solid Gold Article," which will be directed by Chandler Sprague.

Lilyan Tashman With McLaglen

Lilyan Tashman will appear with Victor McLaglen in his next Fox picture, "On the Level."tments to pay huge salaries to men whose only duty it is to steal space. We are not finding fault with the legitimate publicity man in this or any other business. He is a positive help to his publisher contacts.

Norton for "Sweet Kitty Bells"

Edgar Norton has been signed by Warners to appear in the Vitaphone version of David Belasco's stage play "Sweet Kitty Bells."
Timely Topics
A Digest of Current Opinion

Declares Thacher Decision
Assures Exhibs of Fair Play

Justice Thacher's final decree in the case of the government versus ten distributors, the Hays organization and thirty-two film boards of trade, declaring them in conspiracy in restraint of trade and operating in violation of the Clayton anti-trust act should set motion picture distributors at rest regarding the methods to be pursued in their business practices. No doubt there will be long-drawn out court actions to have the Thacher decree set aside or modified. That's what attorneys are for. But the solution to the problems now confronting the distributors in carrying on their business, seems to rest in completing deliberations started by the so-called 5-5-5 committee late in December, and which seems to have been left to the stove league champions for final decision. Allied appears willing and eager to bring about peace and understanding and distributors should lose no time in cooperating to bring this about.

"Greater Amusements"

Would Prevent Children
From Seeing Films Too Soon

Personally I have always urged parents not to build up in young children a taste for movies in the early days of childhood. At this period he lives in a theater of his own making. He is the actor, his playmates are fellow-actors. He is making stage settings with toys and play materials and has little need of observing professionally dramatizations in either the movie or the legitimate stage form. At what age there is a need for standards set by an adult artist is a problem in my mind. I can speak definitely for the child under seven or eight. Whether the eight-to-ten has some need for such performances I do not know.

Professor Patty S. Hill,
Teachers College, N. Y. City

ALONG THE RIALTO

with
Phil M. Daly, Jr.

LYNN RIGGS, New York playwright, now connected with the staff of Pathe's writing troupe, is the winner of a Guggenheim Drama Fellowship. R. E. "Pete" Woodhull, vice president, is en route to Kansas City, Col. E. P. Hawkins is in Detroit and Irving Lesser is weaving his way into Detroit. All to indicate that the spring drive of General Talking Pictures is on.

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IF the talkers are, as some critics have called them, just the "shadow and echo" of real actors, it strikes us that a lot of players in the flesh are pretty weak miniatures of their echoes and shadows.

The signing of Ginger Rogers by Paramount has caused the self-appointed Broadway talent-detectors to remark once more that it's a shame how clever young artists like Miss Rogers, Helen Kane, John MacDowell and others must spend years on the stage making a name for themselves before the pictures give them a tumble.

Well, the pictures, too, had to make a name for themselves before lots of folks would give them a tumble.

Although few theatricalgoers seem to be aware of the fact, it doesn't require any more effort to cough into a handkerchief or put up your sleeve than to let it fly down somebody else's neck.

Sigmund Romberg's press agent is responsible for the quip that the noted composer originates his tunes exclusively on a pipe organ. Romberg's quarters in New York, set the p. a., are equipped with an organ of 103 stops and 75 pipes for each voice.

Maybe this—and the neighbors—had something to do with Romberg hitting the trail for the wide open spaces of the West.

USELESS INFORMATION

Color photography is not going to cause any merrymaking among the manufacturers of paints for landscape painters.

TEN YEARS AGO TO-TODAY

IN THE FILM DAILY

North Dakota exhibitors combine to fight Sunday closings.

Famous after Jamaica, N. Y. house being built by Schwartz interests.

Eighteen story theater and building planned by Famous in St. Louis.

Minneapolis Exhibitors' Protective League increases membership.
Eugene Walter Signed by Pathé as Scenario Chief

Eugene Walter, playwright, has been signed by E. B. Derr, executive vice president and studio chief, as scenario editor and dialogue writer for Pathé. Walter is the author of "The Easiest Way," "Paid in Full," "The Trail of the Lonesome Pine," and other Broadway successes.

Two Get M-G-M Contracts

New contracts have been given Frances Marion and Arthur Freed by M-G-M. Frances Marion is a noted scenario writer while Freed wrote the words of "The Pagan Love Song," "Singin' in the Rain," and others.

McCready Gets Assignment

Leo McCready has been assigned to direct "Road House," for Fox. Bradley King is writing the dialogue and adaptation of the original story by John Stone.

Abe Lyman for Paramount Film

Abe Lyman and his band have been signed to support Nancy Carroll in "Dance Mad," one of the feature acts now being added to "Paramount on Parade."

Loretta Young Gets F. N. Lead

Loretta Young has been assigned the feminine lead in "Heart of the North," an all Technicolor production for First National under the direction of Frank Lloyd.

Fox Signs Song Team

Grace Henry and her writing partner, Morris Hamilton, have been signed to write number for "The Fox Movietone Follies of 1930."

Two Leads for Baxter

Carol Lombard and Mona Maris will assume the leading female roles opposite Warner Baxter in his next for Fox as yet untitled. Alfred Santell will direct.

Inez Courtney Gets Fox Lead

Inez Courtney has been signed by Fox for the leading role in "Solid Gold Article," which will be directed by Chandler Sprague.

Lilyan Tashman With McLaglen

Lilyan Tashman will appear with Victor McLaglen in his next Fox picture, "On the Level."

United States

Duluth, Minn.—Following closely the purchase of all theaters in Superior, Duluth and range towns, Publix has purchased the Lyceum building here from the Clinton-Myers Co. Headquarters of Publix in the Arrowhead district have been moved to the Garrick building here. Al Anderson is district manager.

Antioch, Ill.—William Bruce, who recently resigned from Com-并不会问题，他什么都忘了… 'Road House' has been opened at 'The Tashman' and of the Humboldt, will install sound provided the measure goes through.

Lynn, Mass.—After 14 years of service under various policies, the Mark Strand will be remodeled and renamed the Warner. John J. Scanlon will remain as house manager, with Jerry A. Parker as his assistant.

Humboldt, Ia.—Business men here are leading a move for Sunday shows having circulated petitions for a special election to decide the question of B. B. Franke, manager of the Humboldt, will install sound provided the measure goes through.

Lyons, Wis.—Principal stockholders in the new Eastwood, which recently opened here, comprise East Side business and professional men.

Minneapolis, Minn.—Manager J. M. Heffner has spent approximately $6,000 for improving the Palace.

Athol, Mass.—Goldstein Bros. have opened their new Capitol here. The house seats 1,225, all on one floor, and is equipped for talkers.

Chicago—The Diversey, 2814 N. Clark St., has been acquired by Publix. The house, formerly owned by Ascher Bros., seats 3,500.

Augusta, Me.—Augusta Theater Co. will start remodeling the Oner House about March 1, the Johnson Opera House at Gardiner will also be remodelled soon.

Sheridan, Mich.—Fire recently destroyed the interior of the Guild causing damage of $10,000.

Modesto, Cal.—National Theater Syndicate will wire the Strand for talking pictures and reopen the house about Feb. 15.

Norton, Kan.—Miller and Mason interests has purchased the Cozy from Mr. and Mrs. M. F. Browne.

New York

Albany—Al Herman, formerly managing Universal's exchange in Buffalo until Dave Miller of N. Y. was transferred to that post, is now managing the company's branch here. James Garrison, former local manager, has been given a similar position at the Milwaukee exchange.

Clifton Springs—After remodeling and installing sound, Edward G. Williamson, owner and manager, has opened the Palace. Seating capacity is 350.

Syracuse—William J. Hubbert is now managing the Keith's here having replaced John J. Burns.

Construction work has begun on the new A. H. Schwartz theatre at Greenpoint Ave. and Packard St., Queens County, L. I. C. The house will have a seating capacity of 2,500.

Greenwich—Brandywine Amusement Corp. has leased the Star from D. S. Regan. The house will be wired for sound and reopened soon.

Rochester—Edward C. May has been made manager of the Riviera, a Schine house. May has been a featured organist in several Schine houses.

Jack Bellman, N. Y. manager for Columbia, yesterday returned to his office after being home a week with the grippe.

Louis Simon is managing the Stone, Brooklyn, a Fox Metropolitan house.

Irving Sher is taking charge of the De Kally in Brooklyn.

Foreign

Glasgow—Approval of the Music Copyright Bill has been made by the Glasgow Corp. The company was asked to consider it with a view to taking such action as might be considered expedient to having the bill passed as a law.

London—The German version of "The Road to Dishonor," B. I. P. picture, has been completed at Elstree. The English version was made some time ago.

Berlin—"One Woman Will Never Forget You," is now being synchronized at a local studio under direction of Leo Mittler.

Sydney—Frank Graham has rejoined Hoyts and will supervise the company's northern suburban circuit here.
DIRECTORS PROPOSE NEW NAME FOR PARAMOUNT

(Continued from Page 1)

of the above recommendations will be sought at the annual meeting which will be held April 15.

A quarterly dividend of $1.00 a share was declared payable Mar. 29 to stockholders of record Mar. 7. Inasmuch as 75 cents per quarter had previously been the usual dividend, this increase is the first that has been made from $3.00 to $4.00 a share.

In commenting upon this action, Adolph Zukor pointed out that there are now issued and outstanding approximately 2,700,000 shares of stock, with 250,000 additional reserved for employees, as heretofore approved by the stockholders, and that in view of the fact that the total capitalization is only 3,000,000 shares, there are over $3,000,000 shares now available for possible expansion.

C. H. Ferrell Funeral Services Held Yesterday

Funeral services were held yesterday morning for Cullen H. Ferrell, veteran publicity man, who died of pneumonia Friday night at the Medical Center. Following the services at Cook's funeral parlors, New York City, the body was shipped to Eustis, Fla., for burial.

Ferrell, who was with Universal's exploitation department, had been identified with the film business for years, having started with George Kleine. Before joining Universal he was with Pathé. He was in his forties. Ferrell is survived by his wife, Mrs. Ruby Ferrell and his parents at Eustis.

Funeral Services for Fuller Mellish, Jr. Today

Funeral services will be held today at the Fox Funeral Home, Queen's Blvd, Forest Hills at 2 o'clock for Harold I. Fuller Mellish, Jr., son of Paul Mellish, Shakespearean actor. He died on Saturday, in his 35th year, of a cerebral hemorrhage.

Testimonial Playdate Drive
Pittsburgh — The local Paramount exchange has designated Feb. 24 to March 1 as Goldstein Week. The playdate drive is regarded as a testimonial to the manager.

Suggests Riviera Studio For Foreign Versions
West Coast Bureau, THE FILM DAILY

Hollywood — That American producers should establish a centrally located studio on the Riviera for the production, has been proposed by Carl E. Milliken, president of Europian stage favorites, who are established drawing cards, filling the principal parts in the foreign versions. Bohem believes arrangements could be made whereby the pictures made in the Riviera studio would meet quota requirements.

European pictures-goers are more critical than American fans, according to Bohem, and will not accept "dubbed" pictures.

Milliken Lauds Comerford at Silver Jubilee Meet

Scranton, Pa.—Appearing as the principal speaker at the Scranton Rotary Club celebration of the Silver Jubilee of the Comerford Theaters, Carl E. Milliken, of the Hays office, paid high tribute to M. F. Comerford for his 25 years of service in the industry. Milliken said, in part:

"Mr. Comerford has seen motion pictures develop from disconnected scenes into dramatic presentations enacted by the world's greatest actors. And the end is not yet. It is not even in sight. Our stock is now and I say to you that already talking pictures have ceased to be an experiment and have become the swifted and most complete success of any business enterprise that the history of the world. Tomorrow there will be something else — the wide screen, the color, the dimension, color. The time is now.

"The other place is the theatre. The theatre is the place for you to take your children to see the world. The theatre is the place where you can take your children and let them see the world as it is.

"Your children will be taken to super-theaters to be taught their geography lessons on screens 100 feet wide."

Cartoon Series Jump Columbia Shorts to 134
(Continued from Page 1)

(Continued from Page 1)

of 26 Columbia Victor Gents. 2 Talkies, 19 Krazy Kat Cartoons. 130 Silly Symphony. 13 Krazy Kat Cartoons. 26 Photocolor subjects. The new series of cartoons will be released at the rate of one a week.

N. E. Film Trade Board Elects Officers for 1930

Boston — Officers for the ensuing year have been elected by the New England Film Trade Board, as follows:

Joseph Roth, of Consolidated Films, president; Thomas Stoy, of Proctor National, first vice-president; William Erb, of Paramount, second vice-president; C. M. McGeerle, of RKO secretary.

Maurice Chevalier Signs New Paramount Contract
(Continued from Page 1)

at least four new pictures in the next two years, according to Jesse L. Lasky. Chevalier's next picture for the company will be "Too Much Luck," to be produced at the Long Island studio.

G. D. Swaebe to Represent Talking Epics in N. E.

Boston — G. D. Swaebe, once with Pathe and Columbia, has been named New England representative for Talking Picture Epics, Inc. He will have offices at 12 Parnord St.

Fined for Sunday Showing

Grand Forks, N. D. — Because he gave a special performance of "Rita" on Sunday, Bennie Berger, operator of the theater here was fined $25. The show began at 11:30.

Lincoln Shorts

Two timely one-reel shorts on Abraham Lincoln are drawing special applause in Broadway houses this week. One, produced by James A. Fitz-Patrick and showing at the Strand, is a novelty consisting of several scenes, modeled in clay, depicting highlights from the life of the great emancipator. The other, a Pathé product being presented at the Globe, has George Billings, noted portrait of Lincoln, delivering the memorable Gettysburg address.

MORRIS MONTH MADE AN INTERNATIONAL TRIBUTE
(Continued from Page 1)

country, but with the beginning of the fifth annual celebration, in addition to foreign offices, the Vitaphone Corp. also will participate in the drive. Norman H. Moray, warner manager at Chicago, has been appointed national chairman for the United States and Canada while H. A. Budy, manager of Foreign distribution, is chairman of the foreign committee. In 1929 during the Saul E. Morris month the company registered a total of $2,000 playdates, it is stated.

Barrimore at Popular Price
Popular price showing of John Barrymore in "General Crack," will take place at the Warner Beacon starting Feb. 21.

New Manager for Publix House

Eveleth, Minn.—Arthur J. Molstad, formerly assistant manager of the State, Eau Claire, Wis., has been made manager of the Regent house by Publix. He succeeds Mike Wainstock.

Whitemore (la.) House Closed

Whitemore, Is.—The Princess has been closed by Rice & Bandy.
FOX RECEIVERSHIP DECISION DUE TOMORROW

Kent Sees Penalty for Exheds Who Violate Contracts

Motion Pictures
— as business getters
By JACK ALICOATE

OUR CANADIAN brothers from across the border are becoming slightly disturbed with the international business situation and its relation to the cinema. So much so that a report has just been issued by Ontario authorities urging the production of Canadian films “to counteract the influence of American movies.” The trade influence of American-made motion pictures has long been a matter of vital interest abroad. It is estimated by the United States Department of Commerce that for every foot of American film shown in foreign countries a dollar’s worth of American goods is sold. In other words films follow the flag and commerce follows the films.

Chiseling Space

NO PUBLICATION worthy of the name could build the least bit of reader confidence, interest, prestige or good will without a definite and stringent set of rules in its editorial rooms for the handling of the free space gaffner and his bogus goods masked as legitimate publicity but in reality chiseled advertising that should be paid for at advertising rates. It would be no less logical for a publication to hire a crew of rack- eaters to go out and steal a car load of paper and a shipment of printers’ ink as for some so-called big concerns to pay high salaries to men whose only duty is to steal space. We are not finding fault with the legitimate publicity man in this or any other business. He is a positive help to his publisher contacts. He who gets our goat is the so-called big expert, in reality a chiseled who figures he can cut the advertising budget in half by stealing an equal amount of space under the guise of publicity.

5-5-5 Conference Chairman Will Study Decree of Judge Thacher

“Playing fast and loose with contracts brings its own penalty if exhibitors consider this an advantage they are welcome to it,” declared Sidney R. Kent yesterday in touching on the effects of the Judge Thacher decree finding closed shop arbitration illegal. Kent, who returned from Europe a few days ago, (Continued on Page 2)

REPORT RADIO CORP. SEEKS CONTROL OF EMELKA CO.

Berlin—Radio Corp. of America is seeking control of the Emelka Co. here by the purchase of 61 per cent of the shares of the company now controlled by the German Government, it is reported here. This (Continued on Page 2)

Probe of Sound Equipment Prices Asked in Germany

Berlin—Motion picture owners in Saxony are demanding a government investigation of the high cost of sound equipment in Germany. They assert that the sound equipment field in the country is under a monopoly which has set prices outside the reach (Continued on Page 2)

New RCA Sales Plan is Aimed at Small Houses

Concentrating its campaign on small theaters, RCA Photophone will confine its activities to marketing of three types of reproducing equipment, stated Charles J. Ross, executive vice-president, yesterday. Contracts covering the new plan will be ready Feb. 15. Under the new arrangement the price heretofore established for equipment (Continued on Page 11)

New Jersey Unit Plans Suit Against Protection

Newark — Institution of a suit against the protection system is planned by the M. P. T. O. of New Jersey, said President Joseph M. Steiner in a statement issued yesterday, following a meeting of the or (Continued on Page 12)

New Path Production System to Divide Year in Three Parts

Film Board Executive Receives Spanish Award

Washington Bureau of THE FILM DAILY Washington—Through Don Alejandro Padilla, Spanish Ambassador, the Golden Cross of Lazo de la Real Orden de Isabel La Catolica, yesterday was conferred by the King of Spain upon Mrs. Irene C. Crison, secretary of the Washington office of (Continued on Page 2)

No ‘Boston’ Wanted

Chicago—The Chicago Board of Moving Picture Censors has no intention of “making another Boston of Chicago.” So states the leading member of this city’s censorship body.

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New Refinancing Plan Or Receivership Must be Adopted

Expected settlement of the Fox receivership suit in U. S. District Court yesterday ran into a snag when Morton Bogue, attorney for the Halley, Stuart & Co. and Electrical Research Products interests, objected to the new refinancing plan backed by Bancamerica-Blair & Co., Lehman & Co., and Dillon, Read & Co. Later some heated argument, Judge Frank J. Coleman adjourned the case until tomorrow afternoon, at the same time stating that the next hearing it will have to be “either this plan or a receivership.”

Samuel Untermyer, attorney for (Continued on Page 12)

THEATER MANAGERS AND UNIONS IN L. A. BATTLE

West Coast Bureau, THE FILM DAILY Los Angeles—Local theater managers are preparing for a battle with the unions of projectionists, musicians and stagehands in connection with the new contract to be drawn in the near future. Managers will begin taking a new account of the theater trends, of experience gained during the expiring three-year union contract, and will try to formulate a basis for a new contract under which they will be bound in the future.

O’Brien Elected Member of N. Y. State Regents

Albany—John Lord O’Brien of Buffalo, assistant U. S. Attorney-General, who has been identified with the Federal Government’s prosecu (Continued on Page 12)

Report George Cohan Quitting United Artists

George M. Cohan, who recently joined United Artists, is understood to have terminated all arrangements he has made with the company. He (Continued on Page 12)
KENT SEES PENALTY FOR CONTRACT VIOLATORS

(Continued from Page 1)

is chairman of the 5-5-5 distributor-conference which is scheduled to reconvene soon.

Kent said: "I have not had time as yet to thoroughly study the Thacher decree and am waiting for certain members of our legal department to return to the city. We probably have nothing to say about this until next week. There is a certain amount of contract trouble as a result of the decree which is already evident.

"Nothing has been done in the way of getting together yet. We have nothing to say until I have talked with a few people on both sides. No two people have the same opinion as to whether we can proceed from here.

"As far as Paramount is concerned, we are going to have our own form of contract. In some cases we will arbitrate and other cases we will do the best we can. Our policy at the present time is an individual one.

Probe of Sound Equipment Prices Asked in Germany

(Continued from Page 1)

of many exhibitors, adding that present prices will hamper the development of sound pictures in Germany.

Film Board Executive Receives Spanish Award

(Continued from Page 1)

the Hays organization. The award was bestowed in recognition of her interest and activities in attending to requests of the Embassy here regarding films which were misleading about Spain.

Storin to Manage Victory Harry Storin, manager of the Le Roy, Pawtucket, R. I., for the past seven years, has been appointed managing director of the Victory, Providence, R. I., by Joseph Prohm, R-K-O general manager. He takes his new duties Saturday.

Changes to Friday Openings Montreal—New shows at the Capitol will in the future start on Friday.

REPORT RADIO CORP. SEeks CONTROL OF EMELKA CO.

(Continued from Page 1)

deal in local circles is reported as being looked upon favorably and it is thought that Swing would buy about 45 theaters to RCA. The German Government, it is believed, will order its interests in Emelka last Oct, to prevent the company from falling into the hands of Dr. Alfred Hubenberg, who dominates Ufa.

Efforts to obtain official comment from RCA equipment company yesterday proved unsuccessful.

Jerome Kern to Compose for Warner Productions

Jerome Kern, who has written music for such musical shows as "Sally," "Good Morning, Dearie," "Sunny," and "Showboat," and others, has been signed by Warners as a Vitaphone composer. Kern will shortly leave for Hollywood.

Chevalier Improved

West Coast Bureau, THE FILM DAILY

Los Angeles—Maurice Chevalier, who was ordered home last Sat, is reported to be improving considerably, according to his physician.

Metzger En Route to Coast

Lou B. Metzger, general manager of Universal, is en route to the Coast for a production conference with company executives. Accompanying Metzger are Verne Porter, eastern scenario head and N. L. Manheim, export manager.

Charles Wilcox to N. Y.

London (By Cable)—Charles Wilcox is aboard the Majestic, which is scheduled to arrive in New York Feb. 18.
America Goes Metro-Goldwyn-Mayer!

Film Daily's Annual Poll of 400 Leading Film Critics Gives Metro-Goldwyn-Mayer

Four Out of 10 Best Pictures in 1929—

The Ten Best

"Disraeli"
"Broadway Melody"
"Madame X"
"Rio Rita"
"Gold Diggers of Broadway"

"Bulldog Drummond"
"In Old Arizona"
"Cock-Eyed World"
"The Last of Mrs. Chuey"
"Hallelujah"

400 Leading Newspapers with 27,000,000 combined circulation are giving front page space to Metro-Goldwyn-Mayer's 4 out of 10 triumph!

AND HERE ARE 2 HITS CERTAIN TO BE PICKED AMONG THE 10 BEST OF 1930

The G-R-O-Goldwyn-Mayer

Electrifying the Amusement World!
HUGH O'NEILL has acted the roving reporter so often that he's beginning to feel like a regular newspaper man. His latest Vita, entitled "Find the Woman" has a background so Hugh right is in the character. Arthur Freed, the director, some years ago, directed the picture at the Warner Flatbush studios.

Recent additions to Paramount's stock list are William Sautler, head of the art dept., and Pat Donahue, script girl, both of whom are suffering from nervous breakdown.

Lester Nelson, assistant director at the Paramount Long Island studios, was formerly an actor, having appeared in a number of stage productions as "Broadway", "The Royal Family" and "Spread Eagle".

Richard Bolton, son of Guy Bolton, playwright, has been added to the staff at the Eastern Vitaphone studio, in New York, by Wally Belo, who was formerly employed in Wall St., will now have a chance to find out what makes the wheels go round in a picture studio.

French gallantry held sway on the "Young Man of Manhattan" set a few days ago when Rene (Toto) Guetta, French screen writer, visited his in-laws, Misses Buckner & Berger. Young Belo, who was formerly employed in Wall St., will now have a chance to find out what makes the wheels go round in a picture studio.

The success of El Brendel, Joe Cawthorne and other dialect comedians in tellies has led Louis Brock to engage a team of Italian comedians, Martini and Basil, which he will feature in a series of comedies to be directed by Mark Sandrich.

Ochs Leaves Sono Art Cleveland — Herbert Ochs, head of Sono Art, has resigned as manager of the local Sono Art World Wide exchange to manage the Falls, Chagrin Falls, which he and J. B. Camney bought recently from John Shleifer. Ochs and Cagney also own a house in Massillon.

RCA for Detroit House Detroit—Louis A. Chapaton has signed for RCA for Photophone for his theater.

The Film Daily

Wednesday, February 12, 1930

Film Boards of Trade Report Additional Theater Changes

NEVADA
Changes in Ownership Wells—New, sold to George C. Gohe by Mrs. M. Day.

NEW MEXICO
Changes in Ownership Grants—Grants, sold to Paul H. Haralson by Charles E. Myers; Bryson—Frymon, sold to F. H. Haining by A. M. Frye; Swain, sold to J. R. Randolph, Jr., by J. J. Wilson.

NEW YORK
Changes in Ownership Atwater—Masonic Hall, sold to Daniel Rich mond by Charles Van Valkenburg; Amenia Opera House, sold to V. W. Adams by J. Koopman; Buffalo—Capitol Maxixe, sold to Foreign Photoworks; Ovid—Franklin Hall & Hanney; Unity, sold to Mr. and Mrs. George W. Knowles, Jr.; Falls Falls—Park, sold to A. M. Burdett by William E. West; Margaretville—Galli Curci, sold to C. A. Sanford by Union Theater; Newburgh—State, sold to T. J. McCall; Niagara Falls—Belvance, sold to Public Theaters Shra's Operating Corp., by Belvedere Theater Corp. Ovid—Franklin Hall, sold to Kinsey Bros., by D. R. How; New York—Ziegfeld, sold to Schlegner by S. Tobian; Poughkeepsie—Olive Horton, sold to Joseph H. Braving; Poughkeepsie—Strand, sold to Henri; Rensselaer—Columbia, sold to W. E. Featherly by Minor & Messinger; Rochester—Moore, sold to George Kircher by Stage & Lottz; Rochester—Criterion, sold to Edgar Woods by H. H. Rason; Watervile—Grand, sold to John Kraut & Sons by Proietti & Forcaicchi; Youkers—Orchum, sold to H. Sterling.
New Theaters Caresnova—Town Hall; Clayville—Fireman's Hall; Doebbe Ferry—Washington; Schenectady—Lincoln; Sherman—Opera House.
Re-Openings Newburgh—State; Poughkeepsie—Rialto.

OHIO
Changes in Ownership Akron—Wheaton, sold to Frank Vahl by C. O'Reilly; Canton—Vick, sold to Lidoos Operating Corp. by M. S. Melrose; Meadville—sold to Mr. Reis; Park Lane, sold to R.K.O by 10 Court St. Corps.
New Theaters Akron—Victor, sold to H. H. Gliettly by H. Fischer; Bradford—Strand, sold to G. A. Freiman by J. W. Houston; Canton—Mozart, sold to The Abrams Company by A. H. Abrams; Chilcotin—Sherman, sold to Schine Ent., Inc. by C. A. Smith; Cin cinatti—Ozone, sold to W. W. Sears by G. Bresler; Columbus—Hudson, sold to W. C. Cheesbrough by L. Borus; Dayton—Villa, sold to H. H. Ritter by Mrs. P. Sembruch; Dover—Baker, sold to Canton Theater Corp. by E. R. Beck; Middleburg—sold to Joe Lorenzo by L. Stock ton; Massillon—Wilbur, sold to G. R. Millman by Geo. W. Griffin; New Middletown—New, sold by E. N. Koehler by E. N. Koehler; North Canton—Major, sold by Geo. W. Griffin by Geo. W. Griffin; Ravenna—New, sold to Joe Lorenzo by L. Stock ton; Streetsboro—sold to Joe Lorenzo by L. Stockton; Warren—New, sold to Joe Lorenzo by L. Stockton; West Yosthe—sold to Joe Lorenzo by L. Stockton; Youngstown—Stater, sold to John A. Pezzaniti by Pezzaniti.
Re-Openings
Bremen—Columbus; Columbia—Clarksville—Cleves; Jackson—Portsmouth; Lincoln—Williamsport—New Electric.

PHILADELPHIA
Changes in Ownership DeKalb, sold to DeKalb Amusement Corp. by S. & S; Ideal, Tuxedo, sold to Brocker & Co.; Utica, sold to Haring & Blumenthal.

PITTSBURGH

DAILY BUSINESS
"The Lost Zeppelin" Tiffany

Giacinto Ford

AMERICAN—The story is fraught with age, the time-worn tale being told this time against an Antarctic background which is phonograph "can't be beat San Francisco: The yarn has been woven into a picture ever since Lady Scott's barn first housed a clicking camera.

DAILY NEWS—

FAIR BALLOONER

Newspaper Opinions

EVENING JOURNAL—It's a fair proposition, and the story is still being devoted to blizzards, but the film concerns itself more with the love interest than it does with the main theme. The action is attractive and both Mr. Teare and Mr. Cordero are adequate in their speaking roles.

EVENING WORLD—

FAIR BALLOONER

told attention has been paid to a convincing story, with the result that the general effect is a trifle lower than it should have been. It is the supplying of a little extra like the line in which "The Lost Zeppelin" falls off. The plot is an old-fashioned one, and it is not any too well executed. "The Lost Zeppelin" with a better story would be a very good picture, but the lack of a convincing plot takes away that "very."
THE QUALITY ALL-COLOR MASTERPIECE
DENNIS KING is the greatest romantic male singing star of stage or screen.

Adolph Zukor and Jesse L. Lasky present

DENNIS KING

(by arrangement with Florenz Ziegfeld)

with

JEANETTE MACDONALD

Warner Oland, O. P. Heggie and cast of 1,000
JEANETTE MacDONALD scores an even more sensational hit than in "The Love Parade."

"The Song of the Vagabonds!"

Stirring Melodies!

Excitement!

"THE VAGABOND KING"

Gorgeous ALL-TECHNICOLOR Musical Romance

A Ludwig Berger Production

A PARAMOUNT PICTURE
"THE VAGABOND KING" IS THE HIGH SPOT OF THE YEAR!

YOU knew Paramount would make the greatest all-color production of all times! Here it is: "The Vagabond King." The world's finest romantic male singing star, Dennis King. Who leaped to undying fame in the stage presentations of "Rose Marie," "Vagabond King" and Ziegfeld's "The Three Musketeers." With Jeanette MacDonald, beautiful soprano star. And a great cast. In the greatest of all song romances. Flashing with action and adventure. Sparkling with song hits like the famous "Song of the Vagabonds," "Huguette Waltz," "Only a Rose," and others. 100% in gorgeous Technicolor.

From "If I Were King" by Justin Huntly McCarthy and "The Vagabond King" by Wm. H. Post, Brian Hooker and Rudolph Friml. Adaptation and added dialog by Herman J. Mankiewicz. B. P. Schulberg, General Manager, West Coast Productions.

PARAMOUNT ALL-COLOR NEW SHOW WORLD HIT!
**United States**

Omaha—Al Danke has rejoined the local Tiffany branch as sales representative.

Montevideo, Minn.—V. S. MacCarthy, manager of the Eagle, has installed Western Electric equipment, at the house, with "On With the Show" inaugurating the sound policy.

Algoona, Ia.—In order to accommodate patrons waiting for shows at the Call, the management has purchased the store next to the house and remodeled it into a waiting room.

Boone, Ia.—With the screening of "Rio Rita," a sound policy has been introduced at the Princess house. John Anderson is manager of the house.

Vilissa, Ia.—After being without a playhouse for several months, the new $25,000 theater with a capacity of 600 has opened here.

**Oklahoma City** — The Orpheum has altered its policy from once a week change to twice a week.

**Newcastle, Pa.**—The Nixon has been reopened with Kranzfeld and Zansky in charge. John Newman formerly operated the house.

Minneapolis—The Palace has re-opened after installation of sound and instead of running straight burlesque shows as herebefore, four sound shows will be included in the programs.

Smithfield, O.—With the taking over of the Strand by Harry Sharp, the new owner has changed the name to Iouis.

Redfield, S. D.—C. F. Hansen and R. F. Blum, proprietors of the Joped, have let contracts for the remodeling of their house. New seats and equipment will be installed.

**Armour, S. D.**—A new sound screen and new arc projection light have been installed at the Lorain.

**Pierre, S. D.**—The Bijou will have 240 seats added to its seating capacity next summer. The house recently installed sound.

Pittsburgh—R.K.O.'s Sheridan Sq. has installed a new large sound screen. The first picture to be screened on it was "Seven Keys to Baldpate."

**Wheaton, Ill.**—Publix has leased the Grand and will open the house after installing sound equipment.

**Albion, Mich.**—George Bohn has given his name to his new theater here, which has opened for business. With the opening of the new house he has closed the Censor.

**Detroit** — Floyd Wadlow has returned to the management of the Virginia Park. He turned over his interest in the theater to Joe Fortel two years ago.

**Lenoir, N. C.**—Improvements are being made at the Universal by Charles A. Peeler, head of the Lenoir Amusement Co. He also plans to equip the Imperial with sound.

**Sheridan, Mich.**—Plans are being formulated by Lloyd Gould to re-build the Gould, recently destroyed by fire.

West Point, Neb.—W. M. Miller has purchased the Rivola from A. M. Herman. He is a veteran theatrical man having operated theaters in Omaha.

**Indianapolis, Ind.**—John R. Peters is now manager of the Ritz, succeeding Earl Cunningham who is managing the Fountain Square.

**New York**

**Syracuse**—Jack Sardino has succeeded Robert Case as manager of the Brighton.

**Ithaca**—Fox Metropolitan has taken over the Temple. Robert Pearce is manager.

**Windsor, Bronx**, is being wired for Western Electric apparatus, and upon completion will be leased by Consolidated to an independent exhibitor.

**The Columbus**, 8th Ave. and 58th St., now is operating from eight a.m. to midnight. Consolidated Amusements are trying out its new policy with view to making this house a 24-hour grind.

**New Gum Remover**

Athens, Ga.—A dog fond of gum is the object of negotiation between a local theater man and its owner. The habits of gum-chewing individuals being what they are, the exhibitor feels the animal would be a good thing to have around his theater. It would save the cleaning staff a lot of time.

**Gets Sound and New Name**

Clark, S. D.—With his acquisition of the Idle Hour here L. H. Altifisch has installed sound apparatus and renamed the theater the Clark.

**Gets Western Electric**

Gilmore City, Ia.—Fred Sandham has equipped the Metropolitan with Western Electric device.

**Bestone for Kansas City**

Kansas City, Mo.—The Penn is being wired with Bestone.

**Bank Gets Sioux City House**

Sioux City, Ia.—The Strand has passed into the hands of the Sioux City National Bank.

**W. E. in New England, N. D.**

New England, N. D.—Arvid Wil- lund has installed Western Electric equipment at the State.

**Fox-Rialto Renovated**

Bute, Mont.—The Fox-Rialto has been completely renovated and reopened.

**Kellihier Installs W. E.**

Elkhorn, Wis.—Dan Kellihier has equipped the Sprague with Western Electric. It is the only house between Milwaukee and Janesville that has sound equipment.

**Sound at Manchester House**

Manchester, Ia.—Sound equipment has been installed at the Plaza, Manager W. A. Dutton states.

**Answers all Questions**

More than 1100 pages of valuable information

**FREE...**

to subscribers to THE FILM DAILY
ALONG THE RIALTO

with
Phil M. Daly, Jr.

MAJOR EDWARD BOWES, managing director of the Capitol, was in charge of the entertainment of the 13th annual Charity Ball of N. Y. Chapter Knights of Columbus which was held last night in the Seventh Regiment Armory. Karl Fritzsche of Berlin is scheduled to arrive in N. Y. Feb. 18. During his stay he will be located at the Ambassador.

Owing to the increasing demand for children's movies on Saturday mornings, the Little Picture House, N. Y. is planning a series of three screenings of films which have been carefully selected by a committee on pictures suitable and entertaining for children up to twelve years of age. The first program takes place Friday with "Lincoln," "Marionnettes," "A Silly Symphony," "An Our Gang Comedy," "A Prodigal Pup" and a Mickey Mouse subject.

Mike Simmons of Stan-a-phone, will be in charge of talking picture lecturers and experiments on physics, nature study and biology, which will be demonstrated at the convention of Superintendents of the National Education Ass'n in Atlantic City Feb. 22. "Lummox" surpassed by 25 per cent in its world premiere week at the United Artists in Detroit the excellent business at that house of "Sorrell and Son," see Warren Nolan.

J. J. (Jeff) McCarthy, accredited with story and final title for Fox's John McCormack's latest, "Song O' My Heart," will personally arrange the picture's premiere in N. Y. Jeff is scheduled to arrive here sometime late this week.

Krazy Kat and the staff of artists, musicians and sound effect men, who are responsible for the antics of the feline release by Columbia, are en route to the Winkler Corp. studio on the Coast.

John W. Epperson, eyewitness to the assassination of Abraham Lincoln at Ford's Theater in Washington on April 14, 1865, tells of the tragedy on Fox Movietone in the current issue now at the Embassy, N. Y.

Julian Sand, English actress is en route to Hollywood where she will play the female lead opposite Will Rogers in "So This Is London," for Fox.

Agnes Egan Cobb has resigned from Zit's Weekly to do a weekly column for the Morning Telegraph on styles, the races and the screen.

AND THAT'S THAT

By PHIL M. DALY

A pair of oldtimers, Jim and Joe, met for the first time in a dozen years.

JIM—Well, Joe, old scout, how are things going?

JOE—No good.

JIM—How come? Last time we met you were taking in a grand a week from a picture company for that child wonder of yours, What's happened to the little girl?

JOE—She grew up.

Vaudeville theaters are becoming so scarce out in the wide open spaces that when an actor runs across one of them he writes to his friends about it. And when a legitimate playhouse is discovered, it's worth a wire.

Irv Price, "Sun Dial" contrib, wallis:

Movie audiences can't keep mum:
If they aren't talking, they're chewing gum.
If they aren't chewing, they're coughing.
Shuffling, snoozing, shaking, mesmoing:
Oh, tell me where a man can go.
Who really wants to hear the show?
You've got us, Irv. But you might try hiding in the amplifier horn.

Florence Ziegfeld, according to one of his Boswell, sees about seven features at home in his private theater every Sunday.

Not counting the shorts, perhaps.

Being apprized of the fact that Lon Chaney is to make talkers in Spanish and French as well as English, Pierre de Rohan remarked, "Damn clever, these Chaneyes!"

TEN YEARS AGO TO-DAY

U. S. Navy plans film library containing 20,000 reels.

Carle E. Carlton gets offers for screen rights to "Irene."

Louis W. Chaudet, director, interested in Hawaii production project.

Maurice Maeterlinck en route to Goldwyn studio.

FEBRUARY 12--MANY HAPPY RETURNS

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

Tom Moore
Margarita Fischer
Gabriel L. Hess

Adelle Buffington
William Collier, Jr.

BEST WISHES:

THEIR FIRST JOBS

DUDLEY NICHOLS
training wild apes in
Nairobi, Africa

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THEM FIRST JOBS

DUDLEY NICHOLS
training wild apes in
Nairobi, Africa
NEW RCA SALES PLAN IS AIMED AT SMALL HOUSES

(Continued from Page 1)

rented for houses to 300 seats will be the same for theaters having a capacity up to 1,000. Exhibitors will have the right to cancel, at their option, the obligation to receive and pay for service after the first two years.

The Ross statement in part, says:

"Prior to this time, RCA Phonophone sound reproducing equipment for theaters above 300 seating capacity and up to 1,000 seats had been nearly double the cost of the model known as Type G, which was designed for theaters having the smaller seating capacity.

"The three types of equipment to be distributed are identical in accordance with the provisions of the company's policy of having been given three classifications—Type B for theaters above 2,000, Type C for theaters between 1,000 and 2,000 capacity, and Type D for theaters under 1,000 capacity. In the small scale theaters the exhibitor may choose between battery or current operated equipment.

"In the three classes of equipment henceforth to be distributed by RCA Phonophone, Inc., exclusive, of the new portables, there has been an attempt to see that we cover any type of theater and any seating capacity. Because of existing conditions, due to the fact that the majority of the first and second-run theaters in the country have been built with the intention to be occupied for permanent use, we must concentrate our activities upon the distribution of the Small Theater equipment. The current models of that type have been contracted for and are now being manufactured. The company will continue to sell its portable reproduce.'

Photophone Managers Are Guests at Luncheon

District managers and commercial representatives of RCA Photophone, Inc., who are in conference with executives at the home office, were guests at a luncheon at the New York Athletic Club yesterday. J. Ross, executive vice-president, told of the various activities of the RCA "family" as a whole.

Last evening the district managers and commercial representatives assembled at the installation and service department, 429 West 37th Street, where they were given first-hand information upon sound reproducing equipment by H. Braun, in charge of the school of instruction for projectionists which was organized a few weeks ago under the direction of Manager J. E. Francis.

During the meetings at the home office, talks are being given by Charles J. Ross, executive vice-president; A. E. Reoch, vice-president; Sydney A. Abels, general sales manager; J. W. Raftery, assistant sales manager; and E. C. Stimson, general manager of the installation and industrial division; L. B. Morris, general counsel; C. C. Chappelle, treasurer; H. L. Simoner, manager of the service department; R. Balsley, chief engineer and Gerald R. Rudolph, director of publicity and advertising.

Brawley House Wired

Brawley, Calif.—Western Electric equipment has been installed at the Brawley.

North Branch Installation

North Branch, Mich.—Bernard Leach will wire his local house for sound pictures.

Hollywood Happenings

Emil Frost Gets Foreign Post at "U" Coast Studio

Emil Frost has been appointed head of the foreign literature department at the Universal studios, he will adapt and translate material. Frost was formerly connected with Universal's scenario department.

Scott and Lackey Head Tiffany Outdoor Units

Lester F. Scott and William T. Lackey, former independent producers, will be in charge of Tiffany's outdoor productions.

Asher and Garson Signed to Produce for Universal

E. M. Asher and Harry Garson have been signed by Lari Lane, jr., as executives to produce pictures for Universal.

Dwan for Swanson's Next

Alan Dwan will direct Gloria Swanson in her next for United Artists. titled, "What a Woman!" Owen Moore and lan Keith are expected for supporting roles. The picture will be made at the Pathe studios in Culver City.

Robert Agnew for White Film

Robert Agnew has been signed by Jack White for a featured role in his next Educational-Lucedon comedy, "Hornet." Collins is co-featured with Agnew.

Lambert in Second Comedy


RKO Buys "Fall Guy" Rights

Film and dialogue rights to the "Fall Guy" stage play by James Gleason and George Abbott have been acquired by Radio Pictures. Production is scheduled to begin next month under the supervision of William Sistrom.

Val Paul at First National

Val Paul has been named assistant studio manager at First National, succeeding James Harrett, resigned.

Theodore Von Eltz Gets Role

Theodore Von Eltz has been signed by Samuel Goldwyn to play Alfre Santell production starring Warner Baxter for Fox. Others in the cast are Mona Maris, Wilfred Lucas, Carol Lombard, Arthur Stone and Walter P. Lewis.

A Little from "Lots"

BY RALPH WILKE

Hollywood

WILLIAM JANNEY and Russell Gleason will never forget the first time they met. Young Janney was playing in "Merton of the Movies" in New York. Russell's mother, Mrs. Lucille Webster Gleason, was a member of the cast, and Russell had come on from California to spend his school vacation with his mother. One day, Mrs. Gleason appeared in "Dear Mr. Rank," wearing old electric light globes on the floor of the stage to see which was the better shot.

Herbert Brenon, Lewis Stone, Lew Cody, Dell Henderson, George La Guere and Walter Perell are among the cast of the Rank-Tony which played in Minneapolis stock companies. Most of them played for Dick Ferris, who is now a resident of Los Angeles.

Sing Foo, a Chinese actor, recently had Mervyn LeRoy, the director, puzzled. Sing acted in Mervyn's picture, "Jailbreak," for a few days and one day was informed by Mervyn that he was through with the picture. The next day, the company was on location and Sing appeared in makeup. He explained that he used two names and had been called under his second name, Ah Yet.

Albert Deane, of Paramount's foreign production department, with headquarters in New York, is having a wonderful time on the Coast, due chiefly to his resemblance to Henry Salsbury, who passes on many Paramount contracts. Several stars have been confided with Henry.

Frank Fay has scored in pictures, with the result that he will be featured in "Playboy," which will be made by Warner Brothers. Fay has appeared in charge of the latestcommercial, "A Under a Texas Moon" and the "Song of the West." He recently finished work in "Bright Lights."

Emmet O'Conner for Daniels' Film

Robert Emmet O'Conner has been engaged by Radio for a role in Bebe Daniels' "Smooth as Satin," which George Archebaum will direct. Ben Lyon plays opposite the star.

Daily News Shorts

Chicago—A half-hour presentation of daily news occurring through the medium of the Universal Talking News reel is a regular feature every evening at the Fox theater, local Babalab & Katz house.

More Pecant Installations

Cleveland—Pace sound on film heads are now installed in the following houses in this section: Outlook, Cincinnati; Temple, Bryan; Yale, Cleveland; Pastine, Coshocton; Monevista, Cincinnati; Ambassador, Cleveland; Stratford, and Silver Family, Detroit; Royal, Grand Rapids. Maurice Lembser is in charge of Pace's local installations throughout this territory.

Snell With Tone-On-Graph

Cleveland—O. H. Snell has been appointed chief engineer in charge of Tone-On-Graph service in this territory. A service station office has been opened in the Film Bldg. Rube Traube is in charge.

Five More Get De Forest

Five more theaters have been added to the list of houses already equipped with De Forest sound equipment. Among the houses were: Radio, Burlington, Wis.; Argmore, Chicago; Uptown, Racine, Mich., and Mingo, Armory, Miss.

Now Managing Two

Fremont, Neb.—Ray B. Thomas has been named manager of both the Empress and Fremont. Heretofore he has only been managing the Empress.

Theater for K. of C. Hall

Oklahoma City—Knights of Columbus Hall has been purchased by James S. Glandish and associates and will be converted into a 2,000-seat vaudeville and picture theater. About $250,000 is expected to be spent on remodeling the structure.

Mrs. Bialorucki Operating Ohio

Toledo—Mrs. Bialorucki has taken over the Ohio from her son and is now operating it herself.

Remodeling for Sound

Honey Grove, Tex.—The Strand is being remodeled for sound.

"The Pride of the East Coast"

"The Home Town Papers," of 4,000 theaters, will be the most intensively read journals in the industry—Keeping every reader to the 12th successive publication with 100% coverage of a 35% territory.
Rosenberg Made District Manager for Sono Art

Ben F. Rosenberg becomes western district manager of Sono Art Company, with headquarters in Los Angeles, following his resignation as circuit sales manager for Columbia here. In his trip Coastward tomorrow, Rosenberg plans stops at the following cities: Miami, Atlanta, New Orleans and Dallas.

Salvin E. Bard, formerly with the company at Des Moines, has been named features sales manager in Indianapolis and Samuel B. Balm, sales manager at Omaha, states "Bud" Rogers, director of sales.

Social Club Organized by Columbia Employees

Home office employees of Columbia have organized a social club. At their second meeting, held recently, in addition to various committee appointments being assigned the following officers were elected: Jeanne Dressler, president; Mortimer Womser, vice-president; Richard Philpott, treasurer; Ruth Greenfield, secretary; Gertrude Podolsky, assistant secretary; Ettie Levoff, financial secretary, and Fred Deitz, sergeant-at-arms.

Report George Cohan Quitting United Artists

(Continued from Page 1) is now on his way East with "Gambling," his stage vehicle of the current season.

It was stated at the offices of United Artists yesterday that there was no official knowledge of the withdrawal from his recent agreement to work for the company.

HELLO SISTER

A Sono Art-World Wide Picture

On the Coffee Line

(Continued from Page 1)

Rosenberg gave a brief outline of the proposed plan of refinancing Fox Film and Fox Theaters. This calls for the issuance of $85,000,000 in new securities. One lot is to consist of $40,000,000 in 10-year 7 per cent debentures, $9,000,000 to have attached to them warrants to purchase 25 shares of Fox Film "A" stock at $20 a share for the first three years, at $18.50 for the next three years, and at $15 a share for the last four years.

The corporation will agree to set aside 20 per cent of its net earnings, after dividends, on each share of these debentures, and all sums paid into the corporation upon the exercise of warrants attached to these debentures are to be redeemable at $10 for the first three years, at $12 for the next three years, and at $15 for the last four years.

In addition to these debentures there is to be issued a sum of $20,000,000, redeemable, convertible into Class "A" common at $20 a share, the first four years, a share thereon, and redeemable at $100. The bankers are to underwrite the $65,000,000 debentures and $20,000,000 redeemable "A" common stock, their services being paid for by an additional sum of $20,000 shares of the same securities. The underwriting syndicate is to retain 10 per cent of the shares of the same securities. All of the securities are to be offered a large number of different underwriters, and the proceeds from sales of the securities in this manner the underwriting syndicate is not to participate in these sales.

Out of the approximately $60,000,000 net proceeds from the sale of the securities, Fox Film will lend to Fox Theaters an additional $15,000,000, in addition to the $18,000,000 that is now owed by Fox Theaters to Fox Film. In consideration of this Fox Film will issue a 20 year 7 per cent debenture, at 101, convertible into Fox Theaters' "A" common stock at $11 a share for the first year and at $13 a share thereafter.

Stockholders of Fox Theaters are to be enabled to purchase this issue of debentures from Fox Film at par at any time. One year, and warrants for one year, privilege will be issued to Fox Theaters stockholders.

At least 51 per cent of the Class "B" common stock of Fox Film, all of the "A" stock, and in the stock Fox Theaters is to be held in a voting trust for a period of at least ten years following its issue, and at the end of that period the voting trust is to terminate, but in any event the voting trust is to terminate within 10 years, a tax the most.

Untermeyer stated that, while a majority of the Fox directors had studiously avoided approval of the proposed plan, it had not yet been possible to obtain adoption at a formal meeting of the directors of the two corporations. This is to be done tomorrow in presenting the resumption of the hearing before J.C.C. Committee.

In opposing the new arrangement, Bogue declared that his clients were being "let out in the cold," that the clients to whom they had sold securities for Fox in the past were to be provided with no new guarantees. He stated that if the Halcyon, Stuart and ERPI interests submit a different arrangement for this new company, he they would sell for the present under their present agreement with Fox. Bogue also declared that Fox had broken the agreement. Untermeyer retorted that the other side who had broken the contract. He further declared that the new plan provides for full payment of the Halcyon, Stuart and ERPI obligations, and that the new capital to be brought into the Fox organization would not jeopardize, but strengthen, Fox securities put out by Halcyon, Stuart and Untermeyer in the past.

O'Brien Elected Member of N. Y. State Regents

(Continued from Page 1) the election of film industry cases, yesterday was elected one of the three members of the State Board of Regents. The other two new members are George H. Bond of Syracuse and Dr. Grant C. Madill of Ogdenburg. Their election will be confirmed at the next meeting of the State Senate and House today.

O'Brian, Elected Member of N. Y. State Regents

Photophone for Maine

(Continued from Page 1)

Photophone for Maine Buckport, Me.—The Alamont will open soon with RCA Photophone.

NEW JERSEY UNIT PLANS

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We build, buy, lease, operate or manage motion picture theatres in Pennsylvania.—New Jersey Delaware—Maryland—District of Columbia—Virginia and Western Virginia.

1700 Sansom Street

Racketeers Get Nearly Half of Theme Song Profits
FORM 10-CENT EASTERN FILM HOUSE CHAIN

Compulsory Arbitration Continuing in Canada

The Mirror
—a column of comment

SIDEWALK RACKETEERS, who disregard the music copyright laws by selling popular song sheets for a nickel are being exterminated by the Music Publishers' Protective Ass'n. The days of this racket are numbered.

With the protective organization training its big guns on the situation and aided by Assistant U. S. Attorney Nathan Burkan, this illegal practice is scheduled for a quick and happy ending—from the standpoint of the industry. Motion picture producers are fortune in having their music copyright interests under such nation-wide and alert protection as is afforded by John Gregg Paine and his association.

THROUGH THE medium of an observer operator, the Earl Carroll theater, one of Manhattan's busiest, is putting its brand of sound reproducing under close and constant scrutiny. This man, stationed in the audience, and via remote control doctors the sound. As a unit of audience he is in a far better position to gauge the volume than an operator yards away in a projection booth. Naturally a man who examines you personally can produce a more accurate diagnosis than one who works by correspondence. General adoption of sound doctors would no doubt bring about a lot of public improvements in sound.

N. Y. Suits vs. Music Pirates To Be Used as Legal Precedent

$2,500,000 is Estimated As RKO's Net for 1929

West Coast Bureau, THE FILM DAILY

Los Angeles—Latest estimate of the 1929 earnings of RKO places the net at $2,500,000 or about $1 a share on the 1,833,746 shares of common. Net profit for the first nine months was $1,637,900, of which $1,007,331 was earned in the third quarter. $800,000 net profits for January are figured.

From 25 to 50 per cent of the theme song profits that should rightfully go to picture companies through their music publishing subsidiaries are being stolen by the racketeers behind the street peddlers who are selling bootlegged sheets of popular songs at a nickel a sheet, according to John Gregg Paine, chairman of the Music Publishers' Protective Ass'n, which (Continued on Page 12)

EXCEPT WARNER TO SHOW $5,500,000 IN QUARTER

Net earnings of Warner Bros. for the first quarter of the current fiscal year are expected to be in the neighborhood of $5,500,000, or better than $2 a share on the common, it is estimated by "The Wall Street News." This would be the record quarter to date. In the corresponding three months of 1928 the net equalled $3,400,000.

Copyright Music Royalty Bill Up Again in Canada

Ottawa—With the opening of the Canadian Parliament, L. J. Ladner, Conservative member for Vancouver, B. C., is preparing to submit his copyright bill for the third time to provide for a royalty system in the use of copyrighted music in Canadian theaters and concert halls.

W. E. ISSUING NEW STOCK FOR EXPANSION PROGRAM

To provide $30,000,000 for expansion of manufacturing facilities now in progress, Western Electric directors have authorized the issuance of 750,000 shares of new no par common. Each share will be sold to stockholders of record Feb. 17 at the ratio of one share for each seven now held. Subscriptions for the stock will be due March 31.

When this new stock has been issued, Western Electric will have outstanding a total of 6,000,000 shares, according to Edgar S. Bloom, president of the company.

Seating Industry Trade Adopts Conference Rules

Washington Bureau of THE FILM DAILY

Washington, D. C.—Acceptance of rules adopted by the public seating industry at its trade practice conference here Dec. 19, has been an-
POOR SOUND BRINGS RUIN TO MANY MICH THEATERS

Detroit—Powerless to meet the expenses entailed by the installation of high-grade sound equipment, many theaters in the smaller Michigan towns have been forced to call it a day—if not permanently, then at least temporarily. With poor apparatus in operation, these houses have found it impossible to retain their patrons. Among the shut-downs are theaters in Cassopolis, White Pigeon, Burr Oak, Kirt Lake, Coloma, Vermontville and Berrien Springs.

Hill Replaces Dickson for Tiffany in St. Louis

St. Louis—Clarence Hill, formerly manager for Pathe here, has succeeded Roy Dickson as local manager for Tiffany. Dickson plans to enter the merchandise field. He also has resigned as president of the St. Louis Film Board of Trade. Walter Brainson, formerly of Des Moines, has replaced Hill as Pathe manager.

Arkush Circuit Acquired by Fox West Coast Chain

West Coast Bureau, THE FILM DAILY

Los Angeles—Fox West Coast Theaters has acquired the Arkush circuit consisting of seven houses in Northern California. The amount involved is said to be in excess of $1,000,000. Ellis Arkush will be retained as manager for the theaters.

Wilkinson Gets Trade Paper

William R. Wilkinson yesterday announced his purchase of the "Moving Picture Review and Theater Management" from the Exhibitor Trade Review Publishing Co. The initial issue under the new management will be out Mar. 5.

Publix School in Greenville

Greenville, Miss.—Publix managers have completed a course of instruction under the direction of C. W. Greenblatt, division manager.

Publix Gets Chicago House

Chicago—Acer Bros. have relinquished their interest in the Diversy, 2801 N. Clark St., to Publix.

WON'T SUSPEND PERMITS OF NON-UNION OPERATORS

Paternson, N. J.—The fire and police commission has declined to suspend recently-issued licenses to two non-union operators employed at the Majestic, despite the protests of Attorney William E. Evans and a delegation of union projectionists. The two operators were brought from New York when the regular projectionists declined to work unless an organist at $50 weekly and a stand hand as maintenance man at $75 a week were employed, according to Attorney Abram Bluestein, counsel for the theater management.

Harry Huffman Managing Fox Houses in Denver

Denver—Harry E. Huffman, who recently merged his Aladdin, American, Bluebird and Bide-A-Wee with Fox West Coast chain, is now managing all the Fox properties here.

Al Mertz Is Re-elected By Cleveland Film Board

Cleveland—Al Mertz, local RKO manager, has been re-elected president of the Cleveland Film Board of Trade. Clifford E. Almy, Warner manager, continues as vice-pres believe, and William Weiss as treasurer.

Julian Johnson Promoted To Associate Producer

Hollywood—Julian Johnson, head of Paramount's editing and titling departments, has been promoted to an associate producer.

Adam Gehrig Dies

Salisbury, Mo.—Adam Gehrig, 69, owner of the Lyric, is dead at his home here after an illness of two weeks.

The Industry's Date Book

Today: Opening of "The Green Goddess" at Winter Gardens, N. Y.

Feb. 14: Premiere of "Puttin" on the Ritz" at the Earl Carroll, N. Y.

Feb. 16: Pa. state fire law involving theater regulations becomes effective.

Feb. 17: "Trogans Three" opens at Gaity, N. Y.

Feb. 19: Opening of "The Avalon King" at the Criterion, N. Y.

Annual benefit show of Catholic M. P. Guild at Los Angeles.

Feb. 23: Trade practice conference for manufacturers of machine and roll theater tickets at Washington, D. C.

Feb. 26: Paramount inaugurates two issues of Sound News instead of one.

Mar. 5: Fine Day of Lents.


April 1: Premiere of "Journey's End" at a New York house, not yet decided upon.

Apr. 6-7: Spring convention of Tri-State M. P. T.O. at Memphis.

June 2-7: International Cinema Congress at Brussels.

Lichtman Returns Monday

Al Lichtman returns to New York Monday after a three-week vacation in Florida.

Rents Antico (III) House

Antico, III.—A picture house has been rented here by William Brueckman, who recently resigned from the Community Theaters, Inc.

EXECUTIVE

18 years comprehensive experience all branches of theatrical management. Thoroughly capable of assuming responsibility film buying, circuit supervision, publicity, and complete management details. Hard worker and strictly reliable. Seeking trial to prove my efficiency. Highest references. Box O-191. 5/6 Film Daily 1615 Broadway, New York City.

The Madison

"A Hotel Distinctively Different"

UNEXCELLED COLONIAL HOSPITALITY

JUST COMPLETED IN ATLANTIC CITY

Now Ready for YOU!

From $4.00 Daily, European Plan
From $7.00 Daily, Arms Three Plans

FETTER & HOLLINGER, Inc.
EUGENE C. FETTER, Managing Director

Financial

Markets Closed

All financial markets were closed yesterday in observance of Lincoln's Birthday.

War Films Aid to Peace

Production of war films in this country is developing a habit of armed strife which serves to make such pictures active agencies for international peace, Carl E. Milliken, secretary of the Hays organizations told members of the Mother's Club of Brooklyn yesterday.

T. S. Delehanty Havana-Bound

T. S. Delehanty, vice-president and general manager of Pathe Interna
tional Corp., sailed yesterday for a business trip to Havana. He will remain about 10 days.

Maddox Dies From Injuries

Mansfield, O.—Injuries received in an automobile accident resulted in the death of Frank Maddox, 60, connected with the Ritz here.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theaters

Standard Vaudeville Acts

1600 Broadway, New York City

Phone Penn. 3580

Eastman Films

J. E. Brulatour, Inc.

Chicago

Hollywood

1727 Indiana Ave. 6700 Santa Monica Blvd.
CALumet 2691 HOLlywood 4121

New York

1619 Broadway 154 Crescent St.
BR yeast 4712 STIlewell 7940

The Film Daily

Vol. Li No. 37 Thursday, Feb. 13, 1930 Price 5 Cents

John W. Alcott: : : : Editor and Publisher

Short Shots from New York Studios

By HARRY N. BLAIR

MAURICE CHEVALIER is expected back at Paramount’s Eastern studio in about another week, his next production, “Too Much Luck” having been scheduled to begin March 13.

Denny Doran, head property man at the Paramount studio here, is training several live caryp to perform in “Dangerous Nan McGrew.” The scene is laid to be in the Canadian Northwest and snow covered hills, with clusters of pine, roll off in the distance. In the foreground is an ice covered lake through which Helen Kane and Victor Moore are supposed to catch fish.

Louis D’Angelo, baritone, who has been connected with the Metropolitan Opera for thirteen years, made his debut before the “mike” last week, at the Warner Vitaphone studios, assisting Giovanni Martinelli, under the direction of Arthur Hurley. Harold Levyz supervis es the music.

Lulu McConnell, musical comedy comedienne, recently completed a short comedy at the Paramount Long Island studios under the direction of Mort Blumentock. The name of the skit is “Introducing Mrs. Gills” and Jane Jennings and Ruth Hayden also appear.

Great predictions have been made for Yvonne Bennen, American soprano, who appears as Marguerite in a scene from the operetta, “Faust,” which was recorded at the Eastern Vitaphone studios last week. Miss Bennen, who recently made her opera debut at the French Opera House in Antwerp, is also an accomplished violinist.

She is forbidden to powder, paint, smoke, cuss or drink for six months.

“HELLO SISTER”

A Sona Art-World Wide Picture

N-E-W-S O-F T-H-E D-A-Y

United States

Malden, Mass.—For the fourth time Mayor Hastings has signed permits to hold Sunday shows at the Auditorium, Strand, Granada and Capitol. The mayor has been presented with a petition signed by thousands of local residents who favor keeping the theaters open on Sunday.

Bangor, Me.—Ralph W. Pinkham has succeeded Eugene F. Goss as manager of the Park. Goss has been transferred by Publix to Portland as manager of the Maine.

Hannibal, Mo.—Harry Schiedker, general manager of the Hannibal Theater Co., has been elected president of the local Chamber of Commerce.

Macon, Mo.—A protest has been filed by the Ministerial Alliance urging the city council against the repeal of the ordinance against Sunday amusements. Action is now pending before the council and a majority are said to favor Sunday shows.

Lynchburg, Va.—In addition to the 1,600-seat house to be built here for Paramount, it is understood that this chain will open a 1,200-seat theater in Bristol. Henry S. Spielberger, of Birmingham, is handling both deals for the company.

Boston—RKO’s local exchange, managed by Larry Gardner, is now in its new home at 60 Church St.

Medford, Mass.—License has been granted the Medford Theater Co., has been granted for Sunday shows from 3 to 11 p. m.

Middletboro, Mass.—Frank P. Stanton has handed in his resignation as manager of the Park.

Boston—Remodeling work has been completed at the Warner-Vitaphone Exchange.

Dallas—J. W. Bilbree, manager of Lone Star Films Corp., has taken over the agency for Tone-O-Graph for Texas and Oklahoma territory.

Phillippi, W. Va.—James S. Newman has acquired the Grand here from Dave Miller.

Blair Station, Pa.—The Ritz has reverted to Z. Shaheen from Simon Thomas.

Memphis—George D. Overhead is now at the new Warners. He was formerly manager of the Broadway, Charlotte, N. C.

Newton, N. C.—Jack Warner formerly of the Rivoli, Hickory, is now assistant to G. C. Mitchell, manager of the Imperial here.

New York

At Harstn is remodeling and installing Western Electric apparatus at the Regun, 116th St., which he will open shortly.

Rachmil and Katz will open this week the Windsor, Brooklyn, recently acquired.

Louis Geller is installing Western Electric apparatus at the 86th St. Gardens.

Al Gould expects to open the Orient, 125th St., very shortly.

Ben Rossassy, former Jersey exhibitor, is dickering for a house in Brooklyn.

Foreign

London—A number of theaters in West Country are now preparing to install British Acoustic apparatus with first installation most likely to be at the Winter Gardens New Kinema. Staple Hill, Bristol, and Palace, Bridgewater will be equipped later.

Prague—Decision has been made for the construction of a 14-kine picture studio here. Well-known German and Czechoslovakian interests are said to be behind the venture.

London—Total installations of Western Electric equipment in the British Isles up to the week ending Feb. 1 were 310. This is an advance of 17 over the previous week figure.

London—Proposal for liquidation of Celebritone, Ltd., has been made at a meeting of the company’s directors recently held here. The directors of the company have under consideration a plan for reconstruction which they think will be acceptable to stockholders.

Safe Film Storage Asked in Canadian Legislature

Toronto—A bill to amend the motion picture act to provide regulations governing the storage of motion picture film has been introduced by J. D. Monteith, Provincial Treasurer, in the Ontario Legislature. The measure is the outgrowth of an investigation into conditions at film exchanges in the province.

Reisinger to Install RCA

Columbus, O.—R. E. Reisinger has signed for RCA equipment to be installed at the Hollywood, formerly the Holly.

Pacent Offers New Service

Cleveland—Pacent Reproducing Corp. is offering exhibitors using its equipment a weekly inspection service at a nominal cost.

DeForest for Burlington House

Burlington, Wis.—DeForest Phonofilm equipment has been installed in the Plaza here by Community Theaters, Inc.
Timely Topics
A Digest of Current Opinion

Critic Deplores Borrowing From the Legitimate Theater

So long as novelists, playwrights and musical-comedy librettists keep on producing their wares, the movies need never suffer any dearth of material. It has already become one of the unhappy symptoms of the industry that it can manage to subsist so readily on the creative talents of others instead of being compelled, as the publisher or stage producer is compelled, to cultivate its own field. And so long as the public complacently swallows these second-hand offerings, it is doubtful if the movie people will ever trouble themselves to create from their own resources the material which properly belongs to the camera. Those of us who look patiently and longingly to the time when something distinct and indigenous will emerge from the mechanics of sound and visual reproduction cannot escape a feeling of exasperation at this wholesale reliance of the movies on the stage, particularly since the prospects point to an increase, rather than a lessening of this dependence.

Thornton Delanchy in "New York Evening Post"

Television Won't Empty Theaters, Declares DeMille

I DON'T think it possible that television will keep people from the theater, any more than radio. The desire to leave home one or two evenings a week to seek entertainment is too strong. Television will be a splendid newsreel asset. I can visualize the inauguration of a President which we would see and hear in our neighborhood theater the moment the new Executive takes the oath of office.

Cecil B. DeMille

ALONG THE RIALTO

with

Phil M. Daly, Jr.

LUDWIG BERGER, who directed "The Vagabond King" for Paramount, will return from his trip to Germany in time to attend the world premiere of the picture at the Criterion, New York......Hearst Metrotone News is being used by Judge Max S. Levine and District Attorney C. T. Crain to tell the world about the undue severity of the Baumes law, which compelled Judge Levine to sentence Ruth St. Claire to life imprisonment for shoplifting.

John Barrymore's initial talker, "General Crack," will open soon for first run engagements in 50 cities throughout the country. Give A. P. Waxman credit for that sendoff.......

Harold Mirisch, who has been with the Warner here left last night for St. Louis.......Jerome D. Kern will soon leave for the Warner Coast studio.......Mervyn Le Roy, First National director is scheduled to arrive in New York tomorrow. Of course he's on the Century.

Seen at the Embassy, N. Y.—Harry Hirshfield throwing a theater party to witness his debut in Movietone News......Bet if Mayor Walker went in for such parties, he would make b.o. history.......Winnie Lightner, Monte Blue, Grant Withers and Milton C. Work, bridge authority, will play that game for a broadcast hookup over 70 stations in a coast-to-coast tieup.......Jules Levy, general manager of RKO booking dept. got in N. Y. the other day after basking in the Havana sunshine.

Now that Ginger Rogers has been signed by Paramount, it does not necessarily mean that she will not be seen on the stage, for providing there is no conflict she will divide her time between both, according to William Morris.......Warner's "The Green Goddess" gets under way tonight at the Winter Garden, N. Y........And Friday night Harry Richman in United Artists "Puttin' On The Ritz," will do his stuff at the Earl Carroll, N. Y.

Al Lichtman will be back at his desk Monday after spending three weeks down Florida way on a much needed vacation. When he returns, Paul Burger, his assistant, will catch a train for the sunny South where he will take a few days off.......Sammy Fain, who writes songs for Paramount at their Long Island studios, really should be called Feinberg. He never even took a music lesson in his life and to think that he actually wrote some of the most popular hits of last year.......Do you know that there is a theater in New York which actually shows Chinese motion pictures? Actually I mean.

AND THAT'S THAT

By PHIL M. DALY

A PATRON walked up to Norman Bauer, manager of the Colony, where the vocalized "Phantom of the Opera" is playing.

"This is the same picture that I saw about four years ago," said the patron.

"Well, in a way," Norman temporized.

"Oh, I know it's the same picture," the patron insisted, "but at that time I suppose it had just been produced and wasn't old enough yet to talk."

Natural color and music are inseparable in entertainment, says Lawrence Tibbett.

And you can prove it by watching any Southern darky do his stuff.

"I see in the papers that Doris Kenyon can sing a song in seven different languages."

"That's nothing. I have a piece that I can do in about 20 languages."

"What is it?"

"A violin solo."

SALESMAN—What are you looking so gloomy about?
EXHIBITOR—I was in an all-night bridge game.
SALESMAN—Did you play for money?
EXHIBITOR—No, but the other fellows did.

If 20,000 pounds of powder and six tons of dynamite were used in Universal's production of "All Quiet on the Western Front," Lynn Farral wants to know how much explosives would be required to make a war picture that is not quiet?

FEBRUARY 13---MANY HAPPY RETURNS

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

Howard Bretherton
George Fitzmaurice
Dorothy Mathews
Kate Price

TEN YEARS AGO TO-DAY

John C. Flinn given executive position with Famous Players.

South Carolina committee votes down proposed censor bill.

Universal planning to enter non-theatrical field.

Famous Players Canadian Corp. Ltd. capitalized at $4,000,000 eight per cent cumulative first preferred and $75,000,000 common stock.
Lawrence TIBBETT

THE ROGUE SONG

AMERICA’S foremost baritone, Star of the Metropolitan Opera in the Greatest of all Musical Romances entirely in TECHNICOLOR
NOTHING thus far of the talking screen approaches the thrill of this new personality. From the Diamond Horseshoe of the Metropolitan Opera House he comes to your screen. When the mighty melodies of "The Rogue Song" resound in your theatre you will be unfolding for your audience the newest magnificent advance of the talking films, you will be first to present its newest celebrity—

LAWRENCE TIBBETT
IT is fitting that the producer of this industry's landmarks, the "Big Parades", "Broadway Melodies", "Hollywood Revues", should once again pioneer into new fields. "The Rogue Song" will be imitated, as each of the new strides of M-G-M are imitated, but this glorious new phase of the Talkies begun by M-G-M will long await a production to equal its first brilliant operetta. The Opera world offers no other personality to compare with Lawrence Tibbett. The production resources of this industry can never again achieve the beauty, the thrill, the romantic surge of this mighty entertainment, destined to be heard 'round the world!
Not since Barnum brought Jenny Lind to America has there been such a feat of showmanship!

Metro-Goldwyn-Mayer presents

LAWRENCE TIBBETT
in the first De Luxe Screen Operetta

The Rogue Song

Based on the operetta "Gypsy Love" by Franz Lehar, Dr. A. M. Willner, Robert Bodansky. Stated by Frances Marion and John Colton. Suggested by Wells Root. Music by Franz Lehar and Herbert Stothart. Lyrics by Clifford Grey.

with CATHERINE DALE OWEN  STAN LAUREL  OLIVER HARDY  Directed by LIONEL BARRYMORE

ENTIRELY in TECHNICOLOR
“Son of the Gods”
First National
Warner, New York

AMERICAN—Despite lavish production and fine characterization, “Son of the Gods,” which had its premiere at the Warner Theater last night, proves a disappointingly insensitive piece of entertainment. The story is not new but it is not bad. What fails to rise above programmatic categories is the photography. The photography is beautiful, exact, technically perfect, which is better than it should be. The sets and backgrounds are far more impressive than the film itself.

DAILY MIRROR—An unusual drama, packed with interest, played with skill, produced with taste. First-rate entertainment. The picture is produced most lavishly, with hand-picked casts and interesting characters. A Technicolor sequence of San Francisco’s old Chinatown in redwine.

DAILY NEWS—* * * based on Rex Beach’s novel, which reads more like a hard-boiled novel than a film. It is not bad, but it is lackluster, interest, because the theme is so vital. But the dialogue is rather stiff and there are lapses in action, when the scene shifts from one locale to another, where convenient. The combined work of Barthelmess and Cunstance Bennett, Morgan is at its best, and to anyone who has never heard of the name, the sun is shining.

EVENING WORLD—It has in it some exceptionally well-written scenes, but also has its share of dull and trite parts. The balance, however, is decided on the side of the praiseworthy scenes, so that the standard is far above the average. Some of the scenes move slowly, as if Director Frank Lloyd had reached a trifle too far for effect. The pacing of the story is as good as possible, with the result that the picture took a long time to get going.

HERALD-TRIBUNE—* * * there are moments of good drama and the Mr. Barthelmess and in particular, his leading woman, Miss Cunstance Bennett, are admirable, but it must be confessed that, on the whole, the picture is just a fair magazine story translated into screen terms. * * *

SUN—The racial theme is always interesting and “Son of the Gods” has very effective moments, but it winds up as something of a disappointment because of a rather ambitious setting. A good deal of the dialogue is bad, but much of it is excellent. * * *

TELEGRAM—There are moments of brilliance, when the new Barthelmess picture offers a moving moving picture, and at those times the screen is the greatest thing in the world. There are also a few ill-fated shots, but they are excusable. The film is also the greatest thing in the world. Nevertheless, it is not the greatest thing in the world. It is a fine film and a fine American film. Certainly, it is a very good one.

TIMES—After a tone too hopeful beginning, Richard Barthelmess’s latest talking film plopped its way through hand-rolled sections until the final happy ending. When considered as seriously as it is possible, the film is a profoundly human and intelligent picture, and it is at its best when it succeeds in being honest, straightforward, and realistic. The characters are well-drawn, the situations are well-handled, and the story is a fine one. It is a good film and a fine American film. Certainly, it is a very good one.

WORLD—Mr. Barthelmess is an acorn globe. He has shown a great deal of promise and is clearly a man of exceptional talent. The photography tends to be routine and static, and, in the end, it is a story of the struggle of a child to overcome the handicaps of childhood. It is a bad tale from the beginning, but the story is told with a keenness and understanding.

Woolfall at Idaho Falls
Idaho Falls, Idaho — A. W. Woolfall has been transferred from Butte to manage the Fox Broadway.

Leases Glassboro House
Glassboro, N. J. — Alfred W. Hill has leased the Roxy Theater Blide and will reopen the house in March.

Coast Wire Service
Hollywood Happenings

Starts French Version of “The Unhappy Night”

Production has started on the French version of M-G-M’s “The Unhappy Night,” which Jacques Feyder is directing with Andre Luguet in the leading male role. Others in the cast are: Pauline Garon, Ietta Goudal, Arnold Koff and others.

Hatten Gets Comedy Role

The comedy role in First National’s “Under Western Skies,” has been assigned to Raymond Hatton. Lila Lee and Sidney Blackmer have the leading roles under the direction of Clarence Brown.

Male Leads for Columbia

Ralph Graves and Lowell Sherman have been chosen for the male leads in “Ladies of Leisure,” which is being directed by Frank Capra.

Added to Dixie Cast

Estellette, one of Pearl Eaton’s show girls, has been given a part in Richard Dix’s latest for Radio, “Roughneck Lover.”

June Collyer for F. N. Film

June Collyer is the latest addition to the First National cast of “Mademoiselle Modiste,” which will be directed by William A. Seiter. Other stars in the cast are: Bernice Claire, Walter Pidgeon, Albert Gran, Frank McHugh and Edward Everett Horton.

M-G-M Starts “Father’s Day”

Production has started at the M-G-M studio on “Father’s Day,” which is being directed by Sirk Wuth with Charles 1. C. N. and Elliott Nugent in the leading roles.

Alice White in “Man Crazy”

Alice White’s next starring vehicle for First National will be “Man Crazy,” an original by Frederick K. Bowen.

Sammy Lee for Shearer Film

Sammy Lee is starring his second all colored revue for Norma Shearer’s starring vehicle at M-G-M. “The Divorce,” which Robert Z. Leonard is directing.

Astor and Hughes Reunited

Mary Astor and Lloyd Hughes will appear together in “Cooking Her Goose,” which William Sistro will direct for Radio.

Two More for De Mille Film

Hal and Dick Rosson, brothers, have been signed by M-G-M to be cameraman and assistant director, respectively, on “Madam Satan,” Cecil B. De Mille’s next for the company.

A Little from “Lots”

BY RALPH WILK

Hollywood

FRITZ FELD is again a familiar figure in Hollywood. He he recently returned from a long road tour in “The Miracle.”

Judith Barrie is making rapid strides on the screen. She was former a favorite model of James Montgomery Flagg, the artist, and was induced to enter pictures by Edward Halperin, the producer, who met her in Flagg’s studio, where she was posing. Miss Barrie’s initial screen appearance was in “Party Girl.”

Jean Hersholt is considering an attractive offer to appear in a play on Broadway. During the past year he has had three offers to be starred in stage productions, both on the Coast and the East. In each instance the salary offered was equal to what he has been receiving for his film work.

Lola Lane Gets Featured Role

Lola Lane has secured a featured role in “Good News,” which Frank MacGregor and Nick Grinde are to direct for M-G-M.

Asher Joins Universal

Eagle Ascher, formerly of Asher, Smith & Rogers, has identified himself with Universal where he will supervise pictures, his first assignment being “The Czar of Broadway.”

Canadian Gaumont Issues

Its First Talking Film

Toronto—Gaumont British Corp. of Canada, Ltd., is releasing its first talking picture in the Dominion under the title “High Treason.” Distribution is through Canadian Universal.

Wiring Pitoluma House

Pitoluma, Cal.—Sound equipment is being installed at the Mystic and other alterations are being made while house is closed.

Burlington House Destroyed

Burlington, Wis.—Fire recently destroyed Fischer’s Orpheum, 600-seat house.

De Pere, Wis., House Wired

De Pere, Wis.—Merritt-tone sound equipment has been installed at the Pearl which was recently taken over by Wilford Vincent.

Remodeling Berlin House

Berlin, N. H.—Alterations are being made on the Albert Theater Bldg. to make room for more exits.

Perry, Okla., House Wired

Perry, Okla.—Henry Tate has wired the Annex for sound pictures and has redecorated the house.

Installs Sound Equipment

Lake City, Minn.—Gil Redding has adopted a policy of talking pictures at the Grand.

A Complete Reference Book

More than 1100 pages of valuable information

Bound in cloth. Weighs 4 lbs., 7 oz. Stamped in red and gold.

... FREE ...

To subscribers to THE FILM DAILY
Vienna — Substitution of canned music for theater orchestras and the consequent unemployment to date of more than a third of the academically trained musicians. In Austria is credited with being one of the chief factors in bringing about a serious decline in the musical status of this country, especially taxation of amusement music is named as another contributing cause.

Wheeling, W. Va., Minister Fighting Sunday Shows

Wheeling, W. Va.—Ministers and church workers representing 29 of the 33 Protestant churches here have joined the fight against Sunday shows. A petition has been drawn up and will be submitted to the city council, Feb. 18, asking for a "closed Sunday" ordinance.

Talkers for Siloam Springs

Siloam Springs, Ark.—The Kiltos is being wired with RCA Photophone equipment.

Taxi Tieup

Madison, Wis.—As a February exploitation stunt, the New Orpheum has made an arrangement with the Madison Checker Cab Co. to furnish transportation both ways between the theater and anywhere in the city for $1.

VIENNESE BLAME TALKERS FOR DECLINE OF MUSIC

The THEATER DAILY

Thursday, February 13, 1930

Oklahoma

Changes in Ownership

Barnadat-Kevinson, sold to Mrs. C. A. Row-

yon by A. R. Bender; Checotah—Coy,
sold by W. L. Cooper by Earl Straw.

Freedom—Liberty, sold to H. F. Broock

by E. C. Archer; Harrah—Harrah, sold to

A. H. Jeffers by H. T. Titus.

Muskogee—Montgomery, mutual, sold to A. M. Connaway by M. Tyron;

Woodward—Oklahoma City, sold to Bill

Lewis by A. Bradley; Picher—Gately, sold
to J. A. Alves by J. Mill; Prague—Sawvy, sold to Mrs. Ellen W. Morkhaver by Frank Simpson.

Nebraska

Prague—Folly, owned by Frank Simpson;


Oregon

Changes in Ownership

LaGrande—Colonial, sold to A. G. Roy by

W. C. Condon; Pendleton—Hillside, sold
to Circle Theater Co. by C. M. Dunn

and H. L. Allen; Jefferson, sold to Pullay

& Choyts by Pullay & Haughy; Lomland,
sold to Mrs. Anne C. Beardsley, Roy and

Margaret E. Pitchford by E. W. Glass

State, sold to A. B. Barnard by Fox-West

Co.; Vancouver, sold to Leonard & Lantz

Theaters, Inc., by John Wadsworth.

New York

Moro—Region Hall; Spray-Spray.

New Theaters

Portland—Colonial, owners—Oklahoma Amu-

scement Co.; Salem—Grand, owned—H. J.

Udipi.

PAWNEE

Changes in Ownership

Beavercreek—Pb.—Olympic, sold to I. Golden

by N. Schlossberg; Clifton Heights—Pal-

ace, sold to George H. Kline by H. J.

Dick; Harrisonburg—Royal, sold to Isaac

Marcus by Robert Marcus; Russell, sold to

William E. Chase by R. F. Condon;

Hastings—Penn, sold to Paul Stitt and Mr.

Otto by C. A. Blatt; Millard—Audrey, sold
to Charles G. and Caroline H. P城堡s by

Thomas C. Pitney; New Salem—Liberty,
sold to J. L. Passon by Joseph McClure;

Philadelphia—Arcadia, sold to Arcadia The-

ater Corp. by Stanley Co. Santa Clara—

Enterprise, sold to Joseph Zains by Embassy

Amusement Co.; Springfield—Fillmore

Theaters, Inc, by Max Frank; Hippodrome

d to Jack Jaffe by Nathan Jaffe; Leo Frank;

Lorraine, sold to E. D. Milgram by M. Milgram;

Pittsburgh—Lincoln, sold to E. F. Gordon

and H. A. Lande by S. Kroh; Rialto, sold to A. M. Rosenband by I. Golden; Sheridan Square, sold to R-K-O Corporation by Harris Amusement Co.;

Schenectady—Schenectady, sold to Jones &

Gavit by J. Hombeck; Tower City—

American, sold to J. W. Moore by J. Hawl

and H. Evans; Waterford—LeRoy, sold

to Waterford Civic Association by Evelyn

P. Ward.

Closings

Allentown—Astor; Dawson—Opera House;

Philadelphia—Ballroom; Philadelphia—

Chesnut Hill; Pittsburgh—Western-

Hippodrome; Star; Sloan—Sloan;

Wilson—State.

Openings

Fredericktown—Milford; Vestaburg—Ameri-

can.

South Carolina

Changes in Ownership

Anderson—Garden, sold to J. D. Malhaffy

by A. B. Tabor; Florence—Shaw, sold to

Wilton & Smith by Pauline Goodenough;

Wade Hampton—Garden, sold to R. A.

Rizzi Amos, Co. by C. A. Herbold;

Manning—Garden, sold to E. M. Nixon by

Son Amusement Co.; Spartanburg—The-

aters, Inc, by C. O. Goodenough.

Closings

Pacelo—V. M. C. Columbia—Carolina.

New Theaters

Ridgeland—Ritz, owned—J. U. McCormick.

South Dakota

Changes in Ownership


Tennessee

Changes in Ownership

Hollywood—Palm, sold to Mr. & Mrs. Gerolomi by W. T. Biggs; Knoxville—Hurlington, sold to J. F. Green by A. B. Denton

MEMPHIS—Lincoln Circle, sold to Malco Theaters, Inc, by Bynwanger & Fisher;

Malco, sold to Malco Theaters, Inc, by W. W. Fisher; Newman, sold to Mary New-

man by E. F. McCall; Rice, sold to W. T.

Richards by Shapiro Amusement Co.; Rose-

ville—Incline, owned—Bill Brown & Lightman by Cinclma Bros.

Closings

Jonesboro—Lyric.

Texas

Brownwood—Glen, sold to Public Theater

Corp. by W. C. Cooke; Brownwood—

Bexar, sold to J. E. Hulifier; Brown- town—Aetana, sold to Spurton & El-

moro, sold to Public Theater Corp.;

Galena—Korn, sold to Hall Bros.; Plainview—Alton, owned—R & R Theaters.

U.S.A.

Changes in Ownership

Smithfield—First Ward, sold to G. R. Law-

rence by Clarence Brown; Spring City—

Victory, sold to L. D. X. church by Sophus

G. Borstein and H. J. Riehman.

Closings

Salt Lake City—Carnival, sold—

Vermont

Closings

Manchester—Arcade.

Virginia

Changes in Ownership

Bluefield—Little Theater, sold to Public Theater Corp. by E. L. Keevlin; Pochannon—

Pochannon, sold to Pochannon Theater Coro by E. L. Keevlin.

Washington

Changes in Ownership

Grandview—Colonial, sold to Pearl Brothers

by E. J. Parice; Burritt—Frank, sold to

Grace Kreinick by Mrs. P. Carsten; Tacoma—

Columbia, sold to C. M. Nuber by H. Torkelson.

Wisconsin

Changes in Ownership

Ft. Atkinson—Fort, sold to National Ammu-

sment Co.; Kaukauna—Colonial, sold to Na-

omi & Thelma Becker by W. R. Vincent; Ken-

ton—Opera House, sold to Henry Flag by

F. J. Stephen; Manitowoc—Major, sold to

Mr. and Mrs. R. J. Slack by E. R. Elmer;

Milwaukee—Miramar, sold to Donald

Fyler by Mrs. K. Gregory; Sheboygan—

Falls, sold to P. M. Cain by George Herzig;

Wingaer, sold to Robert T. Ross by C. A.

Reesor.

Closings

Boscobel—Boscobel; Bayport—Opera House;

Burlington—Crystal; Grafton—Opera

House, Hixson—Hixson; Livingston—

Park; Medford—Germania; Mekonovan-

Park; Sheboygan—Park.

New Theaters

Appleton—Fox, owner—Fox Midwinter The-

ater; Marinette—Fox, owner—Fox Mid-

winter Theater, Inc.; West Allis—Para-

el; Winfield—Fox, owner—Fox Midwinter

Theater, Inc; West Bend—West bend, owned—Commu-

nity, Inc.

Wyoming

Openings

Glendo—League, owner—American Legion.

W. D. Ward New Solo Art

Detroit Sales Manager

Detroit—W. D. Ward is the new sales manager for Solo Art World, Wide in this city. He succeeds George Sampson. For the last three years, Ward has been handling exchange of his own. Prior to that he served as local manager for Fox and Universal.

Takes Over State Rights for "The Unborn Child"

St. Louis—Cecil Mayberry has bought the state rights of "The Unborn Child" for Missouri, Kansas and Oklahoma, and has opened offices at 3320 Lindell Blvd.

Sells Madison, Neb., Mrs. House

Madison, Neb.—O. R. Bottmer has sold the Auditorium to Mrs. W. M. Youngclaws.

No Publix Stage Shows in Dallas

Dallas — Publix will temporarily abandon its policy of presenting stage shows at its local theaters.

WISCONSIN

Changes in Ownership

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Park; Sheboygan—Park.

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Theater, Inc; West Bend—West bend, owned—Commu-

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Wyoming

Openings

Glendo—League, owner—American Legion.
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Published Annually
Eleven hundred pages
Everything about Production
Directors and their work
Players and their work
Work of Cameramen
11,350 Titles of Features
10 Best pictures of 1929 with all credits
A complete list of all wired houses
An up-to-date Showmanship Manual
Censorship laws
Report of S.M.P.E.
What to buy and Where to buy Equipment
Everything about Distribution
Eberson on Building
Chain theatres
2002 other features

The Film Year Book contains everything and anything anyone in any way interested in motion pictures might want to know

Get the Habit—Refer to the Film Year Book
published and distributed by
THE FILM DAILY
Racketeers Get Nearly Half of Film Theme Song Profits
(Continued from Page 1)

This is only the second time in his-
tory that a criminal provision of the
copyright statute has been invoked, Paine
said. The first occasion was in con-
nection with the illegal duping of
films. Insanely as the present situa-
tion is without precedent, a little time
is required to make investigations and
establish a course of procedure, but
as soon as the proper machinery has
been set to work the proceedings will
be so vigorous that the song pirates
will be wiped out in about six months,
Paine declared.
U. S. District Attorney Charles H.
Tuttle and Asst. District Attorney
Henry Gerson have been giving
every co-operation to the cam-
paign and even have gone out of their
way to assist Paine in this work.
Tuttle has branded the pirating of
copyright music as "a meaner practice
than bootlegging."

Fred Wehrenberg Favors Voluntary Arbitration
St. Louis—Some form of volun-
tary arbitration that would be equit-
able to all elements in the business
will have to be worked out to take
the place of the group action which
has been declared illegal by Judge
Thacher, it is stated by Fred
Wehrenberg, president of the M.
T.O. of Eastern Missouri and South-
ern Illinois. Wehrenberg says the
old plan of handling disputes did not
always work out to the best interest
of an exhibitor with a real grievance.

New Montreal Film Center
Montreal—A new building to serve
as a film center is nearing completion
here.
$60,000 Tennessee Theater
Brownsville, Tenn.—A $60,000 the-
er is planned here by W. H. Rob-
inson.

Sound Domes Legit House
Seattle—Unable to compete with
the talking picture theaters, the
President, only legitimate house in
this city, has closed its doors.

Rowley Going To Florida
Delray Beach, Fla.—Rowley, who has
resigned as district representative
of General Talking Picture,
in Florida for three months.

Change at Passages, Toronto
Toronto—Morris Stein has succeed-
ed Fred Slaeffe as manager of the
Passages, the largest picture house
in Canada.

Cagney Buys Falls
Chagrin Falls, Ohio.—James Cagney
has purchased the Falls from John
Shelefienheimer, who will spend a va-
cation in Germany.

W. E. Adds Another
St. Peter, Minn.—H. J. Ludcke has
equipped the local theater bearing his
name with Western Electric appa-
ratus.

New Warner Coast House
Westport, Conn.—The Film Daily
Beverly Hills, Calif.—A $2,000-seat
house is to be built here by Warner
Bros.

JERSEY EXHIBITS TO FIGHT ANTI-STANDING ROOM BILL
(Continued from Page 1)

cessaneous business, would place a
penalty of from $25 to $100 or 90
days in jail, or both, on violators.

Anthony Cambone of the Bing
support Assembly Bill 118, now in
the hands of the same committee,
providing that the price of admission
shall be printed on the face of tick-
et tickets and prohibiting the sale of tickets
at prices other than the printed
figure.

Violators under this measure
would be subject to a penalty of
from $100 to $200 or 10 to 30 days in jail.

Seating Industry Trade
Adopts Conference Rules
(Continued from Page 1)
nounced by the Federal Trade
Commission.

As usual, the resolutions of the
conference have been segregated into
one series covering violations of
law and the other considered as
expressions of the industry. In
the first group are such practices as
inducing breach of contract, disparage-
ment of competitors or their prod-
ucts; false and misleading statements,
reduction in quality of goods or ser-
dvices, commercial bribery, etc. The
second group covers competitive bid-
ing, piracy of designs, enticement of
distributors, free samples, etc.

Thaw Wins Film Suit
Suits brought by Arthur B. Reeve,
author, and John S. Lopez, scenario
writer, who sought $49,000 from
Harry K. Thaw in connection with
latter's film venture, which blew up
last year, were dismissed in City
Court after a hearing before Jus-
tice Joseph F. Ryan.

New Warner Coast House
Westport, Conn.—The Film Daily
Beverly Hills, Calif.—A $2,000-seat
house is to be built here by Warner
Bros.
RCA Institute Opens Sound Instruction Schools

FOX STOCKHOLDERS TO PASS ON PLANS

Virginia Censors Will Pass on Sound Pictures

Legislature Passes Bill to Give Board More Authority

Richmond — A bill relating to the State Division of Motion Picture Censorship has been passed by the legislature here which enables the censors to examine all sound productions. Heretofore the division censored only silent prints and those containing dialogue were allowed to pass unchecked. Another section in the bill provides that the division shall continue under the department of law of which Col. John R. Saunders, attorney general of the State, is chief executive. Three examiners are attached to the division and in the event two censors a print, and the verdict is a deadlock, the superintendant of public instruction shall view the picture and cast the deciding vote.

To Fix Standards

Another attempt to reach an agreement on a standard wide film with be made by the committee on standards of the S. M. P. E. which will hold a meeting in New York next week on a day yet to be selected.

WM. FOX HAS LAST SAY ON REFINANCING PLANS

Although Judge Frank J. Coleman, at yesterday's hearing on the Fox receivership, stated that any number of new financial plans could be submitted to the stockholders for consideration, William Fox has the right to reject any and all of them. If the plan approved by Fox does not satisfy the other parties interested, a receivership is inevitable, the Judge said.

PRICE DISCRIMINATING IN SEAT INDUSTRY HIT

Washington Bureau of THE FILM DAILY
Washington — Discrimination in prices charged to different purchasers, including theaters, "where the effect of such discrimination may be to lessen competition or tend to create a monopoly," was condemned as unfair. A practice adopted by the public seating industry at a trade practice conference held last Dec. 19 and formally announced yesterday.

"Benson Murder Case"

Being Made in Spanish

Los Angeles — Paramount now is making the Spanish version of "The Benson Murder Case" simultaneously with the English version. Frank Tuttle is directing the English version with William Powell, Paul Lukas, William Boyd, Eugene Pallette and E. H. Calvert, while Director Peetz is supervising with a Spanish cast.

Sound Instruction Schools

Started in Five Major Cities

F. N., Warners Selling Own Vitaphone Records

Under a plan just efected, both Warner Bros. and First National are selling records used in connection with their Vitaphone pictures. Previously purchased of records were made through Vitaphone, which con tinued the physical distribution of the records.

Establishment of sound motion picture schools for instruction purposes in the major cities of the country is planned by RCA Institutes, Inc., subsidiary of RCA. In addition to one in New York, 325 Broadway, branches have been opened in Philadelphia, Boston, Newark, and Baltimore. Other cities in which schools will soon be opened include: Cleveland, Cincinnati, Chicago, Dallas, San Francisco, Los Angeles, Seattle and Pittsburgh.

receivership hearing is continued owing to new proposals

As a result of several new objections to the proposed Fox refinancing plan, Judge Frank Col. Coleman yesterday adjourned the receivership hearing to permit submitting to stockholders the plan back by Bannamakers-Blair, Lehman & Co., and Dillon, Read & Co., as well as a new plan to be drawn up by the Halsey-Stein Committee and any additional plans that other interested parties may desire to place before the stockholders at the same time.

A meeting of stockholders is to be held as soon as possible, allowing for the 10 days' notice required under the by-laws, and the avoidance of a receivership depends upon some financing plan being accepted at this meeting. Judge Coleman declared that, while he wished to do everything in such a way as to be fair to all sides, he would not give up the right of the court to control the case.

M.P.A.A. Case Against Racketeers Postponed

The first of a series of cases planned by the Music Publishers Protective Ass'n against racketeers backing street peddlers yesterday was postponed in court here until Monday.

"Green Goddess"

Predominated by the sinister and suave George Arliss, "The Green Goddess" made its premiere at the Winter Garden last night, imprinting on the screen a picture which is always distinctive and clever. This Vitaphone production is one of high caliber and consistent charm. Principally, it depends on his polished dialogue and on some thrilling occasions, on its physical action. A sterling brand of acting from the supporting cast is an outstanding characteristic. It's typically a George Arliss picture—one that will no doubt appeal tremendously to class audiences.
Operators in Northern Indiana Get Increase

Hammond, Ind. — Differences between exhibitors and operators, stagehands and exhibitors in Northern Indiana, have been settled here with the granting of an increase to operators and stagehands employed in the larger houses. Operators in major theaters, under terms of the new contract, will receive $95 a week, an increase of $6.25, while electricians and stagehands will get $72.50 or $2.50 more than was provided for in the previous contract. Wages of operators in smaller houses have been reduced from $88.75 to $75. The time basis was fixed at 42 hours a week.

Dowling to Make Personal Appearances in 7 Cities

In conjunction with showings of "Blaze O' Glory," Sono Art-WorldWide has scheduled, Eddie Dowling to make personal appearances in the following cities: Washington, St. Olaf, and Utica, Chicago, Mar. 25; Stanley, New York, Mar. 26; Sanford, Newark, Mar. 7; Indiana, Mar. 14; Ambassador or Missouri, St. Louis, Mar. 21; Stanley, Pittsburgh, Mar. 29; and Earl at Washington on Apr. 5.

Aframson Made Secretary of Ill. Theater Owners

Chicago—Aaron Saperstein, president of the Illinois Independent Theater Owners, Inc., has appointed Louis Abramson secretary of the organization. Abramson was formerly connected with Universal and the local Film Board of Trade.

Contract Confab Deferred

Conference of Eastern studio and cameramen's union representatives to be held here tomorrow has been postponed indefinitely owing to the illness of Gyu Currier, chairman of the producers' committee. The cameramen's conference with producers of industrialists takes place this afternoon at 247 Park Ave.

Balto. Seeks Daylight Saving

Baltimore—Agitation is in progress for daylight saving time here. Questionnaires were sent out by the Chamber of Commerce and the replies were overwhelmingly in favor of the extra daylight.

Killed in Explosion

Uvalde, Tex. — An explosion of films in a local theater resulted in fatal burns to William Manship.

The Industry's Date Book

Today: Premiere of "Pattin' on the Ritz" at the Earl Carroll, N. Y.

Feb. 16 Pa. state fire law involving theater regulations becomes effective.

Feb. 17 "Troopers Three" opens at Gaity, N. Y.

Feb. 19 Opening of "The Vagabond King" at the Criterion, N. Y. Annual Benefit Show of Catholic M. P. Guild at Los Angeles.

Feb. 23 Trade practice conference for manufacturers of machine and roll theater tickets at Washington, D. C.

Mar. 5 First Day of Lent.


Reubenson Gets Shorts for Foreign Countries

Reginald Reubenson, exporter of American pictures, during his three months stay here, has lined up the following product; a series of 12 Horoscopes, produced by James A. Fitzpatrick, to the Schlesinger organization. For United Kingdom and South Africa; 12 Travelogues, also made by FitzPatrick, for Kinema Ltd., in South Africa and the complete foreign rights to a series of 26 cartoons made by Paul Terry and Frank Moser which are being produced by Audio-Cinema, Inc. Reubenson leaves for the Coast shortly and upon his return here in about 10 days will leave for Europe.

RKO Names J. L. McCurdy Minn. District Manager

Minneapolis—J. L. McCurdy has succeeded Claude Saunders as district manager for RKO, in which capacity he will have charge of four Twin City houses and all RKO theaters in Omaha and Denver. Saunders will have been transferred to Philadelphia territory. McCurdy was formerly manager of the Boston division of Public.

Kooler-Aire

Balanced Refrigeration

Kooler-Aire Engineering Corp.

124 Parc Avenue Building, New York, N. Y.

1700 Sansom Street


A.R. Boyd Enterprises

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

The Great Altruism has descended upon Hollywood, so we hear, causing some of the popular red-headed luminaries to convert herself into a blonde because she was very fond of another red head in the same company and didn't want to hurt her feelings.

If the idea catches on, you may expect to be seeing:

Antonio Moreno shaving his mustache in favor of the similar lip adornment effected by Warner Baxter.

Ned Sparks growing whiskers in order to be more easily distinguished from Lee Moran.

Basil Rathbone turning down Philo Vance detective roles because he thinks William Powell should have them.

Amy Clyde adopting blackface so the film fans won't confuse him with Chester Conklin.

Nook Beery having his chest tattooed and always keeping it exposed to avoid being mistaken for Montana Long.

Larry Darnour making his comedies less funny because he is running too closely neck and neck with Jack Benny.

Publis and Warner settling half of their theaters to indies in order to make R-K-O and Fox feel good.

It must be spring up in Holyoke, Mass, or at least springy enough to make Jack Fuld indulge in the following acrostic, which he sends us from there:

For St. Valentine's Day
In this novel way
Let me broadcast
My word of greeting
Don't waste time worrying
About the future of the industry—just help the little fellows along, and You'll see business pick up!

"I see that George M. Cohan got cold feet about going through with his talking picture plans."

"Yes, he waved the flag."

"You mean the wrong flag."

Ten Years Ago to-Day

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

Marcia Harris
Bernard McEvety
Lew Short
Jack Benny
Michael Devaney Farley
Ted Schlanger
Stewart Edwin

February 14—Many Happy Returns
TREMENDOUS at Warner Brothers Theatre, New York at $2.00
BIGGER than anything in Kansas City at the Main Street
BEATS "Golddiggers" at Warner Brothers Downtown, Los Angeles
BROKE "Sally" record at the Akdar, Tulsa, Oklahoma
TERRIFIC at State Theatre, Detroit
Big money with

Hit after hit after hit
First National Gave You
"Sally"

The All-Technicolor extravaganza that introduced Marilyn Miller to the screen world

"No, No, Nanette"
The laugh sensation of the age!

Soon you'll get
"Song of the Flame"
All in Technicolor. Greatest dramatic spectacle ever filmed!

Alice White
"Show Girl in Hollywood"
With Jack Mulhall

Billie Dove
"A Notorious Affair"
By far the best picture Billie Dove ever made

"Spring Is Here"
An eight-cylinder force of the fastest class

"Loose Ankles"
One of the funniest musical romances ever produced

Never before has any picture made such a remarkable record. In every spot, in varied localities, against toughest competition, in all kinds of weather, the same result—SENSATIONAL!
"WE'RE IN THE TRIUMPHANT SONG BATTERING ALL RECORDS!"

RADIO'S MAN O' WAR SHOWMAN'S FLAGSHIP O' JOY!

Get on the air . . . Hook up with Harms ... Tie up with nationwide Victor-Radio dealer setups. Clear the decks for action now with Titan Ad Campaigns, Publicity, Stunts unmatched in history of show business.
"He Gravy Now" shouted by scores of showmen to oblivion with 'Deck'...

MASSACHUSETTS!
"Shelled all house records to bits in Lowell. Never so many people in house since it was built eighteen years ago. 'Rio Rita' records but shattered ruins after terrific attack by Radio's flagship, 'Deck'. Each day is new record."... Mark M. Gates.

WASHINGTON!
"'Deck' grossed $1300 more than 'Rio Rita' in first two days at Orpheum, Seattle. Twenty girl human billboard flash with loud speakers brought whole town out. Traffic at standstill for two hours. Whole town talking."... Jimmie Carrier.

BOSTON . . . "Big at $27,000"
SAN FRANCISCO . . . "Big business all week."
BALTIMORE . . . "Excellent start first week."
WASHINGTON . . . "Strong third week."
PHILADELPHIA . . . "Big third week."
BUFFALO . . . "Sensational two weeks to forty grand"
PITTSBURGH . . . "Standees every show. Looks like three weeks."
CHICAGO . . . "High pace second week."
SEATTLE . . . "Sensational business."

HIT THE DECK

OAKIE

POLLY WALKER

Hundreds of singers, players, dancers in a cast almost as big as the Navy!... Directed by LUTHER REED, creator of RIO RITA

Fox Film Stockholders to Pass
On New Refinancing Plans
(Continued from Page 1)

H. E. Stevens, having to quit his position on account of ill health.

Hoots Leases Texas Ford
As Studio, Tourist Resort
Fort Davis, T.x.—Jack Hoots has
leased the old Fort Davis military post for the purpose of making West-
erners. He also will convert the post,
and will abandon 40 years ago, into a
western tourist resort, with a race track
and rodeo grounds. Hoots is here
with a company of actors ready to be-
gen work on the first picture.

William R. Poist Dies
Baltimore—William R. Poist, of the
New, died in University Hospital
here after being found in the cellars
of his home with a bullet wound in his
right temple.

Film Board Issues Booklet
Pittsburgh—The local Film Board of
Trade has issued a 39-page mimeo-
graphed booklet containing "Thea-
ters Served by Members of the Pitts-
burgh Board."

Progress Film Service
Opens Office in Pittsburgh
Pittsburgh—Harry A. Lande, for-
er exhibitor and exchange manager,
is in charge of the recently opened
offices of the Progress Film Service
at 1630 Forbes St.

Baltimore May Get Newsreeler
Baltimore—Following an investiga-
tion started by Charles Raymond
Howard Price, Kingsmore, city
manager, is surveying the possi-
bilities of establishing a newsreel
theater at the Valencia, atop Loew's
Century.

Publix Buys Illinois House
Wheaton, Ill.—A. Deinbeck has
sold his Grand to Publix.

Fire Damages Theater
Des Moines, la.—The Drake Ave-
ue was recently damaged by fire.

The Executor of the Last Will and Testament of
JAMES OLIVER CROSS & BROWN COMPANY
will take appropriate action against unautho-
1930
CROSS & BROWN COMPANY
will take appropriate action against unauthor-
ized use of his books, stories, and scenarios.

DETROIT SECURITY TRUST COMPANY
Fort Street opposite Post Office • Detroit

THE FILM DAILY
Friday, February 14, 1930

FILM CENTER BLDG.
44TH ST. 9TH AVENUE 45TH ST.
90% RENTED

COLUMBIA PICTURES
MORE THAN DOUBLE THEIR SPACE

T hey have made a long de-
lease to take care of their
increased business and to antici-
path their requirements for
years to come because they re-
ize that when this building is
completely tenanted it will be
impossible to get space
anywhere offering these ad-
ds.

Only 10% remains to
be leased. Early appli-
cation is recommended.

CROSS & BROWN COMPANY
AGENT
270 MADISON AVE. Tel. Caledonia 7000
Call at the building or send for illustrated booklet

FILM CENTER, Inc.
Owners and Builders
ABE. N. ADELSON, President
CARL LAEMMLE presents

COHENS and KELLYS in SCOTLAND

With all four of the original Cohens and Kellys—

CHARLIE MURRAY

GEORGE SIDDNEY

VERA GORDON

KATE PRICE. Directed by William James Craft

Universal's New Selling Season is on NOW!

Bigger and Better than Ever 1930 Film Daily Year Book
Now in Circulation

CONTAINS ALL THE STATISTICAL DATA PERTAINING TO THE ENTIRE INDUSTRY
LAUGH sensations—the real knock-em-off-their-seats comedy "wows"—have been appearing on Educational’s program of talking comedies with a regularity both surprising and gratifying to the exhibitors playing them. But just as gratifying is the fact that there are no "low spots" in between the "wows". The Billboard is voicing the general opinion of critics and exhibitors when it says of Educational’s comedies: "They’re all good.”
Finds Operators’ License Law Unconstitutional

WORK ON VOLUNTARY ARBITRATION PLAN

Four in Work, Preparing Six at Warner Studios

Jolson and Arliss Films Are Also Scheduled for Production Soon

Big Amusement Center Planned for Fifth Ave.

Myers Urges Both Sides to “Not Rock the Boat”

NAME REPRESENTATIVES FOR RED STAR MUSIC CO.

RATIFY FINAL DRAFT OF FREE LANCE CONTRACT

Buffalo Judge Decides N. Y. State Licensing Law Unconstitutional

Won’t Go Sound

BUFFALO JUDGE DECIDES N. Y. STATE LICENSING LAW UNCONSTITUTIONAL

New Group Takes Over Theater in Piqua, Ohio

Buffalo—The state law which requires a projectionist to serve an apprenticeship of at least six months under a licensed operator before he is granted a license is unconstitutional, according to a ruling just made by Judge Clifford J. McLaughlin of the City Court. Section 18 of the state’s general laws, which is involved, specifies that the licensed operator

BUFFALO JUDGE DECIDES N. Y. STATE LICENSING LAW UNCONSTITUTIONAL

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**NEW YORK STOCK MARKET**

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**REVIEWS**

**DANGEROUS PARADISE**

**PUTTIN' ON THE RITZ**

**GREEN GODDESS**

**SHADOWS OF GLORY**

**HAPPY DAYS**

**THE CLIMAX**

**LUMINOX**

**FEMALE BOND**

**MELODY MAN**

**SAGEBRUSH POLITICS**

**PHANTOM OF THE OPERA**

**WHERE ARE THEY PARTING**

---

**The Industry's Date Book**

Today: Pa. state fire law involving theater regulations becomes effective.


Feb. 20: "The Night of the Drum" at the Criterion, N. Y.

Feb. 21: "The Night of the Drum" at the Criterion, N. Y.


Feb. 23: "The Night of the Drum" at the Criterion, N. Y.


Feb. 26: "The Night of the Drum" at the Criterion, N. Y.

Feb. 27: "The Night of the Drum" at the Criterion, N. Y.

Feb. 28: "The Night of the Drum" at the Criterion, N. Y.

Mar. 1: "The Night of the Drum" at the Criterion, N. Y.

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Mar. 30: "The Night of the Drum" at the Criterion, N. Y.

Mar. 31: "The Night of the Drum" at the Criterion, N. Y.

**Opening "Troopers Three"**

**Chinese Censor Issues Report**

**Michigan M.P. Orders**

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**委会 is Inspecting Balto Theaters Exits**

Baltimore—An inspection of local houses is being made by the exit committee of the 1930 Grand Jury. Donald Kirkley, "Morning Sun" film critic, is a member of the committee.

**Boyd Reported Dickering for Lou Berman Circuit**

Philadelphia—A. R. Boyd Enterprises, recently formed chain, is understood to be negotiating for Lou Berman's circuit of six houses known as United Chain Theaters.

**Miami House Reopens**

Miami—The Lyric here has re-opened after complete renovation and installation of sound apparatus. Sours, Nensis and Co. are proprietors of the house.

**New Cleveland Theater Corp.**

Cleveland — The Rienzi Theater Corp. has been formed here with officers listed as Martin P. Brown, Mary C. Brown and Orion Fish, Jr.

**Burlesque and Talkies**

Chicago—In addition to burlesque the Rialto is showing talking pictures.

**Reopens S. Dak. House**

Clark, S. D.—The Clark has been reopened by L. H. Alfittich with new improvements and sound equipment. Fifty seats were added.

**Two Racine Theaters Join Wisconsin Chain**

Racine, Wis.—A. Dragrins and his son, Bernt, now operating a house in Watertown, and Edward Wiesner, of Milwaukee, have leased the Capitol and Uptown here. It is understood that the deal will link the houses with the L. K. Brin chain.

**Chinese Censor Issues Report**

Washington—Annual report of the official film censor in Singapore for 1929 shows that of the 1,600 films reviewed, 147 were rejected, the M. P. Division of the Dept. of Commerce, after appeals were made in reference to 82 pictures, 44 of which Censor was upheld, while the remaining 38 were released with various alterations.

**Resigns from Hays Board**

Sidney A. Weston, editor and general manager of the Congregational Publishing Society, publishers of "The Congregationalist," has resigned from the Committee on the Use of Motion Pictures in Religious Education, sponsored by the Hays organization.

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THE NAME YOU GO BY THE NAME YOU REMEMBER
Some Practical Wide Film Aspects, Recommendations

The following article is from the Journal of the American Society of Motion Picture Engineers and has been prepared by A. S. Howell and J. A. Dubray.

Modern motion pictures, and especially those employing the wide screen techniques, are brought to us through the efforts of many, and any program the industry has made to take advantage of these techniques is an outstanding project, which must be carefully examined for a complete departure from the standards and establishment of picture images of more appropriate size and proportions.

Some motion pictures are a true representation of modern technique. Motion pictures are designed to represent proportionately and approximate horizons in the width of the screen, more accurately than in the case of the standard size motion picture. This would be done in order to provide a complete departure from the standards and establishment of picture images of less approximate size and proportions.

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The method of doing this is to be determined by what proportion of the screen will be dedicated to the representation of proportionately and approximate horizons in the width of the screen. This would be done in order to provide a complete departure from the standards and establishment of picture images of less approximate size and proportions.

One of the most important reasons which make us declare the square form of the screen of the picture, is that the horizontal and vertical movements of the eye, is an effect extensively opposite to that of the picture movement, and is much more disturbing than the

(Continued from Page 1)

Four in Each, Six Being Prepared at Warners

(Continued from Page 1)


New pictures starring Al Jolson, George Arliss and Winiw Lightner are among the other stories scheduled for production soon.

Buys Theater Lease

Howard, S. D. — Lease to the Grand as been bought by William Klein of Sioux Falls.

Reopens in Riverton, Neb.

Riverton, Neb.—The Drive is again in operation, with E. R. Thomas as manager.

"Mobile Mike" West Coast Doc. THE FILM DAILY

Hollywood—Microphones now are as mobile as cameras, says William Le Baron, of Republic here. Large outdoor locales are fast returning to favor.

NAME REPRESENTATIVES FOR RED STAR MUSIC CO.

(Continued from Page 1)

aged, as follows: Southern territory, Robert Earle, headquarters in Atlanta; Mid-west territory, Eddie Peterson, headquarters in Detroit; and Sidney Lachman, stationed in Chicago; New England, Carl Moore, headquarters in Boston and Tom Houstoun, in charge of the middle Atlantic states, working out of Phila.

These men will operate in conjunction with the instrument section, as well as the exploitation dept., in putting over the songs featured in William Fox productions.

The Red Star Music Co., which has been occupying temporary quarters, on the sixth floor at 729 Seventh Ave., will take over the entire second floor of the same building, within the next week.

BIG AMUSEMENT CENTER PLANNED FOR FIFTH AVE.

(Continued from Page 1)

amusement center. Others mentioned as behind the project include John D. Rockefeller, Jr., Owen D. Young, David Sarbof, Otto H. Kahn and M. H. Aylesworth.

Efforts to obtain verification of the project and denial of any definite knowledge of the actual, although it was estimated that something of the kind has been under discussion.

Hartmann Opens N. Y. Office

R. D. Hartmann, special representa-
tive for Oscar B. Depe Co. and Precision Laboratory Machinery Co. of Chicago, manufacturers of a new combination sound and multiple printer, has opened offices at 1006 Broadway, N. Y.

242 Pathé Short Subjects

Pathè has 242 short subjects listed for production in addition there will be two sound newsreels and two silent newsreels each week, making the total 450.

Bank Gets Sioux City House

Sioux City, Ia.—The Strand has been taken over by the Sioux City National Bank after the resignation of Harry Goldstein as manager.

Pittsburgh House Reopened

Pittsburgh — J. J. Kane has re- opened the Midway on Brereton St. here.

(Continued on Page 10)
United States

Griswold, Ia.—The Grinnell building has been purchased by P. G. Field of the Strand, who is converting it into a sound picture house.

Winchester—Staging of a Mack Sennett Comedy Week here resulted in four out of the five first-run houses booking the Sennett product.

Lowell, Mass.—Norman C. Glassman and Fred Liebfraum have opened a new Victory as a first-run house.

Creston, Ia.—A. B. Pace has sold the Crest to O. G. Sears of Fontanelle.

Moorhead, Minn.—William L. Brown has been succeeded as manager of the Moorhead of Mark Kemi, formerly with the Garrick, Fargo, N. D.

San Francisco—Report that the Tivoli Opera House is to be torn down is denied by William H. Leavitt.

Lincoln, Neb.—Earl W. Miller, former operator of the New Sun Operating company which managed a theater at York, Neb., filed a voluntary petition in bankruptcy here listing the liabilities at $11,232.95.

Whittmore, Ia.—The Princess has been closed here because of the advent of talking pictures, it being explained that as long as silent films were shown, the house made money, but added expense in the operation of a talkie house was too great for the expected returns.

Grand Island, Neb.—Local businessmen have taken over the operation of the Island which has been closed for several months. John Kuhl has been named manager.

New York

Jack Byrne, formerly handling up-state and L. I., for M-G-M, has taken over Ben Roman's territory in New Jersey.

Sam N. Berger, M-G-M New York district manager, now is vacationing in Havana. When he returns Monday, Bill Scully will take a week off and vacation in Cuba.

Dudley Peck, office manager of the N. Y. M-G-M exchange, is getting along nicely at a local hospital after an operation of appendicitis.

Foreign

Berlin.—Joseph von Sternberg, director of Ufa-Jannings' talker, 'The Blue Angel' is reported to be returning to America where he will rejoin Paramount in Hollywood.

London.—Pat Ahern, who appeared in 'The Lure,' British filmcraft, has been engaged to play opposite Sybil Thorndike in 'To Meet the King,' stage show.

Berlin.—Educational pictures produced last year in Germany by 215 firms amounted to 728 with Ufa heading the list with 116.

London—Gainsborough Pictures have decided to retain the title of 'Blaclava' instead of changing it to 'The Valley of Death.' The original title was deemed better for exploitation purposes.

Berlin—All-talking versions of Leo Trotsko's 'Kreutzer Sonata' will be made by Defra, the new Franco-German producing company. The picture will be made in three languages, English, French and German.

Presentation

LESSE ELABORATE PROGRAM OFFERED ON ROXY STAGE

A less elaborate program than the usual fare is offered on the Roxy stage for the current week. There is a spirited dance interpretation of Lizza's "Rhapsody," done by Von Grona and his troupe of dancers, augmented by the Roxy Ballet Corps. This number opens effectively with the Von Grona group dancing in black silhouettes against a red-lighted backdrop, and gradually works into a full ensemble under dull light. Robust orchestral accompaniment helps greatly to put the number across. "The Two Grenadiers," a military number sung by Harold Van Duzee, Jose Santiago, Mischa Volijain and the Roxy Chorus, employs a Napoleonic ensemble in a background representing a bleak battlefield. In "La Grande Jardin," the English-French group and Russell E. Markert's Roxettes are costumed and grouped to form a big flower basket, from which they emerge for some pleasing footwork. Patricia Bowman and Leonide Massine, dressed as gardeners, do a speciality, while Beatrice Belkin sings the theme song.

Appelby Succeeds Stewart

Portland, Ore.—George I. Appelby has succeeded Howard Stewart as manager of the Blue Mouse. Appelby was formerly connected with Tiffany's in Seattle. Prior to that he was with Pathé.

To Remodel Kokomo Paramount

Kokomo, Ind.—Permit for remodeling the Paramount here has been granted by the Fort Wayne chamber of commerce. Cost of the work is estimated at $325. This is in preparation to installation of sound equipment.

New House for Dennis, Mass.

Dennis, Mass.—Plans are being drawn for a 450-seat house to be erected here. Rogers and Pope, New York, are the architects.

Sound in Bridgewater, Mass.

Bridgewater, Mass.—Sound equipment has been installed at the Princess, managed by Charles Babb and John Cochrane.

Alabama Theater Sold

Birmingham, Ala.—J. Leslie Hackett has sold the Jackson to Mrs. H. G. Jenkins.

New Negro Theater Opens

Columbia, Ga.—The Colored House, a colored house, has been placed in operation here by Henry Stovall.

Whyte in Thompsonville

Thompsonville, Conn.—William H. Whyte of Hartford is now managing the Franklin here. Sound equipment was installed recently and the house remodeled.

PARAMOUNT STAGE SHOW IS PACKED WITH COMEDY

Comedy again comprises the main portion of the stage production at the Paramount for the current week. Renie Riano and Du Callion are the chief funmakers, and the audience gobbles up their antics like duck soup. The show is a Frank Cambria unit, "Aladdin's Revels," with a treasure-laden pirate's chest background in which is encompassed the lively musical aggregation piloted by Ray Teal. A group of Gamberelli girls, fetching, costumed, also help matters along. Miss Riano offers her individual routine of song and dance travesties, and she has a better line of goods here at popular prices than she ordinarily sold to the vaudeville comedy customers. Du Callion, an English comedian of diversified gifts, delivers a rapid-fire monologue while balancing himself up and down an unsupported ladder. He also plays a string instrument while seated on his perch. Jesse Crawford's organ rendition of the George Gershwin "Rhapsody in Blue" is the musical treat of the bill. The Four Cheer Leaders put over a novelty number very nicely.

Raymond With Loew at K. C.

Kansas City—Charles Raymond has succeeded H. H. Maloney as manager of Loew's Midland. Raymond arrived from Baltimore where he was manager of four local Loew houses. Maloney has been transferred to Loew's State in Cleveland.

To Manage Juneau, Milwaukee

Milwaukee—Reinhold Wallach has been transferred from Fox's Wisconsin, where he was manager of four local Loew houses. Maloney has been transferred to Loew's State in Cleveland.

Lamm Managing Garfield

Milwaukee—Julius Lamm is the new manager of Fox's Garfield here, succeeding W. M. Warren, who has been transferred to the Strand.

Sells Madison, Neb.

House Madison, Neb.—O. R. Bottmer has sold the Auditorium here to Mrs. M. Youngclaus.

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Attractioh for Picture Theatres

Standard Vaudeville Acts

The Film Daily

N-E-W-S O-F T-H-E D-A-Y

Sunday, February 16, 1930
ALONG THE RIALTO

with

Phil M. Daly, Jr.

APPROXIMATELY 300,000,000 persons attending picture shows weekly throughout the world, estimates Gov. Carl Milliken of the Hays office. He's an ace member of the orotorical battery.

* * *

Smarty, swanky, sophisticated and such would be puttin' it sorta mild for the dashing manner in which Harry Richman made his debut last night in United Artists' "Puttin' On The Ritz." Harry was there. . . . Recall the commotion in '72 of the other day? Well, it was none other than Hank Linet leading the Columbia Gang through their corker fire drill.

* * *

Realizing that love makes the world go 'round, Radio ups and mentions the fact, via Sam Warshawsky, that Richard Dix's next for the company is titled "Lovin' the Ladies." Yeh, but you don't have to be a star to do that. . . . Funny how the magnetism of Grandeur at the Roxy drew Harold Rodner, Joe Hornstein and M. Meyer to that house to get a peek-a-boo at the apparatus.

* * *

Lil' Ol' Barney Hutchinson, big word juggler for Paramount, is anxious to report that the second foreign premiere of "The Love Parade," occurred on Wednesday at the Carlton in London to the tune of a tremendous reception ever given a motion picture. And on the other side of the globe, Sydney, the picture is playing to capacity.

* * *

George Jessel, vice president of the Jewish Theatrical Guild of America, will make a brief address Sunday at the Temple Emanuel. Rev. Dr. Nathan Krass will officiate. A choir of 27 voices and the soloists of the Temple will participate in the services. . . . Wonder how many of the bright boys in the industry sent Valentines to their favorite directors or stars? . . .

* * *

Under the auspices of the National M. P. League, three society debutantes; Margaret Nicoll, Martha Lee Sims and Eleanor Waters, tomorrow over Radio Station WPCH, will offer talks on "At The Movies.

* * *

Winnie Lightner indulged in a little competition with her shadow last night when she made a personal appearance at the Strand. New York, in connection with her first starring picture, "She Couldn't Say No." . . . Mervyn Leroy is sojourning in the Big Town, looking over Broadway productions and between times conferring with First National officials about his forthcoming directorial schedule.

AND THAT'S THAT

By PHIL M. DALY

At the Fox receptionist hearing, one of the most vociferous lawyers opposing the new financing plan was asked how many shares of stock he represented.

"At this moment I represent 5,500 shares," he replied, "but by tomorrow I will be speaking for double that amount, and I expect the number to increase a lot more over the next days."

"That's plenty," flashed Samuel Unternemer. "Sufficient unto the day is the evil thereof."

* * *

Since the talkers have come along, the suffering of characters on the screen no longer is untold suffering.

* * *

"I see that some Canadians have started agitation to restrict American pictures in favor of British product."

"That's gratitude for you—after the big break we gave Canada by passing the 18th Amendment."

* * *

One producer of a screen musical advertises that his picture contains a chorus of 80. He'd better change that. Most folks don't want the chorus to be older than 18.

* * *

Overheard at the M. P. Club: "Hello, Bill, how're ya feeling?"

"Best ever."

"Glad to hear it. Taking better care of yourself, I suppose?

"Yes, I've been in great spirits ever since I started taking yeast."

"Yeats? Why, I tried that for a month and it didn't do me any good."

"Maybe you forgot to add some hops, sugar, red pepper and turpentine."

* * *

An interested layman writes in to ask if Sidney R. Kent's 5-5-5 conference is a party or disarmament confab.

TEN YEARS AGO TODAY

Metro to build studio in East and enlarge Coast plant.

* * *

A. H. Blank denies selling company's interests to Goldwyn.

* * *


* * *

Ben Wilson purchases studio in Los Angeles.
PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

EASTERN STUDIOS GOING IN FOR COLOR PRODUCT

The growing popularity of color pictures is reflected in the output of the Eastern studios as well as those on the West Coast.

Paramount is planning to make "Heads Up," an elaborate musical, entirely in Technicolor, at their Long Island studios, with other color films in prospect.

Warner Bros. will also produce the introduction of color photography at their Vitaphone studio in Flatbush, in the near future.

The independent producers are, likewise, keeping in step with their output of short product, some of which has already been made in color. Among those making color shorts is the Photocolor Corporation, now using the 16mm studio, pending completion of their own building.

Louis Brock will start producing a weekly series of cartoons, "Shad," at the same studio, to be filmed entirely in color, by the Brewster process.

The Colorcraft Corp. is building a studio and laboratory in Long Island City, where it is expected to produce both features and short product. A staff of directors and cameramen is now being engaged with active production scheduled to begin around April 15.

Adapting "Heads Up"

Jack MacGowan, co-author of the stage musical, "Heads Up," will adopt the screen version for Paramount with collaborators Jack Kirkland. The picture will be filmed entirely in Technicolor, at the Long Island studios, where production is scheduled to start in about two months.

Photocolor Retrieves Lenses

Photocolor Corp. is rejoicing over the recovery of three optical units, one of the few pieces of cargo rescued from the S. S. Muenchen, which caught fire and sank in New York harbor. The lenses were a consignment from the Zeiss Optical Co. of Germany, and Photocolor had been waiting over nine months for them.

Revier Completes Six

Harry Revier has just completed six novelty shorts at the Metropolitan studios, Fort Lee, N. J. He expects to start another series in about 10 days.

Fox Signs Songwriters

Con Conrad, Jack Meckill and Cliff Friend, songwriters, have just been engaged by Pat Flaherty of the Red Star Music Co., to write exclusively for Fox productions.

NEW ORDER IN MAKEUP STRESSES CHARACTER

"My idea of a perfect screen make-up is the appearance of no make-up," says Tom Cameron, chief make-up man at the Paramount Long Island studio.

"Naturalness of facial expression is the key to the age of talking pictures as it never was in the days of silent pictures. They used to make dolls of the player. Figuratively, two rubber stamps were used, one for dark skin and one for women; faces received a flattening varnish that eliminated all fluency of the features. A large, mobile mouth was advocated, and not to be tolerated, but must be cowed into a cupid's bow. Perfection of features was the aim."

"This plastic artificiality can be psychologically traced to the lavish output of paintings necessitated by the demands of the ortho-chromatic realist school. The degree of naturalness in black-and-white color photography is evidenced by the scale of reds, blues, and yellows was drawn up. By the time the make-up man got through with an actor's face, it resembled an exotic mask. There was always the temptation to add another dab of paint."

"With the use of the new panchromatic film in modern motion picture photography, we are able to dispense with the painter's color values are interpreted in the black and white film, so there is no longer jet black on the screen. It is darker than golden hair, and lighter than chestnut. There is that finer distinction."

"Some directors advocate no make-up. A person with an even coat of natural pohograph will look more pleasing. For example, if a person's nose is too flat, it is sharpened up. If the face is of a freshly shaved one, and exaggerates minor blemishes, we can have softness or hardness, therefore, we apply a thin coat of tan cream. We also accentuate or subdue certain features, but we never exaggerate or distort for the sake of achieving regularity. Many times the essence of a person's character lies in the turn of a small nose, and to straighten the nose would be to eliminate an intrinsic expression. The day of perfectly carved features without character is over. Beauty is not irregular features, if accompanied by personality must be maintained at all costs."

Delmar Completes Another

Harry Delmar has completed another of the Melody shorts, which he is making here for Pathé, St. Wills, Harry McNaughton, Thelma White, Bob Carney and the vaudeville team of Golds and Skouras, an even coloring, therefore, we apply a thin coat of tan cream. We also accentuate or subdue certain features, but we never exaggerate or distort for the sake of achieving regularity. Many times the essence of a person's character lies in the turn of a small nose, and to straighten the nose would be to eliminate an intrinsic expression. The day of perfectly carved features without character is over. Beauty is not irregular features, if accompanied by personality must be maintained at all costs."

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Photoshop's Art Director

Photoshop Corporation announce that they have engaged Roy Requa as artistic director. Requa recently arrived from the West Coast where he was connected with the M-G-M studios.
**Columbia Active With Four in Work**


**THREE FEATURES BEING PREPARED FOR CAMERAS**

Heavy production activity of Columbia has been signed by Fox for the juvenile studio working at full capacity. In addition to four features now in work, preparations are in order for the immediate shooting of three others.

“Vengeance,” featuring Jack Holt, Dorothy Revier and Philip Strange, under the direction of Archie Mayo has been completed. Included in the four features now in production are: “Guilty?” adapted from “The Black Sheep,” with Virginia Valli, John Holland under direction of George B. Seitz; Erle C. Kenton is engaged on “A Royal Romance,” adapted from the story, “Private Property”; Karl Brown and A. H. Van Buren are co-directing Aileen Pringle in “Prince of Diamonds” and “Ladies of Leisure” is well under way with Marie Prevost, Nance O’Neill, Ralph Graves, Lowell Sherman under the direction of Frank Capra.

The three productions which now are in preparation for the cameras are: “Hell’s Island,” with Jack Holt; “Around the Corner,” and another production tentatively titled “Three a Day.”

Fields Joins Columbia
Leonard Fields, for four years head of the New York story department for Universal, has joined Columbia as scenario editor.

Venturini Promoted at P-F-L
E. D. Venturini has been promoted to the head of Paramount’s title and editing department.

Frank Beaton for Fox Follies
Frank W. Beaton, stage player, has been signed by Fox for the juvenile lead in “Fox Movietone Follies of 1930.”

Corcoran Gets Fox Role
George “Red” Corcoran has been signed by Fox for the featured role in “Solid Gold Article,” which Chandler Sprague will direct.

Jack Benny With Tiffany
Jack Benny has secured his release from M-G-M to play the title role in Tiffany’s “The Medicine Man,” an adaptation of Elliott Lester’s stage play.

Albert de Mond
Writing Dialogue for “Universal’s Feature Comedies”

**A Little from “Lots”**

By RALPH WILK

Hollywood

LON CHANEY happened upon George Hill, about to direct his new picture “Porgy.” O’Cann, to play the title role, was delivered to Hill, “except that I want someone with a name who knows how to make up.”

On March 1, Joseph Jackson, scenario and dialogue writer, will have completed his three year contract with Warner Brothers. He wrote the dialogue for “The Singing Fool,” “Mammy,” “Say It With Songs,” “The Barker,” and “The Terror.” He is also the author of 15 vaudeville sketches which have been produced.

Our Passing Show: Dave Epstein returning from San Francisco and indulging in an exciting wrestling match at the Y. M. C. A.; Alfred T. Mann being greeted on his return from New York.

Another rare sight in Hollywood—Jack Benny not telling a story.

Famous last words: “Oh, we’ve got a better shot than this.”

**Production Started on “Radio Revels” at RKO**

After rehearsals for several weeks production has started on “Radio Revels” at RKO under the direction of Paul Sloan.莫斯 Sarecky, associate producer, will supervise with Pearl Eaton and Victor Baravalle directing dances and music, respectively. The cast is headed by Bert Wheel-er and Robert Woolsey, assisted by June Clyde, Hugh Trevor, Mitchell Lewis, Joybina Howland and Dorothy Lee.

M-G-M Secures Sound Rights
Sound picture rights to Anthony Hope’s novel, “The Prisoner of Zenda,” has been acquired by M-G-M. Silent version of the novel was directed by Rex Ingram in 1922.

Dorothy McNulty Signed
Dorothy McNulty has been given a contract by M-G-M and will appear in one of the new musical productions scheduled by the company.

Farnham Contract Renewed
Joseph Farnham, title and dialogue writer, has been given a new contract for an extended period by M-G-M.

One of the greatest ring battles in the bloody fists history of Alabama, a rough spot across the bay from San Francisco, was fought between Frank Gay, then a bantam, and Danny Malone, with Gay winning. Gay is now a Fox scenarist.

Roy Del Ruth, Lloyd Bacon and Harvey Thew, “the three merry yachtmen of Sunset Boulevard,” have returned from Stockton, where they inspected Roy’s new boat.

Eleven magazines have asked Lois Moran to submit some of her short story manuscripts.

Marjorie White’s favorite dish is roast pork and sauerkraut.

Obviously a great peace agent, said Alister MacDonald, son of England’s Prime Minister, after viewing several principal sequences of the Tiffany Talking Picture version of “Journey’s End.” “It is fine, because it will make people think. I am very glad to see so real and impressive a thing going out to the world.”

**Devil’s Playground**

Is Dove’s Next for 1st Nat’l

Billie Dove’s next starring vehicle for First National will be “Devil’s Playground,” an original by Kenneth J. Sanders. Miss Dove at present is completing a featured role in “One Night at Susie’s,” which John Francis Dillon is directing with Douglas Fairbanks, Jr., playing the male lead.

“Jail Break” Now “Numbered Men”

The final title of First National’s “Jail Break” now is “Numbered Men.” Mervyn Le Roy is directing with Berenice Claire, Conrad Nagel and Raymond Hatton in the title roles.

Medcraft Writing Quillian’s Next

Russell Medcraft, author of the stage play “Cradle Snatchers,” will write the story for Eddie Quillian’s next for Pathé. It will be sequel to “The Sophomore.”

Starke Signed by Columbia

Pauline Starke has been signed by Columbia for forthcoming productions.

M-G-M Title Selected

“Children of Pleasure,” is the final title for M-G-M’s “The Song Writer.”
“Phantom of the Opera” with Mary Philbin and Norman Kerry

“Melody Man” with Mary Philbin and Norman Kerry

“Sombras de Gloria” ("Shadows of Glory") with Mary Philbin and Norman Kerry

“Why Cry at Parting?” with Mary Philbin and Norman Kerry

**THE FILM DAILY**

Sunday, February 16, 1930

**“Lummos”**

(All-Talker)

United Artists. Time, 1 hr., 26 mins. ARTISTIC AND DRAB DRAMA DEALING WITH INARTICULATE SERVANT GIRL'S LIFE, GENERALLY TRAGIC AND HEAVY.

Drama based on a Fanny Hurst best-seller. Herbert Brenon turns in a sympathetic dialogue which fails to carry out this picture which he has made painstakingly. Miss Westover, playing the name part, is always convincing as the ungraciously servant girl who goes through life aiding other people but never really attaining happiness. Bertha, the girl in the story, is seduced by a young poet and later gives birth to a child. Owing to her poverty she permits him to adopt her by a wealthy family. As he grows to young manhood and becomes a famous pianist, she watches him from a distance but never reveals her uncanny spirit. Her love story is incorporated in the tale.


**Foz**

Time, 1 hr., 30 mins. THOROUGHLY ENTERTAINING, MUSICAL SHOW ON THE TEAM OF DANSEUSES WITH CAST OF NAMES THAT ARE BOX-OFFICE.

More natural perspective, some illusion, scenes, particularly the effect of the出场 angles and less shifting of scenes—these are some of the main advantages of this musical production. Miss Hurst, the famous manager of the Folies-Bergere for the first time in a full-length feature film. The 42-in. width may be found to be a little too much for the eye to grasp without discomforting effect, but the advantage of a reasonably wider screen is established beyond question. From a pure entertainment standpoint, "Happy Days" is satisfying. It consists of numerous revue numbers and a mammoth minute performance, with a light but agreeable romantic plot running through the whole affair.


**George Arliss in “The Green Goddess”**

(All-Talker)

Warner Bros. Time, 1 hr., 20 mins. HIGH CALIBRE PRODUCTION, WHICH DID HIGH WORK OF A R I S S AND SUPPORTING CAST. MELO-DRAMA OF INDIA LOOKS PROMISING FOR CLASS AUDIENCES.

Drama based on plot. The story, made silently some years ago with another actor, has been valuable vehicle for its star, who plays the diabolical and saucy rajah. Miss Joyce, H. B. Warner and Ralph Forbes, give performances which are all skilful. Subtle and clever dialogue, rather than physical action, is the key to this entertainment. The story is that of two Englishmen and a woman who fall into the hands of a villainous rajah, plans to turn the man, least to over to his priests as a sacrifice. The woman's husband, a semi-heats, gives a wireless message that the latest British military post is killed at the job. The planes arrive in time to save his wife and the other man, who look forward to their common imprisonment. "Disraeli," has directed intelligently.

**Cast:** George Arliss, Alice Joyce, H. B. Warner, Ralph Forbes, David Taree, Reginald Sheffield, Nigel de Bruihl, Betty Boyd and Intelligent. Director, Alfred E. Green; Author, William Langsner; Adapt., William Langsner; Photographers, Julian Leow, John Godfrey; Editor, James Grubin; Monitor, Man; Not listed; Camearaman, J. Y. O. Taylor. Direction, snappy. Photography, Eddy. Pelegrine.

**Jean Hersholt in “The Climax”**

(All-Talker)

Universal. Time, 1 hr., 3 mins. GOOD PROGRAMMER, SIMPSON, WHICH PROVIDES A FRESH AND BEAUTIFUL IN TREATMENT, WITH A FINE CAST TO AID IT.

Drama of absorbing interest based on Morton Prince novel. The story has been handled by Renald Hoffman with a keen sense of drama and sensitivity, which does much to give strength to this production. The result is a picture that is witful and tender in mood and beautiful in conception. A first-rate cast helps to make it so. The action takes place in Italy. A young girl places herself in the hands of a famous maestro of staging to be trained for the operatic stage. To perfect her voice she submits to a threat operation. The producer is a rival for her hand. Fearning an operatic career will deprive him of her, she sprays her throat with a drug that ruins her voice. He is about to go to the alter with her she miraculously recovers her voice and returns to the love of her first choice, Jean Hersholt. He marries Christopher Crawford the girl. Both give top-notch performances.

**Cast:** Jean Hersholt, Kathryn Crawford, LeRoy Mason, John Reinhardt, Henry Armett, Ralph Morgan, Charles Napier, Katharine Alexander, Howard Forest, Clarence Thompson, Lesley Mason; Editor, Bernard Burton; Camearaman, Jerome H. O'Dea; Monitor, Man; Not listed; Direction, fine. Photography, Eddy. Pelegrine.

**Lon Chaney in “The Phantom of the Opera”**

with Mary Philbin and Norman Kerry

(All-Talker)

Universal. Time, 1 hr., 10 mins. STILL SWELL, HAIR-RAISING ENTERTAINMENT.

SOME OF THE OLD OPERA HOUSE MYSTERY WITH DIALOGUE SEQUENCES ADDED.

Mystery romance. Addition of a number of dialogue sequences has retarded the action of this picture. Chaney never speaks, sub-titles serving for dialogue whenever necessary. Miss Philbin and Kerry are used in the re-made scenes. Only a few new sets were apparently built and a brief color sequence has been added. According to 1930 entertainment standards the film is still a top-notch. The years have not stripped it of its mystery and thrills. Chaney steals the show throughout. The lovers, in the dialogue scenes, look rather weak compared with his silent version.

The story (you may recall) deals with a maiac who haunts the Paris opera house. He haunts it every night. He falls in love with a young singer, abducts her and is finally mobbed to death.

**Cast:** Paul Morgan, Antoinette Jackel, Lot Blake, Harry Halm, Sesto Santali, Dina Grati, Dalila, Rusty Rogers; Editor, Not listed; Directors, Benjamin Stoloff, Harry Cohn, Lionel Monckton; Photographer, Van Trees; Director, satisfactory. Photography, generally good. Eddy.
Harry Richman in “Puttin’ On The Ritz” (All-Talker)

United Artists Time, 1 hr., 40 mins.

CORKING GOOD PICTURE. RICHMAN GREAT. SNAPPY AND TUNEFUL. SHOULD MAKE MONEY ANYWHERE.

Harry Richman, with James Gleason, Joan Bennett, Eileen Pringle and Lilyan Tashman, puts over one of the best films of this season. Richman in his first singing and talking picture establishes himself as a picture star. The story is of a song plugger who “puts on the ritz” when he is a nobody, then finds that he is not so smart, becomes a successful actor, deserts his old trouper, “puts on the ritz” again only to be brought to his senses in the nick of time by the girl, Joan Bennett, who is beauty personified. Much of the lyrics are printed together with several snappy numbers plus some elaborate sets by William C. Menzies plus a splendid color job. The direction is first class and lines of dialogue by Edward H. Sloman establishes this one as a winner.

Cost: Harry Richman, Joan Bennett, James Gleason, Eileen Pringle and Lilyan Tashman. Producer, John W. Considine, Jr.; Director, William Dieterle; Assistant Director, John W. Considine, Jr.; Adapter, Not listed; Dialogue, William Dieterle; Editor, Ray June; Monitor Man, Not listed.

Direction, fine. Photography, good. Eddy

Art Mix in “Sagebrush Politics” (Part-Talker)

Hollywood Producers Time, 50 mins.

GOOD ACTION WESTERN THAT WILL BRING AN ENCORE FROM MORE FOR THE KIDS. THE PUNCH FINISH IS SURE-FIRE.

Western. With many of the old- fashioned staging followed closely, Art Mix and his pal get mixed up in politics in this one by running into the heroine, who is the daughter of the sheriff. Despite the official capacity of the father, the Wolf manages to steal his son away into the hills just because he wants to be the next sheriff. The hero appears on the scene at the appropriate time and lends his wand to the heroine. The daughter helps the captured brother, with Lillian Bond at the reward for his efforts. The action is nicely balanced and will provide with a realistic lot of action between the bandits and law-abiding citizens. Hero and villain come in for a fast little bit to clinch the climax. Synchronization fair with dialogue mainly concentrated in the sheriff’s office. The action is fast moving and the scenes interlaced throughout helps the film lift the picture from what might have been a drab affair. Kids will love it for it is suitable. Should be billed on a double feature program.

Cost: Art Mix, Wally Merrill, Lillian Bond, Bill Ryerson, Bud Goddard, Joe Campbell, Peko Holmes, Tom Forman, George Green. Producer, Paul Guilford. Author, Not listed; Editor, Not listed; Adapter, Not listed; Thought, Not listed. Direction, fair. Photography, fair. Ornstein

Winnie Lightner in “She Couldn’t Say No!” (All-Talker)

WARNER BROS. GOODE ENTERTAINMENT PROVIDED BY COMEDY WITH NIGHT CLUB ATMO-SPHERE, THANKS TO WINNIE LIGHTNER WHO’S THE WHOLE SHOW.

This one is all Winnie Lightner. With her in the cast “She Couldn’t Say No!” rates well as popular entertainment. Winnie sings and dances, plays two roles and acts as if she were a man. She is a perfect comedian and will make a tremendous hit. The story is entertaining and will appeal to a large audience.

Cast: Winnie Lightner, Chester Morris, Sally Elles, Johnny Arthur, Lilly Marshall, Louise Beavers. Director, Lloyd Bacon; Author, Benjamin H. Kestenbaum; Production, Warner; Editor, Not listed; Cameramen, Ray June; Monitor Man, Not listed. Direction, good. Photography, good. Pelgrine

Nancy Carroll in “Dangerous Paradise” with Richard Arlen, Warner Oland (All-Talker)

PARAMOUNT TIME, 1 hr. FAIR PROGRAM PICTURE. FANTASTIC DRAMA OF AN AMERICAN SHOWGIRL STRANDED IN THE SUDS.

Nancy Carroll didn’t get a very good break in the way of a story for her starring vehicle. She portrays an American beauty stranded somewhere in South Africa where East of Suey, where she is fought over by a couple of oafish villains and eventually is saved by a nice lad (Richard Arlen) who has been doing a hermit act on an island because of a previous love disappointment. It’s a funful story though, but rather hard to swallow. But with its melodrama, suppressed love theme, several murders and a sprinkling of comedy touches, the production ought to get by all right. While the picture is directed at Nancy Carroll and Richard Arlen, the theme is that of the support, especially Gustav von Seyffertitz, Warner Oland, Francis McDonald and Dorothyo Wolbert. The picture is well with many humorous moments and some good dialogue.

Cost: Nancy Carroll, Richard Arlen, Warren Oland, Gustav von Seyffertitz, Francis McDonald, Dorothyo Wolbert, George M. Davis, William Farnum, Charles B. Fitzsimons; Author, Not listed; Editor, Not listed; Adapter, Not listed; Thought, Not listed. Direction, fair. Photography, fair. Ornstein

OUR SHORT SUBJECTS

SOUND

“Copy” Time, 19 mins. Good Number

A newspaper sketch that has much to recommend it. It takes the atmosphere of the newspaper office with invariable accuracy. There is consistent action and more than a little excitement. The chief character is the city editor whose exposure of conditions aboard the steamer of an excursion company costs him his job. He is vindicated when once he who continues the story with a spellbinding story among the lost. Roacoe Karns plays the city editor commendably.

“Vanilla” Vitaphone Time, 10 mins. Fair Playlet

Though not credited, the idea for this playlet comes from a short story by De Maupassant. It concerns a man who borrows a song and a necklace from a girl friend in order to make a showing against a rich woman who is trying to vamp her husband. The background is lost in trying to obtain $25,000 to repay its cost, the wife is caught in a compromising situation by her husband. The plot is grand and makes the audience believe that the trinket was only pasted on the film. The film is fine and makes the audience believe that the trinket was only pasted on the film.

Sid Saylor in “Traffic Troubles” Universal Time, 20 mins. Average Comedy

Sid Saylor puts all he’s got into a number of gags that make this a fair-good entertainment. Here we see him as a musical mother’s-boy whose playing gets him into trouble with his neighbor. When he and his sweetheart are caught speeding, they offer the excuse they are on the way to a sick grandmother. Finding the arresting officer is from Missouri, they lead him to an apartment piddling around, and while the cops back is turned Sid dons female night clothes and slips the place. You can imagine what fun results.

“Traffic Troubles” Universal Time, 14 mins. Average Comedy

Charles Ruggles featured in a funny romance prompted by two couples who are apartment neighbors. Everybody gets fighting drunk, whereupon they bat each other around and play havoc with the furniture. Sure-fire comedy in any crowd.

THE Setting Son” RKO Time, 19 mins. Plenty Funny

Taking the theme of “where there’s a will there’s a way” to extremes, “The Setting Son” has produced another load of humorous entertainment.

With an old duffer apparently being about to die, his butler notifies all the relations. They fly through the scene and start right in scrambling over the expected will, winding up by everybody grabbing something for himself and even taking away the bed from under the sick man. Cocks hold.


Good comedy with wide appeal. This time Our Gang goes on a camping trip. The children happen to pick a spot close to the hideout of a pair of criminals. Afraid that the proximity of the youngsters might endanger their freedom the men decide to frighten them away. One of them disguises himself as a gorilla but makes the mistake of walking in bear trap. It is a situation that gives the little actors plenty of opportunity to show their stuff. Extremely well done.

Oswald in “Broadway Folly” Universal Time, 7 mins. Good Animated Fun

This time Oswald faces some fancy stepping in a cabaret. In steps the villainous bear, who gives him a rumble of trouble. The little girl, very much like the daughter, in “Ten Nights in a Barroom,” goes looking for dad in the hope of reclaiming him from demon run. Oswald again shows himself as an accomplished musician in this one.

“The Voice of Hollywood” Tiffany Time, 14 mins. Tid-Bits from Stars


“The Sleeping Cutie” RKO Time, 18 mins. Comedy Riot

A Larry Dixon fan fest of the first order. Albert Salmi and Al Cooke featured. A society lad takes a shine to the girl, who belongs to a family of acrobats, and invites her to his home to meet the parents. Her whole family follows, in mischief. The stunt is based on their acrobatic repertoire before the astonished drawing room crowd. Packer.

(Continued on Page 12)
Brilliant Pictures Perfect Sound

Clear, realistic pictures, freedom from eye-strain, and natural tone quality is necessary to win and hold your patronage. To insure projection as good as you had before Sound, to get the best reproduction from your sound outfit, you must have the right kind of a screen.

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Approved by Electrical Research Board, Western Electric Co., Inc., and other makers of Sound Equipment.
**Theater Equipment**

**Liquid Glass Paint**
Moscow—Soviet film producers have discovered that the use of polygraphic wallpaper and liquid glass for decoration enables them to make a substantial saving in oil paints and alcohol lacquers.

**33 Northern Ohio Houses Wired with Tone-O-Graph**
Cleveland—Thirty-three Tone-O-Graph devices have been installed in northern Ohio theaters since Nov. 1, 1929. Among the latest installations are those in four of the Ohio Amusement Co. houses.

**Metropolitan Star Tests Acoustics in N. Y. House**
Tito Schipa, formerly of the Metropolitan Opera, recently aided in testing the acoustics of the new Loew's 175th St., which is scheduled to open Washington's Birthday. After a short test Schipa, as well as engineers, declared the conditions in the house satisfactory.

Another for Quality Tone
Beemer, Neb.—The Gem has installed Quality Tone.

**National Theater Co. Markets Arc Lamp for Wide Screens**
Seattle—To meet the demands for more light in connection with the use of larger screens and the proportionate apertures, the J. E. McAuley Mfg. Co., one of the units of General Theater Equipment Co., is marketing through National Theater Supply Co., a new model Peerless high intensity reflector type lamp.

The new lamp, it is said, is produced under patents controlled by the General Electric Co. and pertains to chemically treated carbons, which are a requisite for the production of light of high intensity. In addition to giving a steel blue white light, the lamp is designed to use a positive carbon treated with chemicals and 20 inches in length.

Besides being operated automatically, the carbons are fed at the required rate by an automatic arc control with separate adjustable regulations of the negative as well as positive carbons. The automatic arc control is mounted at the side of the lamphouse and is supported by a separate casting where it is not subjected to variations in temperature.

**PFEIL SAFETY CONTROL FOR PITTSBURGH HOUSE**
Pittsburgh—Pfeil Automatic Safety Control has been installed at the Regent and is meeting full approval of all that is expected of it, according to M. Fairgraves, owner of the house. With the time allowed, for such installation on projection machines, by State Dept. of Labor and Industry here, it is expected other devices will be placed in many houses.

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GUARANTEED

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**FIRE-PROOF GRANDEUR SCREEN**

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"**HAPPY DAYS GRANDEUR PICTURES**"

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**TRUVISION PROJECTION SCREEN CORP.**

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TEL. DAYTON 8886-8887
Week's Headlines

Monday

Pitts., M.P.T.O. unit to take protection fight to courts
Company union unlikely to succeed, Frank Gilmore, president of Actor's Equity, de-
says.

Federal Govt. and Music Publishers' Protec-
tive Assn. center against musical racket-
ners on nine cities.

Tuesday

Seventy color features are now set for 1930
Germany modifies imported talkers restriction.

Seven features in production at Universal.

Directors propose new name for Paramount.

Wednesday

Thirty features and 242 shorts from Pathé
this year.

Fox receivership decision due tomorrow,
company faces estimated loss of $20,000,000.

New Jersey M.P.T.O. plans suit against
protection.

Thursday

Faral's Theater Co. forms 10-cent theater
chain.

Company arbitration continues in Canada.
Canada's rail unions get nearly half of theme
song.

Expect Warner to show $5,000,000 in quarter
bites.

Fox stockholders pass on refinancing plans.
RCA institute opens summer instruction school
under

University's new sound-exhibition program.

Today

Work on voluntary receivership plan in Phila.
Four in work; six in preparation at Warner
-productions.

Finds Operators' licensing law unconstitutional
in Buffalo.

FINDS OPERATORS' LICENSE
LAW UNCONSTITUTIONAL

(Continued from Page 1)
ator under whom the apprentice service.
must file an appreciation state-
ing that he has worked the prescribed
period under his tutelage.

The decision is a victory for local exhibitors, who maintained that the
laws gives licensed operators the
whip hand. The case arose out of
the arrest last December of Stanley
Kozanowski, manager of the Ri-
vish, who was operating a projection
machine without a license.

Sidney B. Pfeifer, counsel for the
exhibitor, states that a bill con-
cerning the situation is now pending in
the Legislature. He requires
that operators be licensed, be of good
moral character, be of age, and shall
either by a six months apprenticeship
or otherwise have acquired the
necessary training.

Baltimore House Changes Hands
Baltimore — Harry Reddish has
leased Schane's, residential house, to
Edward Matthews, who will remodel
the theater without interfering with shows.

Devon Leases Pa. House
East Cannonsburg, Pa.—L. Devon has
leased the Duquesne here from Jerry Castelli.

Wygonik Buys at Natrona
Natrona, Pa.—M. J. Wygonik has
purchased the State from Lew Stein.

Carroll Gets St. Marys House
St. Marys, Va.—Charles Carroll
has secured the R obeys from H.

R obery.

Short Subjects
(Continued from Page 9)

M-G-M
Time, 15 mins.
Hot Dogs!
One of the best short subjects ever
come out of a studio. And this
is in spite of the fact that there isn't
human being in it. The work of
the 50 dogs comprising the cast
is as a tribute to canine
intelligence. Language is placed in
the mouths of these animals that is
perfectly suited to their every
action. The story is similar to that of the jealous
husband who finds his wife in the
company of her paramour and is shot
by the lady as the two men fight it
out. Nothing like it has been done before.
Here is something that is
a class by itself. Zon Myers and
Julius White deserve much credit for their
direction.

Pathé Audio Review No. VII
Time, 10 mins.

Diversified Entertainment
This issue is divided into three
parts. The first shows a narrative of
clips of Bill Hohenzollern taken in
1913, the Prince of Wales having a
correspondent in 1914, William Tait in
his presidential campaign of 1918 and
Irene Castle when she modeled in
fashions for Pathé Review years ago.
The second contains scenes taken from an
old Harold Lloyd comedy.

"Just Nuts," and another showing
Marjorie Chivera in "A Night in
Paris." Life in New England is
depicted very briefly in the last part
with a sailor quartet singing "Whis-
key Johnny." Entertaining, indeed.

"A Night at the Shooting
Gallery"

M-G-M
Time, 15 mins.
Good Dance Novelty
Some beautiful dance numbers ex-
cuted by the Albertina Rasch Ballet
in a color, as a revue. Their color are
a little glaring to the eye, the
subject still remains a charming
thing. Its interest is enhanced by
several pleasing tunes.

"Cover Charge"

Pathé
Time, 8 mins.
Medioire Repartee
Ventiloquist act in a restaurant
tries to get over some gags that have
appeared in newspapers throughout the
country. Most of the smart sayings
lose their spontaneity mainly due to the attempt to weave them
into one continuous story.

"In Old Madrid"

James A. Fitzpatrick
Time, 11 mins.

Nice Travelogue
An interesting travelogue, having
educational value as well, showing
highlights of the historic Spanish
city. A synchronized travel-talk
accompanies the scenes. Has that old
world charm about it, and makes a
net filler.

Foreign Markets

By WILLIAM ORNSTEIN

SIX LANGUAGES FOR NEW
INTERNATIONAL REVUE

London—An all-talking picture
with six languages is planned by
Julius Hagen. The international
film will be titled "Hello Europe" and
will embrace considerable European
vaudeville. Acts representing each
of the following countries will be
included in the film; England, France,
Italy, Sweden and Spain.

Western Electric and
M.P.A. Sign Music Pact

London—A three year agreement
has been signed by the Music Pub-
lishers' Assn. of England and West-
ern Electric Co., on behalf of the
licensors. A similar agreement is
expected to be effected between the
M.P.A. and Kinematograph Renters'
Society. This agreement is lik-ily
more

specific, will be
fixed for
independent units under the man-
agement of the Belgian Section of Sov-
kin-

Union & Hoyts to Make Talkers
London—Union Theaters Ltd. and
Hoyts, Theaters, Ltd., plan to start
production of all-Australian talking
pictures shortly. Union has a mod-
er laboratory at Bondi which
will be converted into a
soundproof studio.

Petrovitch in "King of Paris"

Paris—Ivan Petrovitch has been
vast as the leading man for a French
talking picture to be made here known
as "The King of Paris."

Selenophon Drops Deal
Vienna—Negotiations between the
German Tobis Co. and Aust-i
Selenophon are reported to have been dropped. Selenophon is under-
stood negotiating with another com-
pamy.

Sandwich Man” Lit

Sydney—Something novel in
exploitation was seen here re-
cently. The making of the film "The
Show" opened at the Capitol. An illuminated sandwich man
strutted through the streets, and
letters of the picture cut out on
the cloth and covered with
transparent material. Switch to a battery was turned on en-
abling visibility at long dis-
ance.

57 Sound Patents

London—Fifty-two patents of
the 256 that dealt with film
devices granted in Great Britain during 1928-29 speci-
cally covered in form or other.
57 related to sound and while 21 were issued regard-
ing stereoscopic processes.

Australtone Device Makes
Its Debut in Singapore

Washington—Talkers have been
shown at the Eu Tong Sen, Singa-

to, over equipment made by Aus-

til, according to a report to the
M. P. Division of the Deot. of

Commerce. A special program was
arranged to suit a mixed audience but
the reaction was not favorable. Pic-

tures are now being exhibited in
Sib-ro.

The Australtone device con-

sists of turntables and electric amplifiers attached to two projection
machines, speed of each turntable being regulated automatically by
means of gears attached to the machine.

Cany Visits Berlin

Berlin—George Canty, the United States Trade Commissioner with
headquarters in Paris, has been vis-

ting here. His trip is said to have
been in connection with the tale of
a proposed legislation in regard to talk-

in film imports.

Shooting “End of World

Paris—Shooting has begun on "The
End of the World" at the Pathe-

nato studios. The talking picture
will be synchronized with Gammut-

Petersen-Poulson system.

"Hearts of Robert Burns" for Ideal

London—"The Loves of Robert
Burns," British and Dominion
film, will be handled by Ideal Film
Ltd. Screen play is by Reginald

Berkeley and Herbert Wilcox, who
produced and directed the picture.

Corophone Installing Six

London—Six installations are
being made by Corophone Co-

orcolectric Ltd., is handling the dis-
tribution of the device.

Kinemas Ltd. Premiers “Rio Rita”

London—Kinemas Limited houses
are having premiers showings of
"Rio Rita" in South Africa.
BENEFIT OF COLOR
without
PENALTY OF COST

COLOR is the order of the day. *Sonochrome* brings it without the penalty of added cost. Sixteen delicate tints and a warm neutral tone are available at the same price as ordinary black-and-white. This, plus the fact that it gives really faithful sound-on-film, accounts for the success of this series of Eastman tinted positive films.

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ROCHESTER, NEW YORK

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FILM DAILY'S POLL of more than 300 newspaper editors throughout the country for the ten best pictures of 1929 gives high honors to...

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The FIRST all talking picture filmed outdoors. Blazed a new trail in dialog films and created a new vogue of outdoor Western talkers. Acclaimed the most important contribution yet made to the progress of audible pictures. And now, a year later, critics everywhere unite in awarding it first rank among all the talking pictures of 1929.

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The greatest money making picture the industry has ever known. Grossed more money and wrecked more records than any attraction in theatrical history, doubling the gross made by "What Price Glory," previous Fox record holder. Holds the world's record for money and attendance, having played to more than a million people and more than $750,000 in four weeks at the Roxy, New York. And still going strong throughout the entire world!

And the greatest critic of all, Mr. Box Office, votes for—

"Sunny Side Up" closed last night first consecutive two weeks run in history of city. General opinion both press and public the most entertaining picture seen here since advent of talkies.

Wire from Carl B. Sherrard, Mishler Theatre,

"Hot for Paris" terrific hit. Absolute sell-out all day Saturday, Sunday and Monday. Picture wowed both men and women. Fox pictures are certainly cleaning up for us.


Texas Proposes 2 Per Cent Gross Tax on Chains

OUR CONTRACTS READY WITHIN A WEEK

Foreign Versions for Half of Columbia Product

The Mirror

a column of comment

A THE ROXY theater, Grandeur

ures have formally been admit-

tole Broadway film society

appy Days," pioneering visitor

Hollywood realm, presents

interesting and beneficial new-

les—and promises more. One

itive improvement it brings is

iter panoramic scope which will

ance scenes embracing widespread

Better definition is another,

and a third-dimension effect is

in to a modified degree. Gran-

doesn't help the perspective of

patrons who are front-rowing

the gang up in the balcony gets

well break. It's another define-

a along the highway towards the

mate in motion pictures. Color

ing to escort it still further.

* * *

ARE OF THE uncertainty and

ed situation left by the Judge

or's decree, Abram F. Myers,

man of Allied States Ass'n

its both distributors and exhibitors

not rock the boat." The intelligent

see leaders in both camps

no doubt echo the wisdom of

words. Arbitration in some

t or other will be worked out and

meantwhile, those endowed with

judgment will mark time, re-

ting the rights of others.

* * *

BADWAY, which has been called

ly, had a "new" thrill the other

when "Puttin' on the Ritz"

ed at the Earl Carroll—with a

herman, turned orchestra for-

ng preliminary music. Merely

ay of record let it be stated and

ed that its reception was an ex-

tly cordial one.

Spanish, French, German

Versions Are Planned,

States Jack Cohn

Columbia will make multi-lingual

versions of approximately half of its

1930-31 program, stated Jack Cohn,

secretary and treasurer of the com-

pany, Saturday. Product most suited

for the purpose will be given Span-

ish, German and French versions, he

said. Foreign-language versions will

also be made of the best of the cur-

rent year program. Foreign casts

and directors will be used, Cohn

stated.

Plans are underway for the mak-

ing of a Spanish version of "Flight,"

with work scheduled for the East.

Cohn returned from the Coast a few

days ago after a production confer-

ence.

CHRISTIE ENDS THREE-YEAR

PARAMOUNT CONTRACT

West Coast Bureau, THE FILM DAILY

Hollywood—With the completion

of "Shamrock Alley," winding up its

production program for the year,

Christie has terminated three years'

distribution through Paramount. It

is understood that there will be no

renewal of contract. "Shamrock Al-

ley," featuring Charlie Murray, marks

the 37th two-reel film to be made by

the producer during the season. Re-

lease through Paramount will con-

tinue through the spring. Production

at the Christie studios will not be

resumed until April.

To Plug Portable

"One field of activity into

which we propose to embark

with concerted effort is the

educational and industrial field

with our new portable," said

Sydney E. Abel, RCA Photophone

sales manager, following

conclusion of four-days

sales conference.

$7,500,000 EXPANSION

PLANNED BY RCA-VICTOR

Plans for the expenditure of

more than $7,500,000 for expansion
during the year are announced by the

RCA-Victor Co. Of this amount more

than $5,500,000 will go toward the

construction of a new building in

Cameden, N. J., and the purchase of

additional equipment. With the com-

pletion of this move the RCA

subsidiary will have spent more than

$11,420,000 for the development of

its facilities by the end of 1930.

R-K-O Takes Lease on 2

Union City, N. J., Houses

Union City, N. J.—The Capitol

and State have been taken over by

R-K-O under a long-term lease. Gil-

 bert F. Josephson, formerly manager

of the DeWitt in Bayonne, is man-

aging both theaters, succeeding

Daniel J. Burns, who recently resigned.

DALLAS MAYOR THREATENS

ORDINANCE TO BAR MINORS

Dallas—Mayor Tate is threatening
to seek passage of an ordinance pro-

hibiting minors from attending pic-

ture houses unless local exhibitors

keep crime films off their screens.

Pointing out that he abolished the

city censor last spring when he took

office, the mayor said: "I am almost

coming to the conclusion that the

local film people are not keeping

faith with me."

URGE BETTER HANDLING

OF PRINTS AND DISCS

Kansas City—Better handling of

prints and discs to insure longer life

is being urged upon exhibitors by

local exchange managers. Misuse of

films and records by quite a few the-

aters is said to be responsible for

the fact that only about 22 runs are

being obtained from prints now

against 44 in the past.

Unemployment Hurting

Cleveland, Akron Houses

Cleveland—Theaters here and in

Akron are generally suffering from

the unemployment situation. Offi-

cial estimate is made that 90,000 per-

sons are out of work in this city.

Austin, Tex.—A tax of 2 per cent

on the gross receipts of chain theaters,

and also applying to film exchanges

that lease pictures to as many as five

houses in Texas at any one time, is

provided in amended House Bill 73

prepared and sponsored by the legis-

lative committee of the Texas Anti-

Chain Ass'n and introduced into the

(Continued on Page 2)
Texas Proposes Two P. C. Gross Tax on Circuits

(Continued from Page 1)

Texas legislature by Representative Polk Hornaday, of Harlingen.

Leaders in the independent exhibition field of Texas have approved the measure, which has created a sensation in Texas film circles, and Col. H. A. Cole, president of the Allied Theaters of Texas, is a member of the advisory board of the anti-chain body.

The proposed bill would add more than $5,000,000 annually to the revenues of the state and is part of Governor Dan Moody's tax program.

Windsor Picture Plays

Enlarge Office Space

Windsor Picture Plays, Inc., recently organized by Henry Ginsberg and Weiss Bros., has leased additional office space at 729 Seventh Ave., New York, and now occupies half a floor at this address. Ginsberg and Weiss are handling the executive details, while J. A. Johnson is comptroller. Edward Solomon heads the shipping department and Arthur McHugh, Harry Sterns and George Gatts are on the publicity staff.

De patrons to Florida

Ned E. Depein, general sales manager of First National, is en route to Miami on business and pleasure. He will be away from the office ten days or two weeks.

L. N. Scott Left $360,000

Minneapolis — L. N. Scott, local theatrical manager, left an estate of $360,000.

$200,000 for Remodeling

Detroit — The theaters recently acquired by Publix in the suburbs of Detroit are being remodelled at a cost of $200,000.

Reopen Ia. Theater

Earlville, Ia.: The Crystal has been reopened by Dean Sieck and Erwin Parkin.

Roxy Increases Prices

Matinee prices at the Roxy have been increased from 20¢ to 35 cents.

Buy Walnut (Ia.) House

Walnut, Ia.—O. C. Johnson and R. E. Duke have purchased the Lynx.

The Industry's Date Book

Feb. 19 Opening of "The Vagabond King" at the Criterion, N. Y.

Feb. 20 Annual Benefit Show of Catholic M. P. Guild at Los Angeles.

Feb. 24 Trade practice conference for manufacturers of machine and roll the atter tickets at Washington, D. C.

Mar. 5 First Day of Lent.


Apr. 1 Premiere of "Journey's End" at a New York house, not yet decided.

Regal Only London House Employing Wide Screen

London — The Regal is the only theater here using the wide screen said to be the brainchild of T. Pilgrim, head engineer of the theater. The process may do away with grain- and, furthermore, it has been proved that color film does not give a mottled impression on a wire screen to the extent that a black and white positive would.

More for RCA in Minnesota

Minneapolis — Theaters in Minnesota recently wired for sound by RCA Photophone engineers include; Cicle, Cokato Heights and Alhama, Minneapolis; Oxford, Sauk Center; Forest, St. Paul.

Sound for Lake Preston, S. D.

Lake Preston, S. D. — The Rex has been equipped for sound.

Edlon (Ia.) House Wired

Edlon, Ia. — Walter Eyrart has equipped the New with Western Electric.

RCA Wires Another House

Paynesville, Minn. — Jack's has been wired with RCA Photophone.

Eastman Films

J. E. Brulatour, Inc.

Chicago Hollywood

1727 Indiana Ave. 6700 Santa Monica

Columbus 2691 Hollywood 4121

New York

Long Island City

1340 Broadway 154 Crescent St.

BRuyant 4712 STILLwell 7946

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**Newspaper Opinions**

**United States**

**Chicago, Ill.**—The latest theaters to go sound in Chicago are the Temple, owned by A. Bamba, and the Apollo operated by Harry Abbott.

**Dickinson, Tex.**—Abbe Silverberg has leased the Hollywood from Joe Cepetino and Tony Emmitt, former operators.

**Nashville, Tenn.**—Preliminary work has been started on the site of the new publix house here.

**Gettysburg, S. D.**—B. C. Hoover has installed Western Electric equipment in the Aberdeen here.

**Columbus, O.**—Joseph Leon has joined RCA Photophone and is acting as sales representative in and around this city.

**Lowden, Ia.**—Kacena & Wiese have sold the Lincoln to H. K. Kribinger.

**Cartersville, Ga.**—The Grand is being completely remodeled and its seating capacity increased.

**Sioux Falls, S. D.**—The Granada has been improved by the erection of a canopy containing 2,000 lights and costing $3,500.

**Pittsburgh**—In addition to the Empire and New Brighton here the Newell, Newell is also closed.

**Baltimore**—Royal Amptoline equipment has been installed in the Princess, colored residential house, recently taken over by Klein Amusement Co. and reopened after remodeling.

**New York**

**Buffalo**—Jay Amusements Enterprise, Inc., has been formed to operate theaters here. Directors are Alfred M. Zinsger, Gertrude F. Marion and Benjamin D. Reisman.

**Foreign**

**London**—A. W. Puddifoot has been appointed representative of Edbill in Hampshire, Western Surrey, Western Essex and on the South Coast from Bournemouth to Hastings.

**Paris**—Short talking films in French, produced by Paramount, are being shown at the local Paramount. The first shown was "The Cabaret."

**London**—Maurice Browne, Ltd., theatrical producers of "The Journey's End," is about to enter the talking picture field. It is expected that a subsidiary company will be formed for this venture.

**London**—Sinclair Hill has begun work on "Greek Street" at Shepherd's Bush Studios. Sari Mariza, 19-year-old Hungarian girl, a discovery of the director, will play the lead. Bruce Watson has also been cast for this Gaumont all-talking picture.

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Along the Rialto

With Phil M. Daly, Jr.

A GOODLY number of film folk will help to grace the Newspaper Club ball to be held next Friday at the Ritz-Carlton. Among those on the various committees are Mayor James J. Walker, William Randolph Hearst, Jr., Harry M. Warner, Adolph Zukor, Louella O. Parsons, Keley Allen, Eileen Creelman, David Johanson, Rose Pelswick, Pierre de Rohan, Julia Shawell, Irene Thirer, Richard Watts, Jr., Bill Steinke, Harry Hirshfield and a platoon of others.

Mrs. W. Ray Johnston, wife of the indie producer-distributor, has left the hospital and is now at home continuing her recovery from injuries received in a recent traffic accident. Ludwig Berger is back from Europe and will be among those present at the Criterion on Wednesday night for the premiere of "The Vagabond King," which he directed.

Joe Fuchs, Philly branch manager for M. Witzmark & Sons, has said "I do" with Irene Rosen, Quaker City maid.

Loew's Sheridan yesterday played host to more than 100 S. S. Muencham seamen, who were treated to a performance of "The Battle of Paris," in which Gertrude Lawrence appears.

In line with its policy of courtesy and accommodation to members of the press, Paramount will favor this gent with an advance invitation performance of "The Vagabond King" tomorrow night at the Criterion thus enabling the scribes to avoid the mad struggles coincident with classy premieres.

Albert S. Howson, Warner scenario editor, will be chief speaker at the next meeting of the Theater Club scheduled for Feb. 25 at the Astor. N. Y. Howson will speak on "Story Requirements for Sound Pictures." Tonight he delivers a speech on "Practical Aspects of the Motion Picture" before the Harlem-New York Council of Women.

Harry Buxbaum has of late been lunching with none other than the famous Judge Thacher, who handed down that important arbitration decree recently. Rudolph Kuchs informs us that Consolidated Amusements will give away handsome souvenir programs in celebration of the circuits Silver Jubilee anniversary. The employees of Warner, First National, and allied organizations made merry at "The Warner Galas" at the Chanin yesterday.

FEBRUARY 17---MANY HAPPY RETURNS

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

Henry Weber
Bernard Edelheit

Mary Brian
Lafrers Stephens
Sol Lesser

Milton R. Krasner
J. Harold Murray

AND THAT'S THAT

By PHIL M. DALY

As we watched the mob watching Harry Richman trying to squeeze through to his nifty Rollis-Whatchacall after the soup-and-fish premiere of "Puttin' on the Ritz" at the Orpheum, we decided like the after-dinner speakers, of a story. Only this one has never been told before. There is an automobile company with a press agent who is as clever and resourceful as the film exploiters responsible for those spotlighted arrowhead moaners on premiere nights.

This p. a. who apparently had survived a few film openings himself, fixed it up for his company to donate a slick new bus for the use of a much liked male flicker star in attending the premiere of one of his pictures.

After the show an eager and irresistible army of worshipers closed in on the picture hero and all but carried him to the shiny gas buggy that awaited without. Before entering the car, the luminary paused and made a little speech of thanks, winding up with, "...I'll always remember this happy event, and any time you come to Hollywood be sure to look me up and anything that I have is yours. Cheers and bravos broke forth. "He sez that anything he has is ours," somebody shouted. "Let's go!" The souvenir collectors took the cue at once.

A husky lad yanked off one of the spare tires. Somebody else followed suit until all the tires were gone. Then the stronger boys let loose and in less than a minute the car was minus fenders, running boards, bumpers, rumble seat, repair chest, hood cover and even part of its top.

Next day the star personally called on the auto firm to square up the damage resulting from his popularity. The p. a. laughed it off.

"You don't owe us anything," said the smart lad. "I knew just what would happen, and every one of the parts that were carted away is labeled to the effect that, for so much, the holder can get the remaining parts to make a complete car!"

TEN YEARS AGO TODAY

Goldwyn to establish organization in Australia.

New York Stock Exchange admits capital stock of Fox-Warner, Inc.

M. Gaumont expected to visit United States.

Marshall Neilan leases stage at Hollywood Studios, Inc.
RECOGNIZED as
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5. A complete list of Theater Chains.
6. The famous Judge Thacher decisions.
7. What motion picture stocks did during 1929.
8. The complete personnel of all studios.
10. The sound situation comprehensively covered.
11. The use of Color and Wide-Film.
12. Complete and accurate production charts.
13. The work of Directors, Stars, Writers, etc.
15. A complete buying and accessory guide.
16. Activities of all prominent organizations.
17. Personnel of all industry organizations.
18. Financial statements of all companies.
19. Short Subjects and Players and Directors.
20. Activities of Hays organization.
21. Comprehensive lists of all exchanges.
22. Activities of Academy of M. P. A. & S.
23. Covering of all home office personnel.

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Theatre

Street

City State
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Hollywood Happenings

Van Buren and Brown to Direct for Columbia

Two directors have been engaged for the Columbia production, "Prince of Diamonds," the adaptation of which was prepared by Paul Harvey Fox. Arthur Van Buren will be responsible for the dialogue and staging while Karl Brown will be in charge of the remainder of the directorial technique.

Laura La Plante to Star in Remake of "The Storm"

Laura La Plante will devote her comedy roles to play the leading female role in "The Storm," which is being remade by Universal as an all-talker. William Boyd, stage star, will play opposite the flaxen-haired star.

Singers Signed for Tiffany Shorts

Forbes Kentucky Singers, consisting of eight negroes, have been signed by Tiffany for two-reel subjects.

"Sea Wolf" for Fox


McFadden Gets New Assignment

Hamilton McFadden, who now is directing "In Love with Love," will direct "Sea Wolf" for Fox, has been assigned the direction of "Six Cylinder Love."

Two More for Pathe Cast

Mickey Bennett, child actor, and William Lagon have been added to the cast of "Swing High" for Pathe.

F. N. Starts "Three Flights Up"

First National has started production on "Three Flights Up," with Grant Withers and Sue Carol in the leading roles.

M-G-M Secures "Overnight"

Dialogue rights to Philip Bartholomae's play "Overnight" has been secured by M-G-M for a sound version. The silent picture rights are already owned by the company.

Laye in "Bitter Sweet"

Evelyn Laye has been selected by Samuel Goldwyn to play the feminine lead in "Bitter Sweet." This will be her first all-talking picture and she will not go into production for some time yet.

Kenyon in "Caveman"

Doris Kenyon will play a prominent part in "The Caveman."
The Mirror
—a column of comment

ONLY ONE THEATER on that ex-cow path known as Broadway is housing a legit show. Which is simply another way of writing that 20-odd thousands are going to legitimate pictures and that the legitimate stage, which had begun to seriously lose its grip on the Main Stem proper five years or so back, has now been shoved back into the side-street area. The once-obscure picture house, which struggled along under the label of nickelodeon and shooting gallery, now is the cathedral of the world's greatest playstreet.

—

PLUGGING ITS portable reproducer, RCA Photophone is about to "embark with concerted effort" in the educational and industrial field. This objective is bound to increasingly become the destination of every sound equipment distributor. With the cream of the theatrical houses gobbled up by the initial sound-installation offensives, this market now looms as a veritable land of promise—practically untouched by new-era motion picture production. It's going to be interesting to watch the sprint.

—

THE INDUSTRY is extending every effort to exterminate fake film schools and other fraudulent schemes, says Gov. Miliken. Alertness on the part of the Hays forces and other mediums has substantially decreased petty racketeering. The industry is determined to keep its face washed.

$3,000,000 Appropriated for Making Productions in Natural Settings

West Coast Bureau, THE FILM DAILY
Los Angeles—With 11 productions mapped out and a budget of $900,000 set aside for that purpose, Fox has launched its newly organized Great Outdoor Romances Dept. designed for the making of pictures in their natural locations throughout the world. Edward W. Butcher and Louis Lipsitz are in charge of the (Continued on Page 8)

ANDERSON TREASURER OF ELECTRICAL RESEARCH CO.

R. E. Anderson has been elected treasurer of Electrical Research Products, Inc., succeeding F. L. Gelman. Before joining ERPI in April 1927, Anderson was comptroller of the Vitaphone company. In his new position Anderson will have direct supervision of the company's financial affairs, reporting to J. E. Otterson, president.

Sen. Brookhart Endorses Texas Anti-Chain Ass'n

Washington Bureau of THE FILM DAILY
Washington — Senator Brookhart has endorsed the Texas Anti-Chain Ass'n which is sponsoring a plan imposing a tax of two per cent on the gross of chain theaters and also applying to exchanges that lease films to as many as five houses in Texas at one time.

Judge Threatens Jail Sentences for Copyright Pirates in Future

Property Owners Hold up Big Fifth Ave. Project

Unwillingness of several property owners to dispose of their sites except at prices which are considered excessive is said to be the only thing (Continued on Page 8)

Eastman Honored

George Eastman yesterday was awarded the medal of the American Institute of Chemists in recognition of being one of the greatest lay-scientists of the present day. Approval in 1918 of the establishment by the research laboratory of a department of synthetic organic chemistry to manufacture and supply various synthetic organic chemicals required for research processes in the U. S. was his most noteworthy service to American chemistry, it was pointed out.

TAX REDUCTION AVERTS PARIS THEATER STRIKE

Paris—Reduction in taxes on motion picture theater tickets by the French Chamber in a finance bill yesterday temporarily averted a general strike here. Tickets, in accordance with the rating of the house, will be taxed from 5 to 25 per cent. Instead of from 7.20 to 30 per cent. (Continued on Page 8)

Pending Legislations to Include Censorships, Tax Levies

Legislations affecting the industry, including bills imposing admission taxes and censorship, are cropping up at the current sessions of state law-making bodies throughout the country. In most instances they are receiving the organized attention from exhibitors and distributors.

Bill Would Give Operators One Day Off Duty Weekly

Albany—Provisions may not be required to work more than six consecutive days under a bill introduced by Senator Williams in the State (Continued on Page 2)

Eastman Kodak Opens First Tennessee Unit

Kingsport, Tenn.—Eastman Kodak as opened the first production unit in its new cellulose acetate plant here. Capacity production will be reached by mid-summer.

STUDIOS ON WEST COAST PLAN VOCATIONAL SCHOOL

West Coast Bureau, THE FILM DAILY
Hollywood—A vocational school for actors is to be established here by the various branches of the industry in cooperation with the Academy of M. P. Arts and Sciences. All of the major studios are participating (Continued on Page 1)

Spring S.M.P.E. Meeting

At Washington May 5-8

Washington Bureau of THE FILM DAILY
Washington—Spring convention of the S.M.P.E. is scheduled for the Wardman Park Hotel, May 5-8, the Board of Governors announces. Many of the papers will concern sound pictures and it is expected that the society's committee on standards will submit for approval its report fixing wide-film standards.

Warners Reported After First Canadian House

Toronto—Warner Bros. are negotiating for the purchase of the Massey Music Hall, downtown concert auditorium seating 4,000, for the site of their first house in Canada, according to reports here.
STATE BILLS HITTING THE INDUSTRY CROP UP AGAIN

(Continued From Page 1)
Legislature. It provides that an operator must have 24-hours' release following six days of work.

Expect Miss. Governor To Veto Admissions Tax Bill
Jackson, Miss.—Proposal for a 10 per cent tax on admissions is made by the state tax commission in its report just filed and which will be acted upon by the Legislature. The Gov. has intimated that he will veto such a recommendation.

State Censorship Provided in Ky. Legislation Bill
Frankfort, Ky.—Bills aimed at the industry include one providing for state censorship. It would create a board of five members and charge $2 a reel for a censoring. The censorship program somewhat resembles the one operative in Pennsylvania as it would provide for a measure pending before the legislature proposes a 10 per cent tax on admissions.

Fox Stockholders Meeting Tentatively Set for Mar. 5
Following a meeting of Fox directors yesterday, March 5 was tentatively set as the date for the meeting of stockholders to consider re-financing plans with a view to avoiding a receivership. The decision to hold the meeting was prompted by a desire to give the different factions ample time to work out their individual financing plans to be offered as an alternative to the arrangement discussed at the last meetings before Judge Frank J. Coleman. Formal announcement of the meeting will be made to the 9,000 or more Fox stockholders at least 10 days before the date set, in accordance with the by-laws.

Litlmans, Stebbins Return
Mr. and Mrs. Al Litlmans and Mr. and Mrs. Arthur W. Stebbins arrived yesterday from Havana aboard the Mauretania.

Loew's Declares Dividend
Board of directors of Loew's, Inc. has declared the regular quarterly dividend of 75 cents a share on common stock, payable Mar. 31 to stockholder of record Mar. 14.

Stearn Returns After Illness
Pittsburgh—Bert Stearn, local U. A. manager, yesterday returned to his desk after three weeks’ illness.

Talkers Aid Election
Tokio—Premier Y u k o Hamaguchi considers the talkers as a modern campaign weapon for the election to be held Feb. 20. The Premier has taken “talkies” pictures of himself and is having them shown in houses equipped for sound.

Cleveland Film Board Officers Are Re-elected
Cleveland—Officers of the local Film Board of Trade at a recent meeting were unanimously re-elected to serve that board for another six months’ period. Al Mertz, RKO, will continue as president as will Charles E. Almy, Warner, as vice-president; William Weiss, Fischer exchange, treasurer and Mrs. Georgia Moffett secretary.

Levine, Doty Appointed U. A. Branch Managers
Two promotions have been made in the United Artists campaign. Isadore Levine, former salesman, has been appointed manager of the New Haven exchange replacing Charles Stearns, who resigned to become the Boston office. Leo J. Doty, for the past six years office manager and city manager for the Fox M. C. branch, yesterday assumed the management of that exchange.

Alert Ushers Prevent Panic in Toronto Fire
Toronto—Roy Donaldson, an usher, was rescued when he returned to the burning building of the Regina, when a child was reported missing. The house is one of the Famous Players units and Ray Tubman, manager, is continuing performances without the use of the balcony, which is to be rebuilt.

Seaman Re-elected Head of Ironwood Amusement
Detroit—Charles Seaman has been re-elected president of the Ironwood Amusement Co. Other officers elected include: A. D. Chisholm, vice-president; E. J. Jeppeuskey, secretary, and A. L. Pickens remains as general manager. In addition to these officials other members of the board of directors include: Geo. Curry, R. P. Zinn and Joseph Seaman.
THE FILM DAILY

Short Shots from New York Studios

BY HARRY N. BLAIR

ARTHUR COZINE of the Paramount Long Island studios, is in training to get back the figure which graced the screen when he was Vitagraph's leading juvenile.

Rudy Vallee sent a telegraphic invitation to all employees of the Paramount studios to attend his Valentine party, given Friday afternoon, at the Brooklyn Paramount theater.

The ultimate in extremes was won via the last week at the Paramount Long Island studios where a speak-easy scene was on the set adjoining that showing the interior of a girl's finishing school. Both are part of the action in "Young Man of Manhattan," which Monta Bell is directing.

Shilton, Wis.—Remodeling operations are under way at the Princess here. Ray Pfieffer, manager, announced that work will be completed by March 1, when the house will open with sound.

Cleveland—Gordon C. Rowley, district manager for General Talking Pictures has resigned and will spend three months at Daytona, Fla.

Owosso, Mich.—The Lincoln has been sold to J. M. Tarbush by H. H. Chase.

San Francisco—Joe Bauer is again associated with the Wigram, now known as the Broadway, city managing the theater when it was housed in a tent after the earthquake in 1906.

Findlay, O.—Theaters were opened here last Sunday for the first time in many years when John Harris led the way by opening the Harris.

Appleton, Wis.—The Majestic permanently closed its doors, Carl Beglinger, manager of the house for the past 15 years, announces.

San Antonio—Two manager changes in the Publix ranks have been announced. R. R. Allison, former manager of the Aztec here now is manager of the Alamo while Floyd Smith, who managed the Melba, Dalas, has assumed charge of the Aztec.

Racine, Wis.—Recent reports that the Capitol and Uptown here were purchased by L. K. Brin have been denied. E. L. Wiesman, connected with the Celebrated Film Exchange, Milwaukee, is the new owner of both houses.

WINCHESTER, MASS.—A warrant has been drawn up for the local annual meeting on March 3, which, if passed, would authorize the licensing of a picture theater here. Eight years ago a similar proposal was defeated after a hot contest and several unsuccessful efforts have been made since to renew the discussion.

Wakefield, Mass.—A referendum will be held here March 10 to decide whether to permit Sunday showing at local theaters.

New York

Sam Goldstein has taken over the Westwood, Westwood, N. J.

BUFFALO—Columbia branch here has moved to the Film Building at 505 Pearl St., where it now occupies the first floor and basement.

Foreign

Paris—Gaumont recently gave a demonstration of their sound-on-film and disc reproducing equipment here. Its interchangeability, it was claimed, was demonstrated through projection of sound pictures recorded by different processes. Included were Movietone, Vitaphone, RCA Photophone, Tobis-Klangfilm, and Gaumont.

Joinville, France—Pierre Colombier is working on a musical comedy, "Radieux-Concert" for Pathé-Nathan. Following him, Maurice Touneur and then Jacques de Baronne will occupy the Joinville studios.

Paris—Marco de Gastyn and Maurice Touneur have started work on two talking features at the Joinville studios. RCA recording will be used.

United States

San Francisco—Judge Edward I. Butler has issued a temporary order restraining Victor Becker, city building inspector, and Carl Sigard from razing the California M. P. Company Studio. Backer and Sigard were summoned to appear before Judge Butler to answer charges brought by Beatrice Michelena and George Middelley.

"Lummox" United Artists

EXaminer—There is little that is commonplace about "Lummox," and not much of it is real, but it is so deftly directed by Herbert Brenon that once you are conscious of it, there is a reality about the whole production that one seldom finds in a movie. One of the most unusual picture entertainments, well played, well directed and truly well worth seeing.

Express—* * * the tale is consistent and moving as a probable slice of life. A fine sincerity on the part of director and players is evident throughout, leaving its impress on the entire production.

Herald—A moving quality of pathos runs through "Lummox" and will make this film a success, especially with feminine audiences. It is true that Herbert Brenon has not caught the simple power of Fanny Hurst's novel, but he has imbued the picture at the United Artists with the emotional appeal that is characteristic of his direction.

Record—An ambitious thing has been attempted by Herbert Brenon in making a screen play of the novel, "Lummox." That the film is not wholly successful, makes his attempt at a hardy character study none the less a hopeful sign that the studios are trying to grow up. * * * not a film that will make history, but it is an interesting attempt at a difficult screen subject.

Times—There is no promise of customary entertainment in "Lummox." There is not assurance even of an adequately produced technically, but there is a heart, at least, to the unfolding of the story that bears searching out, and that will perhaps appeal to many who see the tragic impression of the pitiful experiences of a woman who travels a hard road of sorrow, rather haltingly, and there is little or no dramatic action.

Phonofilm Suit Up Today

Philadelphia—First of a series of suits brought by General Talking Pictures Corp., against alleged infringement of their phonofilm patents will be heard here today. The Southern, neighborhood house, is the defendant.

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Newspaper Opinions

"HELLO SISTER"

Love? Why love is really nothing these days.

A Sono Art-World Wide Picture

Tuesday, February 18, 1930

"HELLO SISTER"

Love? Why love is really nothing these days.

A Sono Art-World Wide Picture

"HELLO SISTER"

Love? Why love is really nothing these days.

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Love? Why love is really nothing these days.

A Sono Art-World Wide Picture
HAPPY DAYS CONTAINING THE GREATEST GALAXY OF STARS EVER ASSEMBLED PICTURE MET WITH ENTHUSIASTIC OPENING AT PARK THEATRE YOUNGSTOWN OHIO STOP AUDIENCE EXPRESSED THEMSELVES IN VARYING DEGREES OF ENTHUSIASM THAT THIS WAS ONE OF THE FINEST PICTURES THEY HAD SEEN AS WELL AS THE SPLENDID PRODUCTION AND WONDERFUL MUSICAL NUMBERS

GEORGE GOETT MANAGER
PARK THEATRE YOUNGSTOWN

HAPPY DAYS JUST COMPLETED SMASHING WEEKS ENGAGEMENT STOP IN MY OPINION THIS PICTURE WITH ITS SENSATIONAL CAST MARVELOUS MINSTREL SHOW SNAPPY SONG HITS GOOD PLEASING STORY AND WONDERFUL NOVELTY PHOTOGRAPHY IS AS FINE A PIECE OF ENTERTAINMENT AS HAS BEEN PRODUCED IN TALKING PICTURES TO DATE AND SHOULD BE GOOD FOR TREMENDOUS BUSINESS IN ANY HOUSE IN AMERICA BIG OR SMALL

HARRY ZEITZ STATE THEATRE
NEW BEDFORD

Sensational Song Hits!

“Happy Days”—“A Toast to the Girl I Love”
“We’ll Build a World of Our Own”

Published by
RED STAR MUSIC COMPANY

and “Mona”—“I’m on a Diet of Love”

Published by
DE SYLVA, BROWN & HENDERSON, Inc.

JUST COMPLETED ENGAGEMENT OF HAPPY DAYS TO THE BIGGEST GROSS AT MY NEW HARMANUS BLEECKER HALL IN SPITE OF BAD WEATHER PERSONALLY CONSIDER THIS PICTURE GREAT ENTERTAINMENT AND SURE FIRE BOX OFFICE HIT REGARDS

C.H BUCKLEY
ALBANY

HAPPY DAYS NOW PLAYING APOLLO INDIANAPOLIS STRAND LOUISVILLE FOR FIRST FIVE DAYS OF ENGAGEMENT EXCEEDS GROSS OF SUNNYSIDE UP STOP I AM OVERJOYED FOR AS YOU KNOW SUNNYSIDE BROKE ALL RECORDS IN THE HISTORY OF THESE TWO THEATRES BOTH FOR LENGTH OF RUN AND GROSS RECEIPTS STOP IT LOOKS LIKE FOX HAS DONE IT AGAIN VERILY THESE ARE HAPPY DAYS FOR EXHIBITORS FORTUNATE ENOUGH TO HOLD FOX CONTRACTS REGARDS

FRED J DOLLE LOUISVILLE
"Here is another of those typical Fox box office smashes"

—New York World

"A million dollars worth of solid entertainment."

—New York Daily Mirror

"Held together with an effective story... the tunes from 'Happy Days' are catchy enough to keep the jazz bands busy... 'Fox Movietone Follies' was a sensation last year... 'Happy Days' is years and miles ahead of it..."

—New York Daily Mirror

"Showing to a packed theatre... was roundly applauded."

—New York Times

"A whale of a show... most emphatically recommend it."

—New York World

"Fast moving... directed with imagination and vitality by Benjamin Stoloff... well worth seeing."

—New York Telegram

Story and dialog by Sidney Lanfield and Edwin Burke  
Staged by Walter Catlett  
Dances staged by Earl Lindsay  
Directed by BENJAMIN STOLOFF  
Presented by WILLIAM FOX

Wire these theatres for further figures on this latest hit from
**Timely Topics**

**A Digest of Current Opinion**

---

**Calls for Fair Play to Keep Industry From Ruin**

The entire structure of this industry is threatened unless reasoning, honesty, common sense and business decency combine themselves and rule; all of these virtues are called, setting themselves in exhibitor, distributor and salesman. A wholesale disregard of Amusement and not buying exhibitors, a return to trickery and false promises by salesmen, a violation of protection stipulations and other obligations by exchange managers and the industry will be entangled once again in the mire and murk which it has pretty well escaped. A contract is a contract! It is a word of honor—in written! Producers, who since this contract was made and accepted by them, having had better offers from competitive exhibitors, may seize upon the Thacher decree as a loophole to violate their written word of honor and obtain the higher prices exhibitors, having decided they paid too much and could now buy elsewhere for less, may think they are gaining an advantage to breach their contracts with one company to favor another; salesmen, who are too busy doing business, may feel they now will not be overloading exhibitors with pictures when they "can so easily evade meeting playdate requirements"—all of the old unfair, unscrupulous, unsavory business trickeries, which have been a blot on this industry in years past loom up again.

*Ben Shlyen in "Movie Age"*

**Good Films Are Basis of Industry's Prosperity**

The fortunes of the whole trade depend upon the quality of the pictures. All the press luncheons in the world, all the quotas and the contingents, all the kicks at the Exposition will mean nothing without pictures. However, all the shows and publicizing of our productions, all the kowtowing to the lay press for favorable mention—all is as nought compared with quality pictures.

*Sam Harris in "The Cinema, London"*

---

**ALONG THE RIALTO**

with

Phil M. Daly, Jr.

ADOLPHE MENJOU, so the report goes, will be back to pay

Hollywood a visit sometime in March and if things are so-so will remain. Otherwise he will bounce back to Paris for another production for Pathé-Nathan. "Mon Grosse Pere" was his last for that company. Max Gordon is preparing a vaudeville sketch for Alma Rubens for her R-K-O splurge soon.

* * *

J. V. Allan, southern and western sales manager for Warner, is expected back at the H.O. late this week. He visited the company's branches at Dallas, New Orleans, Atlanta and Charlotte. Stephen Vincent Benet now in N. Y. has completed the script and dialogue for D. W. Griffith's all-talker of the life of Abe Lincoln.

* * *

Eddie Pidgeon awarded rides over New York in the new Western Air Express plane to patrons of Fox theaters. Bert Adler promoted a parade of the patrons to Newark airport securing 10 Chevrolet cars and police escort. Talking pictures of celebrities and crowds at the opening tomorrow of "The Vagabond King," will be taken at the Criterion, N. Y. A couple of Paramount sound trucks will be on hand to do the job.

* * *

Mervyn Le Roy, First National director, after a 48-hour visit to New York is en route to the Coast. He recently completed "Numbered Men" for the company. Charles "Buddy" Rogers is expected to hit New York any minute now for the premiere of "The Vagabond King." This will be his first trip to N. Y. in two years.

* * *

Benjamin Shenker, head of the Manhattan Playhouses, Inc. is aboard the S. S. Caronia with Mrs. Shenker and a party of friends bound for Havana for a rest. During his absence J. H. Steinman is holding the fort.

* * *

Florence Ryerson and her husband, Colin Clements, are heading towards New York from the Coast via the Panama Canal. Feb. 28 has been set as the publication date for their new mystery novel, "Seven Suspects," and the publishers, D. Appleton & Co. have arranged to have two new copies of the book awaiting the authors upon their arrival at Havana.

* * *

Gwendolyn McCormack, daughter of John McCormack, is recovering from an appendicitis operation at the Harbor Sanitarium. The family planned to leave for Ireland Saturday, but the trip has been postponed indefinitely.

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**FEBRUARY 18—MANY HAPPY RETURNS**

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

- **John F. Goodrich**
- **Adolphe Menjou**
- **Reginald Shashfield**
- **Leslie F. Whelan**
- **Maury Ascher**
- **Elian O'Reilly**

---

**AND THAT'S THAT**

By PHIL M. DALY

EDDIE QUILLAN, not to be outdone by those crossword puzzle and anagram boys, has started a little game of his own called "Juggled Slogans." He sends us a batch, from which we quote a few:

"Children Cry for It!"—Borden's Milk
"Good to the Last Drop!"—Irvin Parachute
"No Meat Can Touch You!"—Harding Cinnamon
"One to Retire!"—Big Ben Alarm Clock

After that last one, we didn't have the heart to read any further. If those Hollywooders use alarm clocks to put themselves to sleep, what size cannons do they explode to notify themselves that morning was come?

* * *

**FILM EXECUTIVE—** The talkers certainly are a great thing for you politicians, aren't they?

**POLITICIAN—** Yes and no. If Old Golds are, as the ads say, "the fastest growing cigarettes in history," see Rutgers Neilson, how long will it take them to grow up into cigars?

* * *

**CHEYENNE PETE writes in to ask if any cowboy actors are being used in "All Quiet on the Western Front!"**

---

**USELESS INFORMATION**

Manufacturers of brass beds, in response to Phil's questionnaire, report that they have not noticed any increase in their business since the talkers have been forcing people to do their sleeping at home.

---

**TEN YEARS AGO TO-DAY**

Charles Miller productions to be released by Realart.

Ascher Prod. has been formed with a capital of $5,000 in Albany.

Fox plans 3,500 seat house in Brooklyn at Flatbush and Duryea Place.

Butterfield to build in Lansing, Mich.
When—
BIGGER AND BETTER
Film Year Books
are published
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will publish them

Here's the proof of the pudding—

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subscription to Film Daily service immediately.

NAME
STREET
CITY STATE
Eleven Outdoor Pictures Are Now Set for Production by Fox

(Continued from Page 1)

new department, which will have at its disposal the entire globe-circling corps of Fox's 950,000 square feet cameramen, it is stated by Sol M. Wurtzel, general superintendent of Fox West Coast Studios.

Pictures already planned are to be made in the pampas country of the Argentine, the African veldt, the tropic jungle of central Colombia, and the hot desert of the western United States. First of the 11 productions scheduled is "Zane Grey's "Last of the Dranes," with George "O'Brien in the leading role, directed by A. F. Erickson. This will be followed by Max Brand's "Alcatraz," and adaptations of three Zane Grey novels, "Riders of the Purple Sage," "North of the Hundredth Meridian" and "Lost Trail." Others to come include "The Untamed," "Trailing," "Wild Geese," "The Movie," "The Devil's Partner," "The Great K A K and A Train Robbery," by Paul Lester Fox.

Sidney Jordan, horseman, has been signed to assist in selecting steeds for the pictures made in this country. Special stables have been built at Movietone City. It is planned to develop new, he-men favorites in these outdoor productions.

Property Owners Hold up Big Fifth Ave. Project

(Continued from Page 1)

standing in the way of the proposed 60,000-seat palace which will be on Fifth Ave., from 48th to 51st Streets. Among those mentioned as being connected with the project, which is to include several theaters, and film and broadcasting studios, are John D. Rockefeller, Jr., R-K-O National Broadcasting Co. and S. L. Rothafel. Should any landholders block the plan, it is said, a similar building probably will be erected on some other site near the theater district.

Barret Made Assistant Branch Manager for "U"

Detroit—Sam Barret, formerly assistant branch manager for Fox here, has been made assistant to Leo Devaney, manager of the local Universal exchange. Wade Allen, Devaney's former assistant has resigned to enter the exhibition field.

Urges Public to Select Good Pictures From Bad

Princeton—Urging the American movie-going public to avoid second-rate pictures, Leo Koster, director of public relations for RKO, has inveighed against poor films, saying that of a recent day's work at Dr. Donald Clive Stuart, professor of Dramatic Art at Princeton University.

Baker Columbia Manager in St. Louis Territory

St. Louis—Will Baker has been appointed manager of the local Columbia exchange. He has been connected with Universal as short subject sales manager in this district.

Exchane Bldg. for 'Prisco

West Coast Bureau, THE FILM DAILY

San Francisco, Calif.—Fox has bought a building on Golden Gate Ave., near Leavenworth, and will remodel into a film exchange building.

Netoco Changes Polices

Bloomington, Ill.—The Netoco house here announced a first run day and date policy.

McLane Opens Akron House

Akron, O.—The Miles Royal, formerly owned by Charles Brili, has been leased by Joe Cioncolio.

Coast.Wire Service

Hollywood Happenings

Rapee Calls Talkers Aid to American Composers

That the talking films have come as a boon to the American composer is the belief of Erno Rapee, Hollywood's coast as musical director for Warners.

Leighton, composers present, and future, will find," he says, "the opportunities for recognition and reward, so long lacking in this country, in talking pictures. Real ability and true genius have the greatest market in the history of the world in Hollywood.

Edwin Carewe Starts Work on "The Spoilers"

Edwin Carewe has returned here after a brief vacation in Havana to prepare for the filming of "The Spoilers," which will star George Bancroft. During Carewe's absence, Bartlett Cormack has been working on the screen adaptation of this Rex Beach story.

Added to Paramount Cast

James Kirkwood and Hobart Bosworth will head the supporting cast of Paramount's "The Devil's Holiday," which was originally titled "The Devil's Sunday." Nancy Carroll has the leading role.

Tuttle To Write For Pathé

W. C. Tuttle has been assigned to write "The Devil's Holiday," for Pathé as a starring vehicle for William Boyd.

Donald Crisp for Radio Film

Donald Crisp has been signed by Radio to direct the talkie, "Cooking Her Goose," which will feature Mary Astor and Lloyd Hughes.

Brill To Assist Hammerstein II

Provincial theaters will be required to pay only half the rate set for Parisian houses in the same category while all government theaters,concerts and amusements are exempted from taxation.

File Contract Suit

Suit for $5,000 for breach of contract has been filed by Hollywood Pictures Corp., Adolph Polak, president, against Audible Pictures. The plaintiff declares, according to Louis Vizer, attorney, that the defendant failed to deliver on time three pictures contracted for.

Emma Viets Improving

Girls Home, Miss Emma Viets, chairman of the State Board of Review at Kansas City, is recovering from an operation she underwent here recently.

Concho Opens Akron House

Akron, O.—The Miles Royal, formerly owned by Charles Brili, has been leased by Joe Cioncolio.

A Little from "Lots"

By RALPH WILK

Hollywood

Known chiefly as a director of comedy productions, Leo Mc- Carey will turn his attention to tension drama. He will direct "Road House" for Fox. He recently completed "Let's Go Native," a musical extravaganza for Paramount. The comedies, "The Sophomore" and "Red Hot Rythms," have attracted much attention. So pleased were Paramount executives with "Let's Go Native," that they made him an offer to journey to New York to direct a musical. He preferred to prove his ability as a director of drama.

Tracing "leaks" in the voice recording system is one of the pleasant diversions brought to the movies by the coming of talking pictures. Another nagging noise picked up by the microphones on "Raffles" puzzled the technicians. Ronald Colman defended the door of his portable dressing room.

David Torrence was asleep on the setter.

Lucille Webster Gleason will never go on record as being a bull fight fan, even though she saw two o' clock on her recent trip through Mexico.

Pell Mitchell, Larry Darrin's business manager, is at Del Monte on his vacation. Pell, refused with dignity, Larry's offer of the loan of an adding machine for use on the golf links.

WANTED

Duplex Step Printer in good condition.

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N. Y. C.

"The Pride of the East Coast"

The "Home Town Papers" of 4,000 theater owners. The most intensively read, sold in the i n d u s t r y—Keeping everyone alert during the 12th successive year.

85% coverage of a 35% territory!
Film Profits Increased 160 Per Cent Last Year

PROPOSING ADVERTISING CENSORSHIP PLAN

Pathe Plans to Spend $13,000,000 on Production

The Mirror
—a column of comment

TH sound-recording outfits ram- ing all over the countryside, West erns are attracting increased respect for new production layouts now being imitated. Looks like this type of enter tainment, which took something of a blow on the chin when motion picture audiences began to tire of schiastic. is destined for rejuvenation. That Westerns can be made a intelligent picturegoers has been shown by "In Old Arizona," which, v the way, was included among the Ten Best Pictures of 1930. No sub pictures of this classification, then given adult dialogue to supplement their thrill element, will satisfy the entertainment demands of the run customers. And somewhere in the distance (just where nobody plans to exactly know) wide film is ing with its promise of additional aroscopic range to catch up scenes widespread beauty and action.

... R. DONALD CLIVE STUART, Dress Princeton, N., J., and a college oessor, to boot, urges the picture goers to the motion picture industry for an occasional bad film. Gratifying to locate an academic instructor with such clear vision and exquisite judgment. The legitimate age, with its Shakespeare and Keillors, has long been the idol of film-watching America. But a sequel, if you care to make one, will have that a tremendously larger amount of motion picture productions of higher quality than those nced out by the legitimate stage.

... HE WILL H. HAYS voice will over the ether. Mar. 4 in a national broad casting hookup titled the West erns to the motion picture industry. If your radio is in the st of health it ought to pick up the interesting facts.

Pathe Plans to Spend $13,000,000 on Production

Plans Comedy Village at Coast to Cost About $250,000

West Coast Bureau, THE FILM DAILY Los Angeles—Pathe will spend $13,000,000 on its 1930 production program, which calls for 30 features, 242 shorts. About $250,000 will be expended in building a comedy village which will be the production center for comedy-making. Mary Lewis, operatic celebrity, will be starred in a Pathe picture, it is understood.

JOHN C. FLINN IN CHARGE OF PATHE SHORT COMEDIeS

West Coast Bureau, THE FILM DAILY

Hollywood—Under Pathe's revised production setup, John C. Flinn, vice-president, will assume charge of short subject comedy production. This work has been transferred from New York to the Coast. Flinn is now in New York.

378,000 SEATS LISTED IN PITTSBURGH DISTRICT

Pittsburgh—Exchanges belonging to the local Film Board of Trade are serving a total seating capacity of 378,000, it is shown by a guide book just issued by the board. There are (Continued on Page 8)

NEW FOX FINANCING PLAN BEING SUBMITTED TODAY

A new refinancing plan, drawn up by the Halsey, Sheehan & Co. Western Electric interests and said to be favored by Winfield Sheehan and Saul E. Rogers, will be submitted today as an alternative to the proposition made by Bancameras-Blair & Co., Lehman Bros., and Dillon, Read & Co.

Under this new plan, debentures amounting to $40,000,000 would be (Continued on Page 8)

FOX Metropolitan Opens 3 Houses in New York

Continued expansion is noted in the activities of Fox Metropolitan Playhouses, Inc., with the opening of three houses in the New York territory. The new units in the circuit are: Park, Brooklyn; Ozone Park, Ozone Park, L.I.; and the Rockland, N.Y.

Market Analysts Cite Industry for Big Gain in 1929 Earnings

Lloyd Preparing Next; Considering Two a Year

Los Angeles—Preparations are under way for Harold Lloyd's next production and he is considering the possibility of making two releases a year. His last two were 18 months (Continued on Page 8)

An increase of 160.6 per cent in profits was shown by the film industry in 1929 as compared with the figures reported for 1928, according to data compiled by the Standard Statistics Co. Only three industrial groups, films, electrical equipment and food products, were able to increase their profits in the final quarter of 1929.
TALKING PICTURE EPICS TO HAVE TALKING VERSIONS

All releases of Talking Picture Epics are to be done in foreign versions, namely Spanish, German and French, according to Frank R. Wilson, president. Methods to be used for the foreign versions will either be the engagement of a German, French or Spanish explorer or scientist who will introduce the English lecturer and explain that he is interpreting the explorer's own account of his adventure. "Simba," and "Across The World With Mr. and Mrs. Martin Johnson" will be the first of the Epics produced under this arrangement. These are to be followed by "Hunting Tigers In Africa," "Wild Men of Kalihari," and "Around The World Via Graz CENT.

Famous Canadian Profits Running Ahead of 1929

Montreal—Profits of Famous Players Canadian Corp., for the first three months of the current fiscal year are practically double those of the corresponding period last year, the company announces. The $2 dividing the common stock has already been earned in this quarter.

31 Theater Projects Are Recorded During Jan. '30

During the month of Jan. 1930, there have been 31 theater projects launched in the Eastern States, according to F. W. Dodge Corp. The total space of the combined projects was 201,500 square feet while the cost reached $3,917,000 continued the report.

Editors, Publishers at AMPA

Publishers and editors of film trade papers will be the guests of the AMPA at their weekly luncheon tomorrow at the Paramount Hotel.

Arthur En Route To Toronto

Jack Arthur, representative of Famous Players Canadian Corp., left last night for Toronto after a short business trip here. He expects to return in about a week.

Silents Still Draw

Montreal—Though sandwiched in between two big wired houses on St. Catherine St., Charles Lalumiere's Roxy, specializing in silents with French and English sub-titles, is still drawing good trade. "Shiraz," the production made in India, was held over for a second week.

New Appointments Made by Sono Art-World Wide

Robert S. Shradar, formerly mid-west division manager for Pathe, and with that company for 14 years, has been appointed feature sales manager for Sono Art-World Wide in the Cleveland territory.

Harry Allen, sales manager for Sono Art in Los Angeles, is being transferred to the Salt Lake City office as feature sales manager, and Gordon Allen has been engaged as sales manager for the Los Angeles office.

Mike Simmons New 'Ad'

Director for Sono Art

Mike Simmons, formerly with Gotham Productions and more recently Stanley Film Adv. Co., has joined Sono Art-World Wide as director of advertising and publicity and assumes his new position on Mar. 3. Simmons, in addition to the picture business, is active in radio work.

Two More for W. E.

Electrical Research Product has closed contracts for the installation of Western Electric sound apparatus at the N. Y. Censor Board, here and at the Army V.M.C.A. at Fort Jay, Governor's Island.

All But 27 For Columbia

Of the 393 theaters wired for sound in Canada all but 27 have booked the short subject releases by Columbia, the company states.

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Continuing to sell out at every performance at the Astor, N.Y., and at the Chinese Theatre, Los Angeles

**METRO-GOLDWYN-MAYER IS ELECTRIFYING THE ENTIRE AMUSEMENT WORLD!**

Each year the truly outstanding hits bear the name of Metro-Goldwyn-Mayer. Each year theatre owners become more and more convinced that to be associated with M-G-M is the one and only guarantee of profit and prestige.

**GRETA GARBO in ANNA CHRISTIE**

4th week of record-breaking business at the Criterion Theatre, Los Angeles. Her First Talkie! Now playing to sensational business at Michigan Theatre, Detroit, and moving to Adams Theatre on Friday for extended run.
GEORGE ARLISS in
"THE GREEN GODDESS"

JOHN BARRYMORE in
"GENERAL CRACK"

"SHE Couldn'T SAY NO" with
WINNIE LIGHTNER—CHESTER MORRIS

"Vitaphone" is the registered trade-mark of The Vitaphone Corporation designating its products
Al Jolson in
"Mammy"

An epic of the minstrel. Story and songs by Irving Berlin. With Technicolor.

John Barrymore in
"The Man from Blankley’s"

The idol of the screen destined for new triumphs in a modern sophisticated comedy.

"Under a Texas Moon"

Frank Fay, Raquel Torres, Armida, Noah Beery, Myrna Loy. All Technicolor.

"Sweet Kitty Bellairs"

From the famous David Belasco stage play. Claudia Dell, June Collyer, Percy Askam. Technicolor.

"Hold Everything"

From the Broadway success. Winnie Lightner, Joe E. Brown, George Carpentier. All Technicolor.

"Song of the West"

From the stage success "Rainbow". John Boles, Vivienne Segal. Outdoor Western all-Technicolor Operetta.

"Golden Dawn"

From the famous stage operetta. Walter Woolf, Vivienne Segal, Alice Gentle, Noah Beery. All Technicolor.

"Dumb Bells in Ermine"

Robert Armstrong — James Gleason, Barbara Kent and a distinguished cast.
SOCIETY, film, stage and social lions are scheduled to be present at tonight's opening of "The Vagabond King" at the Criterion, N. Y. Included in the gang are: Otto Kahn, Conde Nast, Walter Warner, Helen Kane, Charles "Buddy" Rogers, Charles Ruggles, James Hall, Claudette Colbert, Rudy Vallee and Stuart Erwin......Yeh, might as well say it's a Paramount production........

Al Jolson, feeling kinda balmly, after his sojourn down South, is back again at the Warner Coast studio. Al intends to 'mammy' around the place until he gets a wee sight of the final editing of "Mammy," his latest for the Brothers Warner, and then will look up some old friends in Jimmy Walker's Big Town. They say that Al went over big in such states as Texas, Oklahoma, Kansas and Louisiana. Of course we can't mention the other 44........

One of the Coast's ace space grabbers, Harry Hammond Beall, putting it exactly, is at the Pennsylvania with the Mrs. Harry is also head of the WAMPAS, west end of the AMPA outfit. And I'll bet tomorrow he'll be in for a free lunch at the AMPA........General Electric has just issued a snappy catalog, "Motion Pictures and Illustrated Lectures," containing a listing of sound pictures on various subjects connected with the electrical industry, its accomplishments and its relation to other industries........

Val Lewton of M-G-M has just completed the novelization of "The Rogue Song" which will be published the second week in March by A. L. Burt and Co.

E. W. Hammons, president of Educational, leave the Coast tonight en route to New York, after spending three weeks in conferring with producers of Educational's comedies........

Louise Dresser made good her promise in coming to the 'Big City' to look up old friends.......Yesterday afternoon at the Savoy Plaza she had a dandy spread for newspaper people. Also present were Tommy Meighan, Blanche Ring and, ah, well, a whole gang........

-AND THAT'S THAT
By PHIL M. DALY

Any film player will tell you that the best scenes in his pictures are the ones that get the cheers. And you will believe him even when you hear about Harry Richman's favorite scenes, which, Harry says, were cut from "Pattin' on the Ritz."

It seems that Harry and the new-met girl friend, Joan Bennett, had reached the goo-goo-eyes stage. Not having any faith in amusement resort circulars, they made personal trip to the Niagara Falls to see if the place would be all right for a honeymoon but being winter, they decided to stay only a week and a half. While sitting on the shore, Canadian side, they spied John Barrymore coming down the rapids in his canoe. Suddenly noticing the falls ahead, John ordered Dolores alt to man the reverse wheels. But she pressed the wrong button and at that moment a strong wind came along, lifted the boat right off the water, and landed it kerplunk beside Harry and Joan, the impact causing these two to bounce up and into the rippling brook. But they were lucky enough to land in a barrel used by daredevils in going over the falls, so they made bottom as smoothly as rolling off the Chrysler Hill. As they hit the lower level, Harry and Joan heard high swears in the distance. At first it sounded like Annie Lightner warbling her bathtub number, but with the aid of binoculars Harry found that it was Al Jolson, sitting astride "The Maid of the Mist," a thing with auburn hair and yodeling "Sonny Boy." Harry took off his wide trousers and by holding them aloft in the direct path of Al's voice, the barrel was waited to the leeward shore. There Harry and Joan found Joseph M. Schenck sitting under a parasimon tree beating the Publicity unit's off of Adolph Zukor at pinhole. Going over behind Mr. Schenck's left shoulder, Harry exclaimed, "Hello, uncle, here we are. We just finished our big scene. Oh, uncle, what a big bunch of hearts you have!" At that moment Mr. Zukor trumped Mr. Schenck's Ace. Mr. Schenck turned to Harry and said, "Oh, yeah, Mr. Gleason! So you're here, are you? And you just finished your big scene, did you? Well, get yourself right away from here again. And the big scene is out!"

FEBRUARY 19---MANY HAPPY RETURNS

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

Dorothy Janis  Bob Gleming  Carl Stockdale

TEN YEARS AGO TO-DAY

Allan Dwan arrives in New York with three features for Mayflower.

Jensen & Von Herberg new 1,100 seat house to open in Yakima, Wash.
Short Shots from New York Studios

By HARRY N. BLAIR

FRED NEWMEYER, an ace director as every production executive knows, is working on the script of "Queen High," which he's going to direct at Paramount's Long Island workshop. His last directorial job was on "The Grand Parade" for Pathé.

Short subjects should be in direct contrast with the featured picture and in no sense compete with it, in the opinion of Louis Brock, producer, who believes that his next, "Barnum Was Wrong," has all the speed and action absent from most features since dialogue crept in.

Helen Kane, bundled up in a sweater and wearing rakish blue beret, acting out a bedroom scene for the benefit of Norman Foster and Ginger Rogers, while electricians fooled with the lights, on the "Young Man of Manhattan" set, at the Paramount Long Island studios.

Monta Bell in a red sports sweater, and wearing a rakish blue beret, acting out a bedroom scene for the benefit of Norman Foster and Ginger Rogers, while electricians fooled with the lights, on the "Young Man of Manhattan" set, at the Paramount Long Island studios.

The Aesop Sound Fable unit of Pathe-Van Beuren Pictures, has finished the synchronization of its two latest Pathe pictures, "Sky Skippers" and "Singing Saps." These shorts were recorded by the RCA system, under the musical direction of Carl Edouard.

Wareham Joins Dickinson Lawrence, Kans. — Harry Wareham, former Western Publics manager, has joined the Dickinson circuit and will take over the management of the Varsity here.

Jones to Manage Mo. House Trenton, Mo. — Harry Jones has been appointed manager of the Plaza here.

New Equipment for Alliance Alliance, O.—The Ideal, belonging to LeMotto Smith, is closed for re-decorating and installation of Type G RCA sound equipment. It will open March 1, with an all day policy.

Bridgewater House Being Wired Bridgewater, Mass.—The Princess here has closed for several days to install sound apparatus. Charles Babb and John Cochrane are managers of the house.

Photophone for Mellon House Pittsburgh, Pa.—RCA Photophone equipment has been installed in the Orpheum here.

Hudson Bill Would Class Films as Public Utility
Washington Bureau of THE FILM DAILY

Washington—Under his anticipated bill, just introduced in Congress and calling for the creation of a Federal motion picture commission, Representative Hudson, of Michigan, asserts that the film industry is a public utility and therefore subject to the same kind of regulation.

Hudson's proposed commission, to be composed of five men and four women, would be empowered to prohibit practices and monopoly, provide for the just settlement of trade complaints, supervise the production of silent and talking pictures and provide for the proper distribution and exhibition, with special reference to the prevention of block booking.

The legislation is regarded by film men as censorship pure and simple, since the commission would license pictures for exhibition and would withhold licenses from pictures carrying scenes of crime, sex appeal, murder, mayhem, bloodshed or most anything else.

Valeska Surat on Stand in "King of Kings" Suit

Valeska Surat took the witness stand before Federal Judge Frank J. Coleman yesterday in connection with her suit charging plagiarism in the Cecil De Mille production, "King of Kings." Neither De Mille nor Jeannie MacPherson, the accredited author of the picture, is defending the suit, neither of them having been served with a copy of the complaint. The only defendants remaining are Will H. Hays and his organization, represented at the trial by Arthur Weil.

Seeks Writ to Retain Audible's Distribution

Action has been brought in the Supreme Court, New York County, by David Mountan, as agent for Arthur Levey, against Audible Pictures, Inc., for an injunction restraining them from delivering the pictures "The Last Dance" and "The Lotus Lady" to anyone other than Arthur Levey, for distribution throughout the world, excepting the United States, Canada, and the Hawaiian Islands.

Declares Protection is Killing Indie Exhibitors

Pittsburgh — "Protection will be the death knell to all independents," declares Fred J. Herrington, secretary of the M.P.T.O. of Western Pennsylvania, in a statement to members of the organization. Herrington calls upon the exhibitors to give financial support to the fight that has been launched on protection.

Fowler Opening Second Office Dallas—Herman Fowler's New Studio in Los Angeles has arrived here to establish his second exchange, with "Dad" Shaw, southwestern distributor, as manager, to open his third exchange in New York.
New Fox Financing Plan To Be Submitted by Bankers Today

(Continued from Page 1)

issued and the remaining funds necessary to meet Fox obligations would be obtained from the sale of a new common stock to the banking group. It is understood that the Halsey, Stuart proposal may bring a counter plan from the Bancamerica-Blair group, inasmuch as Fox has expressed himself as unwilling to enter into any agreement with the Halsey, Stuart interests. This will result in the refinancing proposition being placed on a competitive basis, with the final plans being put up to the stockholders at the meeting called for March 5.

It also was learned yesterday that a group of Class A stockholders had formed a compromise committee which is in favor of the Fox plan backed by Bancamerica-Blair, Lehman and Dillon, Read. This committee consists of Morton Stern, of J. S. Bache & Co., James M. Beck, former solicitor general; Louis Horowitz, chairman of the Kinder Morgan oil company; Arthur Eisele, former banker; Herbert Fleischacker, San Francisco banker; J. L. and Dryden Kuser, stockholders; Frank M. Dick, of E. F. Hutton & Co.; E. A. Pierce, of F. W. Morgan & Co.

Chief difference in the new $40,000,000 plan and the one already discussed in court is that the latter requires the issuance of $65,000,000 in new securities, in addition to selling 1,000,000 shares of new common stock provided for under rights attached to the $40,000,000 debentures. Conversion of the $25,000,000 preferred stock also would require 1,250,000 additional shares of common. Then there is the block of 200,000 shares to be issued to the underwriting syndicate.

This, with the present stock, would result in the company having approximately 3,450,000 shares of common stock outstanding. On the basis of earnings as currently reported, estimated at $16,875,000 for the entire fiscal year, the balance for the common, after subtracting the 20% as the required sinking fund and $1,400,000 interest for debentures, would be around $4 a share, according to the Wall Street statisticians.

378,000 Seats Listed in Pittsburgh Territory

(Continued from Page 1)

840 houses in the list being supplied with service by these exchanges. Of this number, 80 are in Pittsburgh, $11 in Western Pennsylvania, exclusive of this city, and 249 in West Virginia.

Publix Managers to Meet in Chicago on March 3

Chicago—More than 100 executives and managers of Publix theaters are scheduled to convene here for a three-day session at the Drake Hotel beginning March 3. W. K. Holland, publicity manager for Publix, is in charge of arrangements. Many important executives of the industry are expected to address the gathering.

Remodel Johnson Opera House

Augusta, Me.—The Johnson Opera House will be remodeled by Mrs. Benjamin Johnson. Seating capacity will be increased to 600.

Dayton Gem Reopens

Dayton, O.—The Gem has reopened here.

Start on Warner House Mar. 1

Youngstown, O.—Warner will begin work on their new $1,000,000 theater here about March 1, D. M. Rabinovitch, states. The house will seat 2,800.

Remodeling Beverly Fairfax

Los Angeles, Cal.—The Beverly Fairfax is being remodeled, Harry Warren, manager, states.

Sound Recruits Another

Bird Island, Minn.—M. J. Huss has installed sound equipment at the Crystal.
Wheeler Exhibitors Defeat Blue Law Enforcement

MODIFIED PLAN PRESENTED BY FOX BANKERS

Three Features, 24 Shorts from Colorart in 1930

Entire List to be Made in Color; Schedule Starts in Sixty Days

West Coast Bureau, THE FILM DAILY

Los Angeles — Program outlined for the 1930 season by the Colorart Synchrophoto Corp. will include a series of 24 short subjects and three features, all to be made in color. The feature line-up consists of "Unkissed," a comedy; "The Thrill Killer," a mystery drama and "The Grandeur Newsread (Continued on Page 7)

ANTI-CENSORSHIP BILL

INTRODUCED AT ALBANY

Albany—A new attack on the censorship laws has been launched here with the introduction of a bill by Langenon W. Post, assemblyman from Manhattan, asking the repeal of the present statute which places the censorship of pictures under the State Department of Education. Post formerly was a motion picture critic in New York.

III. Independents in Drive for Increased Membership

Chicago—Drive for increased membership from rural sections of the state, has been launched by the Illinois Independent Theater Owners, Inc. which Arthur Sapirstein is president. The board of directors of the organization has selected a committee of outstate members to sponsor the drive.

Blue Law Test in Wheeling

RESULTS IN THEATER VICTORY

Consolidated Reported in Deal for 2 Bronx Houses

Negotiations are reported under way by Consolidated Amusements for the acquisition of the Metro and Congress, Bronx, owned by the Bronx Circuit of Theaters. This would give Consolidated 18 houses in Greater New York. Executives of both companies yesterday denied any knowledge of the reported deal.

(Continued on Page 2)

Lehman Group Offers to Accept "A" Stock as Compensation

A modification of its refinancing plan, providing that the Fox companies may elect to pay the bankers' compensation in stock or to give the bankers and their syndicate a five-year option on $30,000 shares of stock at $20 a share, was announced yesterday by the Bassan-Delmar-Blair. Lehman Bros. and Dillon, Read & Co. group which is refinancing the proposed proposition which has already been approved by Fox directors. Terms originally called for 135,000 shares of common stock for the bankers and 65,000 shares for the underwriters.

(Continued on Page 7)

MOVE TO SETTLE LABOR DISPUTE IN MINNEAPOLIS

Minneapolis — Representatives of the operators' union and the smaller independent exhibitors of this city have been meeting to settle their differences. The union has withdrawn its demand that small theaters employ two operators. Both sides have not been able to agree on wages. The Theater owners refuse to meet the union's demand for a $60 scale. A compromise is expected.

PETITIONS HOLD OFF FALL RIVER THEATER STRIKE

Fall River, Mass.—Threatened general strike of all theater employees here to compel the management to employ musicians is being held off. Judge Gray, in continuing the petitions for injunction filed by the Gallo Amusement Co. and the Rand Realty and Amusement Co., until the next session of the superior court. This action followed an agreement by all parties. The courts involved are the Durfee, Capitol, Empire, Strand and Park.
Financial

NEW YORK STOCK MARKET
High Low Close Sales
Am. Schiff ... 26 24 24 24 900
Com. Ind. ... 231 231 231 140
Com. Ind. Ind. ... 234 234 234 100
Com. P. Ind. ... 224 224 224 100
Kodak ... 76 76 76 76 76 4,000
Fox Film "A" ... 321 321 321 68 1,000
Gen. Motors Eqn. ... 48 48 48 48 30
Keith A.O. ... 30 30 30 30 30
Loew P. Inc. ... 210 210 210 100
"Fate of the Deep" ... 24 24 24 24 24 100
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"Theatere Decree Effects" ... 24 24 24 24 24 100
"Fate of the Deep" ... 24 24 24 24 24 100
"Cleopatra"...
ANN PENNINGTON

"HELLO BABY"

Here's a Presentation Feature that will start your show off like a World Beater! Dazzling costumes, gorgeous girls, tender romance and tuneful tunes combine to make up two reels of marvelous entertainment. Deluxe short length musical comedy that will pull like a feature. Great cast. Directed by BRYAN FOY and LARRY CEBALLOS.

"Vitaphone" is the registered trade-mark of The Vitaphone Corporation designating its products.
Blue Quits Warners to Become Free Lance
Monte Blue has left the Warners fold and hereafter will do free-lancing.

Constance Bennett Gets Fox Lead
Constance Bennett will play the leading role in "Common Clay," which Victor Fleming will direct for Fox. The picture goes into production next month.

Belle Bennett With Warners
Belle Bennett has been signed by Warners for the leading role in "Fame."

Cawthorn Added to "Dixiana"
Joseph Cawthorn has been added to the cast of "Dixiana," which is being produced at RKO with Bebe Daniels in the leading role.

Three Added to "Trigger Tricks"
Jack Richardson, Monte Montague, and Walter Perry have been added to "Trigger Tricks," which Hoot Gibson is producing for Universal.

Holt and Graves Again Featured
Jack Holt and Ralph Graves again appear in "Hell's Island," which is in rehearsal under direction of Paul L. Stein.

Una Merkel for Lincoln Role
Una Merkel has been signed by Universal for the forthcoming production of D. W. Griffith's "Lillian," for Fox.

Behrman Preparing Fox Script
Lauren B. Behrman is preparing the screen adaptation of Franz Molnar's "Liliom," for Fox.

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Coast Wire Service — Hollywood Happenings

A Little from "Lots"

By RALPH WILK

Hollywood

Lesley Mason is one of Hollywood's busiest dialogue writers. He fashioned the dialogue for "The Song of the Caballero," "Kettle Creek," "Parade of the West," "The Fighting Legion" and several other Ken Maynard pictures.

** Arthur Jones, who was campaign manager for Mayor John C. Porter of Los Angeles and was California director of publicity for the Hoover campaign for the presidency, has joined the Fox scenario department and is writing originals. Prior to joining Fox, he was with Universal, where he wrote "The College Minstrel," an original, which will soon be placed in production, and an untitled opus. He is a native of St. Louis and is a former editor of the Harvard Lampoon.**

** Regis Toomey, who attracted much attention by his work in "Alibi," surprised Warners members with his excellent baritone voice. He toured England in "Little Nellie Kelly," appearing in an important singing role. He also understudied Dennis King in "Rose-Marie."**

** Behrman Preparing Fox Script.**

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Film Boards of Trade Report Additional Theater Changes

**ALABAMA**

Changes in Ownership

Bolige—Bolige, sold to R. C. Towner by John Sowa; LaFayette—Ritz, sold to T. Y. L. Delmar by L. B. Yost; Mobile—Capitol, sold to A. C. Hallmark by J. A. Pitts; Millikan—London, sold to K. Gentry by William Gunter; Montgomery—Dixie, sold to Dwe Hartwick by H. F. Henry.

**ARIZONA**

Closings

Hanover—Palace

**ARKANSAS**

Changes in Ownership

Carthage—King, sold to K. M. Moore, by R. M. Mann; Joplin—Alaska, sold to T. M. Park; West Memphis—New Moon, sold to N. S. Translin by A. Blaneo; Mena—Marko-wits by Charles Michaels; Orange—Colony, sold to Valhalla Film Corp. by Easterly & Lee; Rogers—U. S. S., sold to O. C. Foster by A. K. Goehle; Santa Cruz—Grosvenor, sold to C. T. Morgan & F. O. Harvey by C. E. Scott; Victor—Mission, sold to L. W. Dodger; Woodland—Woodward, sold to N. W. Hill by Dr. T. H. Dixson.

**CALIFORNIA**

Closings

Belvedere Garden—Link; El Segundo—State; Fillmore—Los Gatos; Santa Clara—Casa Grande; Soledad—Sulphur; Venice—Soledad; West—Willitt.

**COLORADO**

Changes in Ownership

Denver—Hiawatha, sold to Nokomis Theaters, Inc., by Hiawatha Theater Corp.; Pueblo—Flippin, sold to S. P. Slipp, America, sold to Otten & Erickson by Pete C. and Virginia; Laramie—Larsen by D. W. Denning.

**CONNECTICUT**

Changes in Ownership

Meriden—Life, sold to Mr. Rett by S. Meiners; New Haven—Stars, sold to B. Levin by L. J. Neumann; New Haven—Victory, sold to M. Rosenberg by Mr. Ladoff.

**FLORIDA**

Changes in Ownership

New Port Richey—Michigan, sold to L. C. Poole by J. S. Jackson; Titusville—Van Croix, sold to Thomas S. Brandm by A. E. Van Croix.

**GEORGIA**

Changes in Ownership

Colunmi—LaGloria, sold to Zula B. Toole by Joseph E. Toole; Homerville—Arbuckle, sold to Smith & Turner by R. O. Walton; Lincoln—Lindoln, sold to W. K. Blackwell by W. A. Florence; Milledgeville—Dream-land, sold to Mr. Finley by M. H. Hay- nance.

**IDAHO**

Changes in Ownership

Boise—Strand, sold to Public Theater Corp. by J. E. Doherty; Wheaton—Opera House, sold to H. A. Kelton by George Kelton.

**ILLINOIS**

Closings

Challis—Dodge Hall; Dixon—Edison; Macay—American.

**INDIANA**

Changes in Ownership

Anderson—Ravine, sold to Anderson Banking Co.; Eielville—LEFT, sold to Frank Duncan by J. W. Sowards; Fairmount—State, sold to E. and H. and J. Fahl by Harold Miller; French Lick—Paramount, sold to O. S. & Co., by O. S. & Co.; Gary—Fox, sold to W. O. Noble and Mid City Roxy Co. by Charles Wagner; Geneva—American, sold to H. N. & W. Co.; Muncie—City, sold to G. E. Lancaster by H. E. Rose; New Castle—Paramount, sold to J. and E. Amstrong, by James H., Weston by Mrs. Fryer; Kouts—Gem, sold to E. Stihl, Hoffman & Griffith; Markle—Pandemonium, sold to M. Martins by Mrs. E. Yantes; New Castle—Princess, sold to P. F. Ramsey by F. D. Cor- rill; Pendleton—Pendleton, sold to V. E. Burkel by Indiana Theaters; Portland—Black, sold to H. L. Whidden by J. L. Ham, sold to J. J. Hurd and W. M. Cor- nel by Mrs. Robert Andrews; South Bend—North, sold to Public Fitz and Mr. and Mrs. Joseph Theater; Whiting—Hoosier, sold to A. B. Muncie by Mrs. Ben- nett.

**KENTUCKY**

Changes in Ownership

Campbell—Peoples, sold to Boone Hawks by McQuinn & Hawkins; Danville—Centre, sold to William A. Artlett by Myers & Burn; Louisville—Palace, sold to W. F. L. Johnson by J. W. Brown; Louisville—Crescent, sold to H. Nadel by C. Koch; Olive Hill—Theater, sold to Frank by W. L. Sparks; Whitesburg—Rex, sold to Putnam & Gibson by James Fairchild.

**LOUISIANA**

Changes in Ownership

Baton Rouge—Brownie, sold to Bautum, Mullen & Ber and by J. F. Crosdon; Opelousas—Princess, sold to R. L. Bailey, Sr., by Opelousas M. P. Co.; Rayville—Grand, sold to M. J. Moore by T. A. Shea.
BarthelMESS
in
SON
OF THE
GODS
A FIRST NATIONAL
and
VITAPHONE
Picture
with
CONSTANCE
BENNETT
in
REX BEACH'S
Great Story Directed by
FRANK LLOYD
Screen version and dialogue
by Bradley King
TECHNICOLOR
SCENES
"Vitaphone" is the registered trade mark of the Vitaphone Corp., designating its product
ALONG THE RIALTO

with

Phil M. Daly, Jr.

HARRY is getting to be all the rage, naturally meaning that Richman fellows. In addition to getting a big part in Lew Leslie’s “International Revue,” which premieres on the Main Line Tuesday, Harry has been invited to be guest of honor at the opening of the new Loew’s 175th St. on Saturday.

Esther Ralston saw the police the other night, but only to report the loss of a $4,000 diamond and emerald bracelet set in platinum. Now if any of you sleuths find said article, Esther is at the Hotel New Yorker. The world premiere of “Ingagi,” meaning gorilla in Africa, will take place at the Spreckles, San Diego, tomorrow. Immediately following the one week premiere William Alexander will head for New York with the print.

In Paul Specht’s amateur song writer’s air opportunity contest, Mrs. Mary Schaefer, organist of the Roanoke, Roanoke, Va., coped one of the prizes with her song “Coming Home to Mary.” Kinda thought the AMPA boys would like the suggestion, so Harry Hammond Beall, head of the WAMPAS, will be one of the guests of honor at today’s AMPA luncheon. Pat Flaherty’s wife presented him with a nine pound baby boy as a Valentine gift. Pat is the bright light of Fox’s Red Star Music Co., while the Mrs. is the former Dorothy Fugazy, daughter of the fight promoter.

Production of “Little Orphan Annie,” is being considered by Charlie Beahan with Ruth Taylor in the same role she originated on the Coast. Another report has Gertrude Lawrence scheduled for the “International Revue.” United Artists have released William Anthony Maguire from his contract long enough to allow him to write the book for Marilyn Miller’s next show which Ziegfeld will produce.

Fox Metropolitan Playhouse, Inc. upstate holdings are expected to take on added weight with Harry D. Goldberg new general manager directing activities from the Utica headquarters. Beginning this Saturday feature sound pictures will be added to the program at the RKO Riverside in addition to the five vaudeville acts.

In “Hit The Deck,” it was the Smiths that got the break to a special party, but now Pathe steps out by inviting all N. Y. cops whose second handle happens to be O’Brien to a special showing of “Officer O’Brien,” at the Hipp starting Feb. 22. Hope Universal doesn’t pull a Cohen and Kelly party.

AND THAT’S THAT

by PHIL M. DALY

WHILE digging up data on the original Floradora Sextette, which figures in his forthcoming production of “The Gay Nineties,” Harry Beaumont came across some enlightening facts about the moral requirements and restrictions imposed upon the famous troupe of 30 years ago.

“Get a load of this, girls,” said Harry, calling to Marion Davies, Patricia Caron, Ilka Chase, Vivienne Oakman, Lillian Bushman and Ethel Sykes, who are to make up the 1930 counterpart of the celebrated six.

“In signing the original Floradora bouquet, the Shuberts stipulated in their contracts that the girls must not encourage, contract for or engage in any marriage during their engagements, that they must not accept attentions from stagedoor Johnnies, nor attend any wild parties lasting till early in the morning; and that, should any of the girls show the least sign of dissipation, her contract would be null and void.”

“And yet,” continued Harry, “notwithstanding these stringent rules, all of the original Floradora girls eventually married millionaires.”

“So you see, girls,” said Harry in concluding his bedtime story, “the moral is that it pays to be good.”

Our Hollywood gastronomical bureau sends us the information that an average of 350 pies are eaten every lunch hour at the M-G-M studios.

Well, since they quit using them in slapstick comedies, there’s nothing left to do with the pies except eat ’em.

USELESS INFORMATION

Although some theater operators feel that the area taken up by aisles represents a big waste, attempts to install bowling alleys in these spaces have not proved practical.

TEN YEARS AGO TO-DAY

William Brandt organizing new exhibitor body in Greater New York.

Harry Cahane files judgment against Allan Rock to recover $531.

Neely Edwards signed by Cohn for Hall Room series.

G. P. Greaves to build at Colorado Springs, Col.

THEM FIRST JOBS

MAITLAND RICE

General theatrecals with George W. Lederer

FEBRUARY 20---MANY HAPPY RETURNS

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

Ed Schiller
Ann Carter
Florence Gilbert
Charles C. Moskowitz
Marian Spitzer
John Langan

FEBRUARY 20, 1930
WARNER 1ST QUARTER NET REPORTED AT $5,629,108

(Continued from Page 1)

lent to $2.07 a share on the common stock outstanding as of that date. This earning is compared with $2.07 in the previous quarter ended Dec. 1, 1928 which was equivalent to $3.50 a share on the $5,000 shares of combined Class A and combined stock. While the profits for the period ended Dec. 1, 1928 included only earnings of companies then subsidiary to Warner Bros. Pictures, the earnings for the quarter ended Nov. 30, 1929 include the profits of all companies now subsidiary to the company. Warner Bros. on Nov. 1, 1929 had outstanding a total of 269,237 shares of preferred stock and 264,864 shares of common.

Three Features, 24 Shorts From Colorart in 1930

(Continued from Page 1)

Beggars of Bagdad,* a musical production by Perry Newberry and L. B. Jacobs. Production of the new product is scheduled to start within three months. Directors and casts are now being negotiated for.

"Satanasque," a feature completed by Louis B. Mayer partly destroyed by the Consolidated Laboratory fire, has been recut and is in preparation for a summer release.

Wheeling Exhibs Defeat Blue Law Enforcement

(Continued from Page 1)

instance against the state, $500 bond upon being arraigned. Houses involved are the Virginia, Capitol, Colonial, Liberty, Rex, Victoria and Court.

Theater Changes Hands

Philadelphia, W. Va.—The American was purchased and partly destroyed by John Seamon into those of Howard Leary.

Pittsburgh House Wired

Bridgeville, Pa.—The Granada has been wired.

Bridgeville (Pa.) Closing

Bridgeville, Pa.—The Granada has been closed.

"The Pride of the East Coast"

The "Home Town Papers" of 1900 the most intensively read by men in the industry. Keeping eternally tight it for the 12th successive year a 100% coverage of a 35% territory!

Manuel-Goodwin Publications

New York—Philadelphia—Washington

19南北 Office, 219 N. BROAD ST., PHILA.

Creating Illusion West Coast Var, THE FILM DAILY

Los Angeles—"The greatest handicap of the camera," said William Cameron Menzies in a talk to students of the Otis Art Institute, "is that it does not photograph as the mind sees. Hence, if a picturesque European street is to be reproduced, it is better to substitute a cut for the impression of that street as the mind sees it, slightly over-romanticized, simplified and over-textured."

PHOTOPHONE APPOINTS 3 DISTRICT MANAGERS

Three new district managers have been appointed by RCA Photophone, Sydney E. Abel announces. George H. Wiley has been placed in charge of the Northern New York district, with headquarters in Buffalo. A. R. Petty, for the last several months commercial representative for the company, becomes manager in Michigan, with headquarters in Detroit.

"King of Kings" Suit Ended

Judge Frank J. Coleman yesterday announced that there had been no plagiarism on the part of Cecil B. De Mille's "King of Kings" for which Valeska Suratt had charged.

FOR LEASE

5,000 Sq. Ft.

Film Center Building Inquire

Cross & Brown Co.

270 Madison Avenue New York City

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

Three new district managers have been appointed by RCA Photophone, Sydney E. Abel announces. George H. Wiley has been placed in charge of the Northern New York district, with headquarters in Buffalo. A. R. Petty, for the last several months commercial representative for the company, becomes manager in Michigan, with headquarters in Detroit.

Strand Gets Films First Under New Policy Plan

Under a new policy pictures presented at the Beacon and Brooklyn Strand will be shown first at the New York Strand, states Harry I. Charnas, managing director of Warner Metropolitan theaters. This arrangement comes in effect tomorrow, when "Lilies of the Field," Corinne Griffith's first all-taker, opens at the last mentioned house.

Strangers Warn Baltimore Office

Havana-Warner Bros. plan to build a 3,000 seat theater there.
WHEN THEY MAKE CUTER

GIRLS

...although admittedly the fascinating young beauties of such Pathé comedies as "After the Show," "Night in a Dormitory," "Rubeville Night Club" and numerous others are cute enough right now...

IMPROVE ON PRESENT-DAY

SONG

...although the singing stars and hot Broadway jazz bands in "Wednesday at the Ritz," "Gentlemen of the Evening," the Rubeville comedies and others are just about the best musical talent available...

INVENT BIGGER AND BETTER

LAFES

...although the humor in Pathé comedies, as in, "His Birthday Suit," "Crosby's Corners," "Syncopated Trial," "Her Hired Husband" and others is audience-tested and chock full of riotous laughter...

THEN AS NOW YOU'LL SEE

PATHÉ

THE KING OF COMEDIES
Deposits Clause Included in Revised RKO Contract

COAST STUDIOS TO MAKE INDUSTRIAL FILMS

Nine Silent Houses in Chicago Dist. Forced to Close

Growing Pains

—the past year of progress

By JACK ALICOKE

IT MIGHT SEEM like an old bro-
mide but if you'll tarry but a minute
and look at the accomplishments of the last twelve months you
will be led to the inevitable con-
clusion that 1930 was by far the
most eventful year in the history of the
motion picture industry. If you
don't think this little old biz had a
few worries last year get out the old
red pencil and check off the follow-
ing aches and pains:

—SOUND and the transition of sound
and dialogue pictures from the
novelty stage to that of intrinsic
worth as entertainment.

—THE DE-FILM, which is decided step for-
ward. Coming along quickly but
held back because every company
has a different idea as to size of
film and system to be used.

—COLOR has added immeasurably
to production but it has been ham-
pered by coming along too fast. It
is here to stay and from now on
should be considerably improved.

—TELEVISION. Rather a dark
horse but being watched most care-
fully by the big boys of each com-
pany. If it should sneak in unex-
pectedly it might upset some apple
carts.

—MULTI-LINGUAL films. Here
is the answer to the foreign
situation and is now on the road to
intelligible solution at Coast studios.

—DOUBLE PROCESS sound film
such as used at the Astor for "The
Rogue Song." Picture on one pit
of film and sound on another. May
be the answer to better reproduction.

—ACOUSTICS are now the most
important single element in the the-
ater. Great strides have been made
in the past few months. Some revo-
utionary innovations coming along,

—ADD to this the Thacher decree,
the breakdown of arbitration, the
new censorship problems and the
foreign quota situation, and you'll
have at least a Zeppelin view of
what the motion picture business has
had to think about in the way of
major problems in one short year.

Theaters Without Sound
Unable to Compete
with Wired

Chicago—Unable to meet the com-
petition from houses that are playing
talkies, nine houses in this region
have been obliged to close, while 13
others have changed ownership in

(Continued on Page 8)

UB IWERKS TO PRODUCE

CARTOONS IN COLOR, SOUND

A new series of 12 cartoons in
sound and color are in preparation
by UB Iwerks, cartoonists, under the
auspices of Celebrity Productions.

The series of sketches will be known
as "Flip the Frog" and will be re-
leased at the rate of one a month be-
ginning on or about Mar. 1. In addi-
tion to the color cartoons they also
will be offered in black and white.
UB Iwerks was formerly associated
with Walt Disney on the "Mickey
Mouse" and "Silly Symphony" series.

U. A. to Sell 'Unborn Child'

in Britain and Australia

Windsor Pictures Plays, Inc., has
arranged with United Artists for the
distribution of "Her Unborn Child"
in Great Britain and Australia. Ar-
thor W. Kelly, vice-president and
general manager of foreign distribu-
tion of United Artists, and Henry
Ginsberg, president of Windsor, par-
ticipated in the negotiations.

Revised RKO Exhibition Pact
Ready for Use in One Month

RKO Postpones First
Wide Film Production

RKO has abandoned its original
plan to make "Dixiana" as its initial
wide-screen picture via the Spoor
process, owing to changes to be made

(Continued on Page 8)

New Job for Thacher

Washington, D. C.—Judge
Thomas Day Thacher, whose
decree against group compul-
sory arbitration had made mo-
tion picture history, is sched-
uled for nomination as solici-
tor-general of the U. S., suc-
ceeding Charles Evans Hughes,
Jr., Robert P. Patterson, New
York attorney, is slated for
the Federal judgeship to be
vacated by Thacher, who has
retained jurisdiction over the
the Federal Government's case.

WM. FOX LAYS HIS CASE
BEFORE STOCKHOLDERS

In a letter mailed yesterday to
stockholders of Fox Film and Fox
Theaters, William Fox presented a
brief outline of the causes leading up
to his financial predicament and his
plea to stockholders to stand by

(Continued on Page 7)

Non-Theatrical Pictures
Being Planned At
Five Plants

Hollywood—Major producing com-
panies are going in for the making
of industrials on a large scale. Pro-
duction of non-theatrical product is
planned at United Artists, Fox, M-
G-M, Warner Bros. and Metro-poli-
tan Pictures.

Hitherto, industrials production
has been largely confined to the East.

Only a few of the larger produc-
ing companies are active in the in-
dustrial field in New York.

A. M. P. A. RESOLUTION HITS
SALACIOUS ADVERTISING

Disapproval of "salacious adver-
tising" was registered by the A. M.
P. A., at its weekly luncheon yester-
day when it was voted to draw up a
resolution condemning this prac-
tice. Arthur James and Maurice D.
Kann were instructed to prepare the
resolution with the aid of a third com-
mittee man whom they will select.

The action follows adverse newspa-
per publicity in St. Louis in connec-
tion with a piece of advertising issued
by a theater in that city. Trade editors
were guests of honor at the luncheon.

Maryland M.P.T.O. to
Hold Election March 20

Baltimore—The following nomi-
inations have been made by the nomin-
ating committee of the M.P.T.O. of
Maryland, Inc. to be voted upon at
the next annual meeting scheduled for
Mar. 20. Charles Nolte for presi-

(Continued on Page 8)
SAPERSTEIN URGES EXHIBS.
TO OBEY THACHER DECREES

Chicago—Declaring that the
vention of an industrial catastrophe
will require the most zealous ade-
ience to integrity on the part of both
exhibitors and distributors, President
Aaron Saperstein of the Illinois
Independent Theater Owners has urged
members of his organization to help
facilitate the difficulties created by
the Thacher decree by obeying the
law and observing the rules of com-
mon decency. The spirit of rebel-
ion, which would result in friction
between exhibitor and distributor,
should be replaced by resignation
to the verdict of a high tribunal, Sap-
erstein said.

Tacoma Theater Owners
Elect 1930 Officers

Tacoma—the current year's annual meeting has been called by the The-
er Owners and Managers' Ass'n as follows: Robert M. Kinnel, president;
Fred Edris, vice president; W. J. Brossioi, secretary; Walter Fenny,
treasurer.

Ray Rocket Is Added
to Pathe Coast Staff

Los Angeles—Ray Rockett has
been added to the staff of the Pathe
studios here, it is announced.

Overend Gets Warner Post

Memphis, Tenn.—George D. Over-
end, manager of the Broadway, Char-
lotte, N. C., has been appointed man-
ger of the Warner's here, formerly
the Pantages. Phelp Sasseen of
Salisbury, succeeds Overend at the
Broadway.

Vitaphone Signs Ripleys

The Vitaphone Corp. has closed a
contract with Ripleys, noted cartoon-
ists, to make a series of Vitaphone
Variety sketches. The series will
be produced under the general title
"Believe It or Not."

Warner Assistant to Mitchell

Newton, N. C.—Jack Warner has
been made assistant manager of the
Imperial under G. C. Mitchell. He
was formerly at the Rivoli.

Radio-Train'd
West Coast Buys THE FILM DAILY
Hollywood—About 75 per
cent of the original sound tech-
nicians, who had to be inducted
into service suddenly when the
War Department rounded up
men to man its new sound de-
partment, are being brought in by
private companies to man the
remaining sections, saving
the War Department the ex-
pense of establishing another
sound department itself.

"White Cargo" British
Talker for Geo. M. Cohan

Final arrangements have been made by
George M. Cohan's telephone calls
between the W. P. Film Co. Ltd., of
London and the New York represent-
atives, Capt. Harold Auten, whereby
the company's all-talker, "White Cargo," adapted from the stage
play, will have its premiere today at
the New York City Cabaret to handle
publicity and advertising during its
during its engagement.

Lundgren Joins Pathe

Chicago—Charles Lundgren, for-
mer local manager for Red Seal
has joined the Pathe sales force.
Tom Delaney of Milwaukee, succeeds
him at Red Seal.

Netoco to Increase Stockholders
of New England Theaters Operating
Corp. have approved an increase in the
common stock from 200,000 to 300,-
000. The additional 100,000 shares
is to be used in exchanging outstand-
ing preferred stock in the ratio of 10
shares of common for each preferred
or each second preferred.

Claman Gets Promotion
Ch Slam of Fitchburg has been appointed man-
ger of the Olympia, Publix house.
Joseph J. Sullivan of Salem, suc-
ceds Claman at the Broadway.

Comerford House for Danville

Danville, Pa.—Plans are under way
for the erection of a new theater here
by the M. E. Comerford chain.

Snell in Tone-O-Graph Post

Cleveland.—H. Snell has been ap-
pointed chief engineer for Tone-
O-Graph here.

The Executor of the Last Will and Testament
of JAMES OLIVER CURWOOD

will take appropriate action against unauthorized
use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY
Fort Street opposite Post Office • Detroit

NEW YORK STOCK MARKET

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NEW YORK CURB MARKET

| Bal. & Kate | 65 |
| Columbia Pets | 75 |
| Fox Thea. "A" | 75 |
| 75 |

NEW YORK BOND MARKET

| Keith O-6 | 64 |
| 63.35 |
| 63.35 |
| 63.35 |
| 63.35 |

Financial

The Industry Date Book

Feb. 25 Trade practice conference for manu-
facturers of machines and roll the-
ter tickets at Washington, D. C.

Feb. 26 Paramount inaugurates two issues of Sound News instead of one.

Feb. 27 Opening of "Song of the West" at the Warner, N. Y.

Mar. 5 Fox opening of "The Fox" at the Warner, N. Y.


Apr. 1 Premiere of "Journey's End" at a New York house; out yet decided upon.

Apr. 6-7 Spring convention of Tri-State M. P. T. O. at Memphis.

May 4-5 S. M. P. E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.

June 2-3 International Cinema Congress at Brussels.

General Talking Corp.

to Open K. C. Office

Kansas City.—With the arrival of three officials of the General Talk-
ing Picture Corp., preparations are under way here by that company for
the opening of an office to serve ex-
hibitors in Iowa, Kansas, Nebraska
and Missouri territories.

Live Oak Sunday Shows

Live Oak, Fla.—Citizens of this town recently voted in favor of Sun-
day shows and theaters will now remain open from 2 to 6.

Battaille Gets New Contract

Henri Battaille, lyric writer, has had his contract renewed with Para-
mount through the William Morgan
agency. Will Rogers was engaged in
the same office to broadcast on
Mar. 12 on the Standard Oil Hour
over the Columbus network.

Livingston in Paris

Paris.—S. M. Livingston is now in
charge of Paramount films in France.

The Societe Francaise des Films P. D. C.,
under the supervision of H. E. J.
Spearman, general European represen-
tative.

Eastman Films
J. E. Brulatour, Inc.

Chicago—Hollywood
1727 Indiana Ave. 6700 Santa Monica Blvd
Chicago 2911 Hollywood 4211

THE FILM DAILY
Vol. LII No. 44 Friday, February 21, 1930 Price 5 Cents

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FRIDAY, FEBRUARY 21, 1930
The Fastest Growing Newsreel in This Big and Beautiful World!

No. 680 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation

UNIVERSAL'S TALKING NEWSREEL, IN WHICH THE VOICE of Graham McNamee rings 'round the world, is like a snowball rolling down hill.

NOT ONLY IS IT GAINING IN MOMENTUM BUT IT IS GROWING larger and fatter and happier with every issue.

CONTRACTS ARE POURING IN AT SUCH A RATE THAT our contract department is slightly goggle-eyed.

LIKE EVERYTHING NEW AND CLEVER, IT STARTED SOMEWHAT slowly. Strangely enough, it was the smaller theatres which first discovered its audience possibilities.

AND THEN THE BUYERS FOR BIGGER HOUSES FELT THAT electric thrill which accompanies every success in this funny business of ours —and they bought. At first they just nibbled at it.

THEN SUDDENLY THE WHOLE BUSINESS MAP BROKE out in a rash of contracts. Every Universal office began to shoot contracts in hand over fist until it looked as though we might run out of dotted lines.

THE DIGNIFIED AND STATELY NEWSPAPER CRITICS who seldom deign to notice anything shorter than a super-feature, began to do a little deigning.

WITH UPLIFTED EYEBROWS THE Highbrows of the press said, "what is this thing that has come upon us? Who got up this new idea? My word, it's actually entertaining."

MR. AND MRS. JOHN W. PUBLIC HAD BEEN CLAPPING their hands even before this. And when Mr. and Mrs. Public actually smack their hands together to applaud any movie, you've got something.

EVERYBODY LIKES IT! NOBODY CRITICIZES IT!

MAYBE IT'S AS GOOD AS EVERYBODY THINKS IT IS.

POSSIBLY YOU OUGHT TO HAVE IT FOR YOUR THEATRE if your competitor hasn't beaten you to it, the dirty villain!
All New York Applauds

"A best seller among movies. Has a breadth and life that no stage could attain. It takes lease upon the Criterion for a protracted residence."
—New York Evening World

"Glamorous and melodious, beautiful and stirring. The Technicolor work rivals anything of its kind."
—New York Times

"'The Vagabond King', rich in color and melody, glorifies the screen. One of the most enthralling, throbbing, thrilling romances ever written."
—New York American

DENNIS KING

ALL-TECHNICOLOR Musical Romance from "If I Were King" by Justin Huntly McCarthy and "The Vagabond King" by William H. Post, Brian Hooker and Rudolf Friml.

NOW PLAYING AT §2, CRITERION, N.Y. AND PARAMOUNT, PALM BEACH

PARAMOUNT
"The Vagabond King"

"Resounding, opulent and handsomely designed. The Technicolor is in every way admirable. Extraordinary effects. Dennis King has a voice of strength and color."
—New York World

"Tasteful, good looking and sprightly. Good entertainment. Lively and effective throughout."
—New York Herald Tribune

"Gloriously photographed in Technicolor. Dennis King's baritone is entrancing. Jeanette MacDonald's soprano is charming. The songs are the kind you sing over and over. A big, lavish production which ought to call fans to the Criterion for months to come."
—New York Daily News

"The Vagabond King"

with

JEANETTE MACDONALD


NEW SHOW WORLD
ON a distant view, the coming art of talking pictures is one of the important events in the general history of aesthetics. A rather unusual mental adjustment is necessary before such things—the American civilization as a whole, socially, culturally, from the life in its small pioneer towns to its constantly evolving code of laws, has suffered much from the peculiarly incurable stupidity of wrong standards of criticism. For, marvelous as the whole spectacle certainly is, even when it is unjustly measured beside the more static condition of ancient countries, yet it is but the stone age, as it were, of a new and unheard of civilization yet to be. The cinema industry is only the stone age of a new art, which will assuredly grow into one of the divine consolations of human life one day.


Sound Affects Screen
Players Variously, Star Says

DOES the voice affect screen personalities? To that I must give the conservative answer, Yes and no! There are some motion picture personalities that have splendidly withstood the ravages of audibility. Others have gained strength because of it, and still others have suffered by having themselves heard. The talking screen, though no longer novel, must still be handled discreetly. Certain actors in certain roles will achieve greater success and its attendant popularity by gauging their voices in accordance with characterization. But there are certain stories and characterizations which should remain untouched by the almost cruel realism of the reproduced voice.

Richard Barthelmess

FEBRUARY 21—MANY HAPPY RETURNS

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

Gordon S. White John Hamlin

AND THAT'S THAT

IN his weekly compilation of "I Never Knew Till Now" facts, Walter (Daily Mirror) Winchell informs his readers that "the so-called grandeur film is a standard size film shown through a special lens."

And among the things We never knew till now are:

That the Roxy plays Mutual burlesque and silent film.

That the reason Sam Goldwyn goes to Europe so often is because he likes the boat ride.

That no member of the M.P. Club ever fails to see that his guest register in the book provided for that purpose.

That Warner Bros. leased the Winter Garden only because they could not get Madison Square Garden.

That producers always get back the production cost on pictures given $2 Broadway runs, so that all subsequent receipts from these films are gravy.

That Harry Warner and Al Lichtman went to Cuba for their winter vacation because they like to hold Spanish conversation.

That Alexander Gray went talker because, after three seasons on tour in "Desert Song," he figured the pictures as his only avenue back to Broadway.

That the milkmen are responsible for the success of midnight performances in New York.

And that theater managers always feel sorry when crowds have to stand in line for a long time to see their shows.

"I hear that Hal Roach, after being out riding his polo ponies all afternoon, doesn't care much about sitting down to a bridge game in the evening."

"If he doesn't like bridge, why doesn't he try casino?"

TEN YEARS AGO TO-DAY

Tom North made general manager of Tom Moore Enterprises in Washington.

Frank Crane to write for Park Whiteside productions.

John Ince signed to direct specials for J. Parker Read.

Henry B. Walthal reported forming his own company.
William Fox Lays His Side of Case Before Stockholders

(Continued from Page 1)

Fox and prevent a receivership, follows in part:

In your interest I ask that you care fully and lengthily consider the claim that you give your earnest consideration.

Out of respect to the Court and acting upon advice of counsel and of the Directors of the Loew Company, I am now impatiently refrained from publicly an nouncing the fact that at the request of the advisors filed in Court against the making and the premises that have been brought up as the result of thirty years of unremitting labor and their duties.

New that you are being called upon to decide between hopeless and inevitable receivership for the Receiver and all outstanding securities, and on the other hand of the Plan of financing the $15,000,000, and I am desirous to take the courses of the companies out of their financial straits. I am desirous to return to you in answer to this stream of propaganda by which it is being sought to change the minds of the subscribers to the purchase of the Loew stock and to be an object of the government for the purchase of the Loew stock and I hereby offer to take the purchase of the Loew assets.

The new 260,000 additional shares of Loew stock, which gives the Theater Corporation over 600,000 of the 1,541,990 Loew stock outstanding, I was not only unwilling but I am convinced that the government would not object to an event such as this. I offer to take the purchase of the Loew assets.

Halsey, Stuart & Co., 35 Wall Street, N. Y. C.

Referring to our agreement heretofore made to return the whole amount in addition to our compensation which you may have derived from the discounts on securities which you have purchased and marketed for your financial corporation, or for its benefit, investigations of the property of the Fox Theaters Corporation and its subsidiaries with Fox Film Corporation and Loew’s In corporated, whether by purchase or consolida tion of securities, or for the development of the business of Fox Theaters Corporation and its subsidiaries with Fox Film Corporation and Loew’s Incorporated, whatever may arise from the assets of the businesses or the greater part thereof.

Asst. Attn.:

C. S. Levin, Secretary.

This agreement has been prepared for the Fox Theaters Corporation and Loew’s Incorporated, by Fox Theaters Corporation, By William Fox, President.

PROSPER WITH COLUMBIA

COLUMBIA PICTURES announces Two Important Events:

1—It has in the course of production "THE MIRACLE WOMAN" Adapted from the great stage triumph by John Meehan and R. R. Riskind All Rights Reserved

2—The purchase of a story "LOVER COME BACK" by Helen Topping Miller All Rights Reserved

Very truly yours,

WILLIAM FOX.
CHESTERFIELD FEATURE
SOLD IN 7 TERRITORIES

Distribution rights for “Love At First Sight,” Chesterfield all-talker featuring Paul Specht and his orchestra has been sold to the following companies: Butcher’s Film Service, for Great Britain and Ireland; Capital Film Exchange, N. Y. and N. J.; Gold Medal Film Co., Pa., Maryland and Washington; Standard Film Service, Ohio, Michigan and Pittsburgh; Consolidated Films, Inc., New England States; Kinemas Ltd., South Africa and Palmer Pictures for Australia, New Zealand and Tasmania.

Batcheller Preparing
Second for Chesterfield

George R. Batcheller, president of Chesterfield, is en route to the Coast where he will prepare production on “Hearts in Bondage” at the Tec Art studio. Edgar Dix will direct this all-talker, Chesterfield’s second.

Musicians and Stagehands
Out in Gary, Ind., Strike

Gary, Ind.—Local union musicians walked out at the Gary here yesterday when stagehands at that house refused to accept salary reductions and non-union stagehands were employed. Tony Brill, manager, claimed that business conditions necessitated the reduction and maintained that stagehands were inefficient. Stagehands were receiving $72 a week, according to Brill. Non-union musicians have been engaged to fill vacancies. A petition has been filed by Brill to restrain picketers from carrying banners and congregating in front of the house.

Theater Changes in Chelsea

Chelsea, Mass.—Herman Chanan, manager of the Broadway, has been transferred to the same position at the Olympia, where he takes the place of W. E. Sprague, recently promoted to district manager for Publix. Joseph J. Simon, who has been in Salem, succeeds Chanan at the Broadway.

Riddick Buys Ely (New) House

Ely, Nev.—P. W. and Walter Hull have sold the Rex to Bert Riddick, part owner of the Capitol.

Town Wants Sunday Shows

Sebring, Fla.—The results of a straw vote recently conducted by Charles F. Johnson of the Circle indicates that the population here is overwhelmingly in favor of Sunday shows.

RAZZED OFF

Munich (By Cable)—Emelka’s first sound picture, “In a Little Cafe,” at its first showing in the Phoebus Palast, after having flopped in Berlin, caused such a riot of disapproval that it had to be taken off.

RKO Postpones First
Wide Film Production

(Continued from Page 1)

in the cameras, stated William Le Baron, vice-president in charge of production, upon his arrival from the Coast yesterday. The picture will be made on standard film and with all in color, he said. Le Baron and Everett Marshall, Metropolitan Opera baritone, who has just been signed by RKO, will guests at an informal party given to the press yesterday afternoon. Marshall leaves for the Coast tomorrow and will probably sing his first scene role with Bebe Daniels in a forthcoming production.

Nine Silent Houses in
Chicago Dist. Forced Out

(Continued from Page 1)

the last few weeks. Chief among the houses that have gone dark are the Monogram, Indiana and Vendome, in the Negro district, where serious unemployment has been a contributing factor.

Other theaters that have closed are the Vernon and Drake and the following suburbs: Bijou, Waverly; Lyric, Cerro Gordo; Star, Grays Lake; Garden, Ipava.

MARYLAND M.P.T.O. to
Hold Election March 20

(Continued from Page 1)

dent; Louis Carmann, vice-president; Frank A. Hurnig, treasurer; William H. Stumpf, secretary. Members up for the board of directors include Herman A. Bloom, now president; Frank H. Durkee, J. Louis Rome, William Kalb, Samuel Soltz, Thomas D. Goldberg and Philip Miller of Annapolis, Md.

Deposits Clause Included
in Revised RKO Contract

(Continued from Page 1)

Counsel for other major companies, with the exception of Paramount, which some time ago adopted a new contract, are still clashing with sales chiefs in the preparation of new contracts minus compulsory group arbitration, in accordance with the Judge Thacher decree.

Union Stops Lobby Music Sale

Chicago—Because the local musicians’ union demanded that the rending of the phonograph in the lobby be done by a union man or at the union wage scale, Publix has discontinued its plan to sell sheet music and records at the Paradise.

Start New Lam House

LeGrange, Ga.—Work has started on the Lam Amusement Co. house here. The theater, to cost $100,000, is expected to be completed by July.

MEASURING BY MAGIC

There are measurements in Bell & Howell cinematography so infinitesimal that no micrometer or other mechanical measuring device can readily define them. These measurements are made by optical projection, which, through great magnification, reproduces on a screen, in proportions visible to the eye, the spaces to be measured.

It may be asked by many: What is the need for this precision? But the distributing exchange, the exhibitor and the man in the projection booth immediately comprehend. For the precision of the Bell & Howell Film Perforator, or Splicer, or Printer through which the film passes on its way to the theater comes home at last to the projection booth—perfect screening.

While these machines have played a hero’s part in the standardization of the film industry, it is their day-by-day service in behalf of the best final projection which bespeaks their accuracy and their dependability.

BELL & HOWELL COMPANY


Established 1907
The FLAMING ROMANCE of the world's most thrilling song!

CARL LAMMILE presents
LAURA LA PLANTE
JOHN BOLES in
LA MARSEILLAISE

A Paul Fejos Production. From the story by Houston W. Branch. With stirring music and songs by Charles Wakefield Cadman

THE ENTIRE INDUSTRY IS ENTHUSIASTIC IN ITS PRAISE FOR THIS BIG MINE OF INFORMATION.

The Talk of the Industry
1930
Film Daily Year Book
Now in Circulation

REPLETE WITH UP TO THE MINUTE DATA ON ALL FACTS PERTAINING TO MOTION PICTURES.
Movies • by Harry Evans

The Answer to Poor Talkies

This Department recently received a bitter complaint from a man who said he had gone to see "Bulldog Drummond" on our recommendation and had walked out of the theatre because he could not understand more than half of the dialogue. He added that he had also registered his grievance with the manager of the theatre in the hope that the house would stop showing these "terrible talkies" and return to silent films.

The gentleman in question lives in a small town and, checking back, we find that most of the complaints we have heard against the talkies have come from people in small communities. This point is important, because the future of the talkies depends upon the success with which they can be shown in rural theatres, and if the excellent sound recording that features "Bulldog Drummond" becomes a jumble of unintelligible noises when shown in a small town theatre, the talkies will never be successful.

To investigate this situation, we visited several movie houses on a recent trip to Florida, and in a town of less than fifteen thousand inhabitants we found the answer. There are two theatres in this town. The pictures on display during our visit had recently been shown in New York, and the critics had been unanimous in declaring the recording good in both films. In the first theatre the dialogue and sound effects were reproduced as clearly and effectively as we have heard in any New York house, but in the second theatre the reproducing was not at all satisfactory. The machines used in the two houses were similar types (sound-on-disc, in which phonographic records are used) but they differed greatly in one respect: namely, the manufacturer. The first house was equipped with standard Western Electric sound apparatus ... the second with one of those cheap, unproven makes of reproducing outfits that have been appearing on the market by the dozens recently. In a desire to save a few hundred dollars, theatre owners in small towns (and some of the larger ones) are installing these cheap make-shift machines, and consequently losing thousands of dollars in patronage, as well as giving the talkies a bad name.

The remedy is simple. The theatre owners should do more intensive thinking and manufacturers of standard talkie equipment should do more intensive selling.
New Chicago Safety Code Due After April Survey

GOV’T APPEALS CREDIT COMMITTEE DECISION

Five Musicals on the Way from United Artists

“Be Yourself” Heads List of Song and Dance Productions

As a follow up to the Harry Richman vehicle, “Puttin’ on the Ritz,” United Artists has five more musical productions on the way. The first of these is “Be Yourself,” starring Fanny Brice, with Harry Green and Robert Armstrong in the supporting cast. Thornton Freeland directed the piece, which is an original by Joseph Jackson and has songs by William Rose, Paul Tobias, and Bernard MacDonald. Jesse Greer and Ralph Rainier. This production, already completed and ready for national release, will have its New York showing at the Rialto, following the running of “Street of Chance.”

Other United Artists musicals to follow are:

“Bride ‘66,” original by Herbert (Continued on Page 12)

Minneapolis Exhbs Must Regulate Lobby Crowds

Minneapolis—In an attempt to cut down fire hazards city officials have asked theater owners to regulate crowds waiting to gain admittance to their theaters.

New Officers Are Elected by Spokane Theater Men

Spokane — Ray Grombacher has been elected president of the Theater Owners and Managers Ass’n for 1930. Other officers chosen are Will Maylon, vice president; L. J. Carkey, secretary and treasurer.

Sees Agreement

“All we can say at present is that our sub-committee of the standards committee is working hard and prospects of agreement with com-mittee members on dimensional standards of wide film are extremely encouraging,” said President J. I. Crabtree of the S. M. P. E. in a wire to THE FILM DAILY from Rochester, Minn. The sub-committee met on the subject the previous day.

AMERICAN COMPANIES TO RELEASE 210 IN BRITAIN

Washington Bureau of THE FILM DAILY Washington — Three hundred and seventeen feature pictures are listed for distribution in Great Britain during the current year, according to information reaching the M. P. Division of the American Companies. All of this total are scheduled for release by American companies operating in the United Kingdom. Sound will accompany 240 of the features.

Three Outdoor Pictures Being Prepared by F. N

West Coast Bureau, THE FILM DAILY Los Angeles — Preparations are under way at the First National studio at Burbank for the production of three pictures to be made practically in their entirety outdoors on location. Included in the group are: “Under Western Skies,” which (Continued on Page 12)

Jesse Weil to Produce 6 for Sono Art Release

West Coast Bureau, THE FILM DAILY Hollywood—Jesse Weil is to make six productions for release by Sono Art-World Wide. Columbia will distribute “Mr. Mulligan and Mr. Gar- rity,” also produced by Weil.

A Month to Go

About one month remains in which the Hays organization, 10 distributors and Film Boards of Trade may file an appeal from the Thacher decree finding illegal compulsory group arbitration. As yet there are no indications that an appeal will be taken.

“U” 1929 GROSS SHOWS

7 P. C. GAIN; NET DROPS

Gross income of Universal for the year ended Nov. 2, 1929 is reported at $29,111,379, an increase of seven per cent over the previous fiscal year, while the net income is $491,358 after all charges, which compares with $1,004,644 in the preceding year, says “The Wall Street News.” The 1929 net is equal after preferred dividend requirements to 66 cents a share on the 250,000 shares common outstanding.

Skorey Appointed Head of “U” Omaha Exchange

Omaha—Matt Skorey has assumed management of the local Universal exchange, replacing C. M. Davies, former manager, who has returned to Detroit.

Acoustical Materials to Get Rigid Inspection in Chicago

United Artists Will Open Exchange in Milwaukee

Milwaukee, Wis.—For the first time in the history of the company, United Artists will open an exchange here about the middle of next month. Heretofore, bookings and shipments for this territory have been handled by the Chicago branch. Offices will be established at 147 7th St.

Chicago—Inspection of local theaters by the National Board of Fire Underwriters is expected to take place in April, after which there is a likelihood that new ordinances affecting theater building and equipment will be issued. Thorough inspection will be made of all houses and particularly with regard to the acoustical material on the walls.

Clarence Goldsmith, engineer of the Chicago district, will be in (Continued on Page 12)

Justice Department Will Renew Fight in U. S. Supreme Court

Washington Bureau of THE FILM DAILY

Washington—An appeal from the Judge Thacher decree, upholding the legality of the credit committee system, was filed in the U. S. Supreme Court Friday by the Federal Government. It was the final day of the 60-day appeal period.

The Dept. of Justice, petitioner in the case which was brought against the Hays organization, 10 distributors and Film Boards of Trade, is preparing its new attack. As yet no date for trial of the case has been set. The defense will be conducted by Cadwalader, Wickersham & Taft and Gabriel Hess, counsel for the Hays organization.

The Thacher opinion, finding that (Continued on Page 12)

Canadian Blue Law Group Watching Sun Measure

Ottawa—Discussion of a measure in Washington, D. C., to provide for the barring of Sunday showing of films shipped in interstate commerce, is being closely followed by the Lord’s Day Alliance in Canada, with a view to as to the Canadian government to ban Sunday performances in Quebec where they are tolerated by the authorities.

4,000-Seater in Chicago Being Planned by R-K-O

Chicago—R-K-O is planning to build a 4,000-seat house in the Loop district here, according to reports allowing the visit of B. B. Kahane, general counsel of the organization. Kahane is understood to have con- (Continued on Page 12)

Grauman Considering

West Coast Bureau, THE FILM DAILY

Los Angeles—Sid Grauman may return to the exhibition field, according to current reports, which say that he is considering three propositions to operate a house in this city.
Financial

NEW YORK STOCK MARKET (QUOTATIONS WEDNESDAY)

[Data not legible]

Reddy, Reiley Leave RKO in R. I. Territory

Providence — Owen M. Reddy, assistant to Foster Lardner, manager of the Albee and Matthew J. Reiley, manager of the Victory here, have concluded their services with RKO in accordance with the company's reorganization plan. Reddy formerly manager of various theaters in Paintucket and has been connected with the industry for more than 30 years.

Traube Opens Service Office

Cleveland—Rubin Traube, handling Tone-O-Graphic, has opened an office in the Film Bldg. here and is offering service to all exhibitors using the Tone-O-Graphic device.

Censo Buys Cinephone

Victoria, S. C.—Cinephone reproducing equipment has been purchased by the British Columbia Board of M. P. Censors.

Chicago Co. in New Quarters

Chicago — Theater Sound Service Co., formerly located in the Security Bldg., has moved its headquarters to 1018 S. Wabash. David S. Jaffe is manager.

Double Celebration for Opening of Loew House

Washington Heights was the scene of a double Washington's Birthday celebration with the staging of a patriotic street procession in conjunction with the opening of the new 4,000 seat Loew's 175th Street at Broadway and 175th Street. The feature film for the premiere was "Their Own Desire."

New Dothan House Starts

Dothan, Ala. — Construction has started on the new $75,000 theater here to seat 1,000. J. C. Wadlington, C. V. Crawford and R. C. Richards have leased the house.

New House for Cadillac, O.

Cadillac, O. — J. M. McGimm will be in charge of the new theater to be erected here.

Bandy on Way to Europe

H. A. Bandy, manager of foreign distribution for Warner Brothers-First National, is on the Bremen on a visit to the various European branches. He will return in May.

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The Industry's Date Book

Feb. 25 Trade practice conference for manufacturers of machine and roll theater tickets at Washington, D. C.
Feb. 26 Paramount inaugurates two issues of Sound News instead of one.
Feb. 27 Opening — "Out of the West" at the Warner, N. Y.
Mar. 5 First Day of Lent.
Mar. 20 Annual election of Maryland M. P. T.O. officers at Baltimore.
April 1 Premiere of "Journey's End" at a New York house, not yet decided upon.
Apr. 6-7 Spring convention of Tri-State M. P. T.O. at Memphis.
May 5-6 S. E. M. P. E. Spring meeting at the Wardman Park Hotel, Washington, D. C.
June 2-7 International Cinema Congress at Brussels.

Hays Returning Soon

Will H. Hays is expected back in New York within a few days, following his Coast trip.

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270 Madison Avenue

New York City
NEWSPAPER OPINIONS

"Anna Christie" M-G-M

Criterions—Los Angeles

EXAMINER—The entire erudite for the success of "Anna Christie" by no means falls into the basis of one of its great players. Very few actresses have ever had a finer supporting cast. "Anna Christie" is more restrained in mood than was O'Neill's play, still it is heavy in its realism. One respects the direction and the acting.

RECORD—There was no need to worry. Garbo portrays "Anna Christie" with a masterful act. There is little that distinguishes her on the talking screen. A notable good point helps the picture make one of the fine productions of the season Clarence Brown's direction is a somber show, but one of the finest made for the screen. Garbo is one of the few actresses who adds distinctly but her artistry stature by her first talking picture it is hard to go, by any means.

TIMES—"Anna Christie," an exceptional picture. It is made exceptional by exceedingly fine direction. It is rendered doubly significant by the presence of a luminous and costly cast. Its effectiveness is heightened by the presence of Garbo herself. It is a film, a place among the most artistic so far made in the sound medium. It has been done without much discrimination, taste and a remarkable primal vigor that has been photographed in splendid style.

"Clancy in Wall Street" Fox

Boulevard, Los Angeles

EXAMINER—Mr. Exley's popular farce was distorted mirrork with toward Garbo's remarks made by the character of the picture as interpreted by Charles Murray and Lucien Littlefield.

RECORD—"Clancy in Wall Street" has been delinquent. This was the first picture purposely and very well directed by the late Ted Wilde, "Clancy in Wall Street" stirs memories of many similar plots of quarrelsome partners who are separated and reunited by bonds that prosperity or adversity cannot sever.

TIMES—"Clancy in Wall Street" is a very amusing and cleverly written farce that will be enjoyed by many people.

HERALD—"Clancy in Wall Street" is a very funny in a number of places. The picture is only spoiled by the present by the inclusion of a few quite stale gags. As a whole "Clancy in Wall Street" is a piece of entertainment, yet when all is over the audience will have enjoyed its time.

RECORD—Charley Murray, he of the funny face and rich voice, is in this play. His voice could be better, but his comedy lines and facial contortions make up for that. "Clancy in Wall Street" has been well directed and is a first class comedy.

TIMES—True collocation of characters carries the interest of the film through to the end with Charles Murray and Lucien Littlefield, as the Irishman and Scotchman respectively. Both men are happily cast and provide humor with a dash of pathos to suit the taste of anyone.

Making Way for New Warner House Milwaukee, Wis.—Dismantling of the old house completed. The new Swimming Pool will be ready for the new Warner $1,000,000. The house was Milwaukee's leading downtown theater.

W. E. For Kansas House Hinwah, Kan.—The new Dickins has been opened with Western Electric apparatus. Floyd G. Ward is manager.

Starchell Sells Akron House Akron, O.—A. C. Starchell has sold the Park, formerly the Columbia, to O. Montesano and D. Ranere.

Kinsman, O. House Closed Kinsman, O.—E. L. Patridge has permanently closed the Pyam.

Film Boards of Trade Report Additional Theater Changes

JOWA

Changes in Ownership

Casey—Garden, sold to Mr. J. F. Pasco by P. G. Thompson; Coon Rapids—Lyric, sold to J. H. Smith. Grand Junction—Rex, sold to G. W. Nichols by R. O. Wellman; Capitola—Lyric, sold to Mr. F. H. Hendler. Gray—Garden, sold to Mr. R. Foster by J. L. Reid; U.S. —Garden, sold to Mr. C. A. Sample; Manley—Rex, sold to William P. J. Bar; Mapleton—Princess, sold to O. P. Brown by Mrs. Marie Weeks; Flacco—Ray, sold to W. V. Henke by E. E. Green; Primghar—Princess, sold to R. R. Williams by J. H. Lamar; Rockford, sold to I. L. Morris; Moskau—Cota, sold to D. D. Cota by H. G. Liddow.

Closings

Allison—Legion; Bancroft—Longest; Bataan—Opera House; Calamus—Olympic; Calmar—Garden; Clover—Opera House; Cumberland—Lyric; Defiance—Auditorium; Diagonal—Farmland; Farmington—Grand; Fremont—Strand; Grand Junction—Rex; Huxley—Garden; Ithaca—Opera House; Letts Family; Murray—Palace; Osage—Princess; Radcliffe—Lyric; Thornton—Thorton; Williams—Strand.

MICHIGAN

Changes in Ownership

Chinese—Alla, sold to Thomas E. F. Fair Thomas by J. Kriebes; Hastings—Scene, sold to D. Minar by Joe Minar; Kewaunee—Empire, sold to Ray Sanders; Menasha—Photo; sold to W. E. Young; Arnold Plank; Sheboygan—Star, sold to Joe Hertzig by M. J. Poole; Waukegan—O. D. O'Neil; sold to R. Poe, by A. G. England; Stewartville—Opera House, sold to Dora Thompson by Joe Minar.

Maine

Re-Openings

Ellsworth—Directors

MARYLAND

Changes in Ownership

Baltimore—Chester, sold to Nicholas Vito by Robert Moore; Casseville—Alpha, sold to Alpha Theater & Amusement Co. by E. W. Cashman; Essex—Essex, sold to O. Gitter.


United States

Detroit—Herbert Foswer, recently connected with Universal in this territory, has joined the sales staff of the McArthur Theater Equipment Co.

Corrigan, Tex.—C. E. Bergman has installed the new Talk-A-Phone equipment in the Corrigan here. The apparatus is being distributed by the Southwestern Electric Products Co.

Greenwich, Conn.—Bratter & Pollack, owners of the Pickwick here, will take over the Greenwich, now closed.

Chicago—Jacob Pally, manager of the Empire, plans to equip his house for sound and institute a policy of talkers and burlesque.

Cadogan, Pa.—The Cadogan has resumed operation.

Plainfield, N. J.—The Plainfield will remain closed at a cost of $15,000.

Bridgeport, Ala.—The Jackson has been purchased by Mrs. H. G. Jenkins from J. Leslie Hackworth.

Brockton, Mass.—Almy O. Belcher is president and Harry Stanley is treasurer of a new corporation formed to operate the Empire here.

New York

Mike Freedman has purchased an interest in the Ritz, E. 18th St., Bronx.

Lou Goldberg, former general manager of the M. & S. Circuit, is now managing the RKO Franklin in the Bronx.

John Manhein has taken over his theater in Brooklyn. The new owners take possession March 1.

"Green Goddess" Warner

Winter Garden, New York

AMERICAN—The talking picture adaptation of "The Green Goddess" will be more, more, more, more, tenderly, more, tensely gripping than its predecessor, more breathtaking, more mesmerizing, sweeter, sweeter, sweeter, sweeter, sweeter, sweeter. SELSON—"Green Goddess," enterprising melodrama, not nearly as good as "Disraeli," but is being quite favorably received.

DAILY NEWS—"Green Goddess" has action, drama, perfect portraits as good as new, because it has an everlasting audience allure—but, most enlarged version of the beautiful story. WASHINGTON—It can be safely said that the Archer drama plays a great show and that the Archer performances are very good. The Archer love story, consisting of the plot, is handled very carefully to the formation of the stage play.

NEW YORK TELEGRAPH—"Green Goddess" bears closest resemblance, naturally, to the original William S. Hart version, of which the dialogue has been preserved virtually intact. But the Archer's craggy villainous characterization is so improved that it is excitingly new. For one thing there is much talk of the film. Archer is a star in a way, thus combining the Archer's virtuosity with the Archer's familiarity, the Archer's character is new and exciting.

SUN—"Green Goddess" is excellent and enlarged edition of the play—and far superior as an entertainment to its silent picture counterpart. It is, though, Mr. Archer's personality, technical and general pungency that makes "The Green Goddess" one of the best efforts of the entrancing assembles.

TELEGRAM—"Green Goddess" is largely a photograph of a story that seems to be as well known by the audience as it is by the audience. When it does combine the cinema and the stage play it is very clever indeed and results in "The Green Goddess" emerging from the talking picture with scarcely a flaw in it.

TIMES—"Green Goddess" does not go in any way measure up to "Disraeli," but it is a superior piece of escapist playing. As it is with speech and other sounds, it is possible whether this current edition of Mr. Archer's craggy melodrama can vie with the archer.

WORLD—Another of those easy and lettered affairs that is as long as the Vitaphone version of the old stage play, "The Green Goddess." So far as eye can see or ear detect, no finer, more sumptuous and sinister treatment could by any stretch of the imagination be bestowed upon the part.

Take Over Norwood (Minn.) House Norwood, Minn.—Herbert and Victor Lindert and Roy Clay have taken possession of the Crystal, where they will show pictures twice weekly.

Talkers for Conde, D. Conde, S. D.—Conde Amusement Co. has been formed here to lease the local theater, which is being wired for talking pictures.

Two More Sold by Brin Portage, Wis.—The Home and Portage, both of this city, were sold to the Portage Theater Co. by L. K. Brin.
Four Productions Under Way at Tec-Art

4 MORE IN PREPARATION; ALL RECORDED BY RCA

With the return from New York of Alfred T. Mann's, president of Tec-Art studios, activity at the plant has increased with four productions now in work. "Ladies in Love," a Chesterfield production is being directed by Edgar Lewis with Alice Day and James Murray featured. "Step on the Gas," a true Life picture is being produced under the direction of William O'Connor with John Darrow and Dorothy Grainger. Two short features called "Topics of the Day" are being directed by Benjamin Stoll, and another series of kiddie revues for Mayfair Productions.

In preparation are: Inspiration's "Eye of the World"; a Lou Yonug Production "Inside Story"; "Treadmill," to be made by William Miller and "Mr. Mulligan and Mr. Garrity" a Ralph Spence comedy which Jesse Weil will produce for Columbia release.

Miriam Seegar Signed for "1930 Fox Follies"
Miriam Seegar, stage star, has been assigned the ingenue part in "Fox Movietone Follies of 1930," opposite Frank Fay. Benjamin Stoll is directing with Danny Dare, Maurice L. Kusell, Max Schenck and Dennis Murray handling the dances.

Fay Wray in Arlen Film
Fay Wray has replaced Mary Brian as the feminine lead in Richard Arlen's vehicle, "The Border Legion," Zane Grey's story.

Rathbone For "High Road"
Basil Rathbone will have the male lead in "The High Road," which Sidney Franklin will direct for M-G-M with Ruth Chatterton starred.

Two Added To Bow Vehicle
Frederic March and Harry Green have been added to the cast of Clara Bow's next starring production for Paramount, "True to the Navy."

"The Kick Back" New Fox Title
"The Kick Back," has been selected as the title for the next fox production, "Under Grow The Daisies," adapted from William Lipman's novel.

A Little from "Lots"

Mervyn Le Roy, Hollywood's youngest director, was recently in New York, in quest of new faces, material and ideas for his forthcoming productions under the First National banner. Mervyn has completed the direction of "Jail-Break," a picture based on a outbreak which occurred in several of the country's penal institutions in recent months.

Wallace Smith, the globe-trotting writer, has fashioned an original story for Richard Dix. He recently finished his third screen contribution for Bette Davies, two of which were original stories.


Actor, to his director: "I must think of my public."
"Oh, how is your mother?"

First National Engages Permanent Voice Chorus
A permanent voice ensemble has been engaged by First National to sing in forthcoming productions. The chorus will be in charge of Norman Spencer, who has been directing the studio's choral numbers. Thirty-two members have been selected for the ensemble which, according to Spencer, can sing in several languages.

Pembroke for "Medicine Man"
Percy Pembroke has been engaged by Phil Goldstone to direct "The Medicine Man," for Tiffany.

Mescall for Swanson Film
John Mescall will be chief cameraman on Gloria Swanson's, "What a Widow!"

Kay Johnson for De Mille Lead
Kay Johnson has been selected for the feminine lead in Cecil B. De Mille's "Madame Satan." Others in the cast are Reginald Denny and Roland Young.

Fox Title Changes
"A Holy Terror" has been selected as the final title for "The Girl Who Wasn't Wanted," the Fox Movietone production featuring George O'Brien and Helen Chandler under direction of A. F. Erickson.

LEROY PRINZ, who will stage the ensemble numbers for Cecil B. DeMille's comedy with music, "Madame Satan," is also widely known as a soldier of fortune. He was a pilot with the Lafayette Escadrille, and later with the famous 94th Squadron, A.E.F. He has been a mail pilot in this country and a flying instructor in Mexico, Nicaragua, Brazil and Cuba.

Hank Arnold, the demon Santa Monica Boulevard statistician, reports 648 chorus girls have applied to Samuel Goldwyn for parts in the Florens Ziegfeld-Samuel Goldwyn production of "Whoopee." Three hundred and eighty of these girls claim previous experience with Ziegfeld, while 234 claim previous New York stage experience.

William Boyd to Appear in Pathé Specials Only
William Boyd's future Pathé productions will be confined to special; instead of the program pictures in which he has been seen in the past, according to E. B. Derr, vice president in charge of production. His first under the new plan will be "Beyond Victory," an original by Lynn Riggs. This will be followed by "The Last Frontier."

Ruth Chatterton in "High Road"
Ruth Chatterton will be featured in "The High Road" by M-G-M. Ralph Forbes is to play opposite the star.

Nine more composers have been added to the Warner staff for Vitaphone productions. Recent additions include Otto Harbach, Joe Young, Harry Warren, Lew Pollock, Mort Dixon, Walter O'Keefe, Archie Gottler, Sidney Mitchell and Eddie Ward.

L. D. Lighton Contract Renewed by Paramount
Paramount has renewed its contract with Louis D. Lighton, associated producer.

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Your room, too, has that added touch of distinction. Pictures on the wall, over stuffed furniture, a floor lamp and reading lamp... these are but a few of the features that make you feel at home.

Pal's Whistle Dining Service assures the best of food. Therefore, when you are new to Los Angeles be sure to investigate.

THE HOLLYWOOD PLAZA HOTEL

Vine Street at Hollywood Boulevard
HOLLYWOOD, CALIFORNIA
ALONG THE RIALTO
with
Phil M. Daly, Jr.

THE three of them, now are doing their schnozzle stuff at the Paramount. And when ever schnozzle enters the picture it surely must by Jimmy Durante, Lou Clayton and Eddie Jackson. The setting for the affair is "Roadhouse Nights." On the same bill but in person is Charles (Buddy) Rogers. Just an old Paramount get-together, you know.

More debutantes are hitting the radio with reviews on pictures. Slated for Monday at 3:30 P. M. over Station WPCH Misses Faith Vilas and Montague Priddy with Elvie Hitchings will discuss "It's a Great Life," "Son of the Gods," "Show of Shows" and "Hit the Deck." Clayton Hermance, June Collyer's brother will waddle the theme songs from the above pictures on the same period.

Jack Ward, comedian and dancer for the past 20 years on the Keith and Loew vaudeville circuits with Northlane & Ward and later with Ward & Weber, has been signed for an indefinite engagement with the Aesop Fable dept. of the Van Beuren Corp. Mr. and Mrs. I. Weinberg, of Universal's Virginia Theaters, sailed the other day on a Mediterranean cruise which will keep them from the U. S. for several months.

Emil C. Jensen, vice president, in charge of sales for Inspiration Pictures, left Saturday on the S.S. Reliance for a 27 day Caribbean cruise. The Vitaphone Corp. is this year participating in Warner Bros. annual Sam E. Morris month sales campaign with a special drive on the sale of Vitaphone Varieties. Charles Beahan has just finished the dramatization of Ward Green's novel "Cora Potts," picked by Menken as the best book of the year.

Gab Yorke is again at the Geo. M. Cohan, but this time handling the detail on the American showing of "White Cargo," the British talker. Jack Trop is still keeping things humming in the Audible Picture fold.

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FEBRUARY 22-23 -- MANY HAPPY RETURNS

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

February 22nd

Harry Hammond
Lew Cody
B. P. Fineman
Albert Herman
James Kirkwood
Frank Dexter
Nacio Herb Brown

February 23rd

Thomas J. Ahearn
Victoria Alden
Dwight W. Cummins
Al W. Fremont
Norman Taurog
Victor Fleming
Emil C. Jensen
Edward M. Saunders

---

AND THAT'S THAT
By Phil M. Daly

HY DAAB and Sam Warshawsky, in an off moment, were trying to figure out that Pathe Christmas clock, which is charted so you can tell the time in any part of the world if you know the combination.

"Just think," said Hy, who always received A-plus in mathematics when he went to school, "here we are right in the middle of our hard-working day, while out in Galoopland the natives are still asleep."

"Is that a fact?" exclaimed Sam, who never cared much for geography.

"Sure. They sleep while we work." "The lazy bums!"

A picture player, who never has been known to shortchange in his opinion of himself and his popularity, crashed a performance of "The Vagabond King" at the Criterion a few days ago. Going up to an acquisi-
tion, he either Tammany Young or his double, the actor de-
clared:

"What's the use of being a celeb-
raty? They wouldn't even let me in here until I told them who I was?"

"Oh, yeah?" said the friend, non-
challantly lighting a Murad. "And who did you tell them you were?"

Since John G. Paine and his So-
ciety of Composers organization routed the racketeers who have been pirating copyright music and ped-
dling it on the streets, the hawkers have taken to selling nickel sheets of humorous material known as "Scotch jokes." Must be the kind of jokes that are "continued in the next edition."

Erin La Bissoniere, who speaks five languages and appears as a maid in Fox's "Double Cross Roads," never allows herself to worry over the fact that she cannot serve coffee in more than one language at a time.

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TEN YEARS AGO TO-DAY

Five hundred and twenty-seven theaters signed in N. Y. to show advertising reels.

Vivian Martin Pictures, Inc., to star Vivian Martin.

Blanchard Amusement Co. plans $700,000 house in Davenport, 1a.

Majestic Theater Co. increases capital from $15,000 to $150,000.
Short Shots from New York Studios

**RED RYLE**, make-up chief at the Fox studios on Tenth Ave., sprung a surprise on his associates when he returned from a trip down South with a brand new blushing bride. The little lady’s name is Lucille Keifer and she hails from Georgia, where they grow the peaches.

Ed. Cordner, location manager at the Paramount Long Island studios, leaves today for an indefinite visit to the West Coast.

The weather man gave the “Dangerous Nan McGrew” unit a good break when he staged a real old-fashioned snowstorm last Saturday. As soon as the snow had settled, Mal St. Clair moved his company out on the Paramount lot where, with the aid of the scenic department, a section of the Canadian woods soon arose, boiling off the snow for Helen Kane and Stuart Erwin to walk about in.

M. S. Benthom, through whose offices many players have been started on a successful screen career, will leave for the Coast next week to close up several deals now impending there.

Herbert Copelan, manager of the Brooklyn Strand theater, last week paid a visit to his old friends at the Warner Vitaphone studio, where he was an assistant director before deciding to enter the theater end of the business.

When, after an absence of over one year, Eddie Buzzell had an opportunity to call Murray Roth at the Warner Vitaphone studio, he was surprised to have the studio operator recognize his voice. Hidden away in the telephone room on the lower floor of the studio, Marita Sweeney, who has been at the job for five years, although denied a sight of the players, has come to recognize them by the sound of their voices.

The performance of Charles Ruggles as “you’ve guessed it” a slightly tipsy reporter, in “Road House Nights,” won a place among the best of the month in the listing given in the current issue of Photoplay. This Hobart Henley production of the Long Island studios, will be shown at the Paramount next week.

MacKenzie Ward, English stage actor, has been given a contract by M-G-M, through Mike Conley, of the M. S. Bentham offices. Ward completes the cast of production engaged for “The High Road,” which will shortly go into production at the West Coast studios.

**G. EDWIN STEWART**, chief recording engineer at the Paramount Long Island studios, has worked out a visual control system using colored tags on a blackboard, by means of which he can tell at a glance just which stages the sound men are operating on.

“A Russian Rhapsody” is the name of a Vitaphone Variety just completed at the Warner studios in Flatbush, under the direction of Ed. Buzzell and Stig F. Anderson, later with the Philadelphia Opera Co., and “La Paloma,” of radio fame, are featured.

The production of “Young Man of Manhattan” is going ahead at top speed under the direction of Monte Bell. The other day, with over 100 extras employed, Bell managed to shoot both the Princeton stadium and the World Series scenes, using the same crowd in each and, before Knocking off at six o’clock, also finished up that part of the action which takes place in the apartment of Shorty, played by Charles Ruggles.

Helen Broderick and Lester Crawford are the featured players in a Vitaphone Variety comedy sketch, “Nile Green,” which has just been completed. Miss Broderick, for many years a vaudeville headliner, is now appearing in “50 Million Frenchmen,” the stage musical.

Tommy Reilly, who reentered the Dempsey-Tunney championship class, has been signed by Paramount to act in the picture, “Man of Manhattan.”

Ray Foster and Ed DuPar, cameramen at the Eastern Vitaphone studio, had a clam eating contest last Tuesday, at the sea food dinner given studio employees by Eddie Buzzell, Ann Codee and Frank Orth. Ray Foster won the contest but was unable to report for work the next day.

Eddie Buzzell, upon completing the short comedy which he made independently at the Ideal studios, left for an extended vacation trip to Hayana and points south, accompanied by his wife, Oma Munson.

Frank Zucker and Charles Harper, cameramen, were assisted by Johnny Clemens and Ben Witzler in filming “Barnum Was Wrong,” the Vitaphone production. George Oskunam, formerly of the RCA Gramercy studios, was monitor man on the same picture.
Monday
Tax of two per cent on receipts of chain theaters proposed in Texas. Universal, M-G-M, First National and Educational requesting financial protection. Contract for half of Columbia pictures for 1930-31 to have French, German, and Spanish versions.

Tuesday
Fox to make 11 outdoor films at a cost of $1,000,000. Jail sentences face music copyright pirates. Bills adverse to the interests of film industry appear in state legislatures.

Wednesday
Film profits in 1929 were 160 per cent above those in 1928, statistics reveal. Censorship of theatrical advertising copy proposed in France. $3,000,000 expenditure on 1930 production planned by Fox.

Thursday
Exhibitors in Wheeling, W. Va., seize all films. Fox bankers offer modified refinancing plan. Colour to offer three features and 24 shorts in 1930. Thursday

Friday
Revised BKO contract includes deposit clause. Industrial films to be produced at Court studios. Nine Afghan theaters in Chicago forced to close through inability to compete with sound.

Today
Government appoints profit system decision. New Chicago safety code due after April 1 survey. Five musicals on the way from United Artists.

SHOWS SOUND FILMS DAILY
Amery, Wis.—Sound pictures will be shown seven days a week at the Gem instead of five. Hereinafter two were devoted to silent films.

Lutz at West Bend
West Bend, Wis.—Louis Lutz, formerly manager of the Plaza at Burlington, is now managing the West Bend, succeeding Matt Regner. F. H. Rupke, formerly of Madison has taken up Lutz' former duties.

Remodeling Chilton Princess
Chilton, Wis.—Ray Pfeiffer and Arno Endres, who recently acquired the Princess, are remodeling the house and installing sound equipment. Work is expected to be completed by March 1.

Wiring House in Leola, S. D.
Leola, S. D.—Leo Heibel is preparing the Royal for the presentation of talking pictures.

Theater for Bonesteel, S. D.
Bonesteel, S. D.—The Woodman brothers are in the process of transforming the house into a picture theater.

Closes in West Middlesex, Pa.
West Middlesex, Pa.—The Royal has closed its doors.

Winburne (Pa.) House Dark
Winburne, Pa.—The Lyceum has closed.

Receiver Gets W. Va. House
Spencer, W. Va.—The Robey has gone into the hands of a receiver.

New Theater Going Up Fast
Butler, Pa.—Construction on the new Harris is making rapid headway.

A DIRECT NEWS SERVICE
COVERING DEVELOPMENTS
IN AMERICA'S IMPORTANT
OVERSEAS MARKETS

By WILLIAM ORNSTEIN

BIG IMAGE WITH 35MM FILM TESTED IN LONDON HOUSE

London—A method of obtaining an enlarged image without the use of wider film was tested recently at the Alhambra Theatre. The British International film "Elstree Calling," used in the demonstration. The screen used were Electric, with 48 and 50 per cent larger than the standard screen. Arthur Dent participated in the experiment.

British Test Body Denies Ignoring Cheaper Devices

London—Emphatic denial of the charge that it is ignoring the small theater equipped with the cheaper type of sound devices is made by the Renters' Sound Test Committee which asserts that to date it has made an inspection of 89 of the 98 installations of cheap equipment in the London district.

Five French Writers Form Producing Company

Paris—Five of France's most noted literary figures have united in the organization of a new producing group. They comprise Andre Maridor, Jean Giraudoux, Edouard Duret, Francois Le Grix and the countess de Noailles, the poetess. Bourdet will be remembered as the author of the play "The Captive."

FOX AND M-G-M PRODUCT FOR WARSAW TALKER HOUSE

Warsaw—The management of the cinema Palace, recently wired with Klangfilm equipment, has been informed by Fox and M-G-M that all talking films produced by the two companies will be made available to it.

W. E. in French Music Pac

Paris—Western Electric has effected an agreement with French music publishers similar to that maintained in England.

New Cinephone Equipment

London—Talking picture equipment in a new design on operation and compact in build, has been developed by Cinephone engineers. It is claimed the device can be set up in a space two feet wide.

GAUMONT-KLANGFILM DEAL OKAYED

The cooperation between French Gaumont and Klangfilm are reported to have been brought to a successful termination.

2 SYDNEY HOUSES CLOSED

Sydney, N. S. W.—The Royal and Lyceum have temporarily closed.

FOREIGN MARKETS

To Aid Tax Fight

London—The ranks of parliamentary members fighting for the abolition of the entertainment tax have been strengthened with the success of Alderman F. P. Marshall in the Sheffield by-election.

VICTORIA THEATER MEN WIN TAX INVESTIGATION

Melbourne, Australia.—The united front shown by theater managers in their fight against the amusement tax has resulted in an investigation by the Victorian ministry to determine the effect of the levy on the theater business. The complaint is that the tax places a heavy burden on the theatrical industry, forcing many houses to close their doors rather than continue operating under a financial handicap.

Technicolor in British Link with Keller-Dorian

London—Technicolor has entered into an agreement with Keller-Dorian, it is announced by the Ludlow Blattner Pictures Corp., Ltd., which controls the latter color process. The statement reads in part: "The exploitation and manufacturing interests in connection with the Keller-Dorian color-processes, as contained in the licence granted by Moviocolor Ltd., to the Blattner Coro, are now solely controlled by the Technicolor Co."

British Empire Film Finished

London—"One Family," the all-talking film in which the British Empire is presented in panorama, has been completed by British and Dominion Films. The greater part of the picture was filmed in Buckingham Palace. Walter Creighton directed.

Ideal to Release Burns Film

London—The "Loves of Robert Burns," produced by British and Dominion films in conjunction with the Gramophone Co., will be distributed by Ideal. It was directed by Herbert Wilcox.

Nalpas Producing Talkers

Paris—Louis Nalpas is producing a talking-singing short, yet unnamed, in French, English, German and Spanish.

Hugon at Francoeur Studio

Paris—Andre Hugon is producing La Tendresse at Pathe-Nathan at the rue Francoeur studios.

BOLTON ANNOUNCES PLANS TO EXPLOIT RACY FILM IN U.S.

London—Plans for the exploitation of the Racy color process in the United States have been made public by C. A. Bolton, director of the Raycol Parent Co., Ltd., coincidentally with his return from America. Asserting he ran into no patent difficulties abroad, he adds that "in exploiting the process in America we shall be in concert with Raycol in France, who are to exploit the American rights for exploitation."

A. P. B. D. F. Merger to Help British Films in Australia

Sydney, N. S. W.—The movement to give British talking films a more secure place in Australia has gained added strength with the absorption of Commonwealth Films by Greater Australasian Films by Greater Australasian Films. The former will retain its identity. John C. Jones signed the merger agreement for Greater Australasian Films. British and Dominion was represented by Ernest Tarbuck, according to whom "the deal gives the English producers a vastly strengthened distributing system in Australia."

The Australian company will act as the distributing agent.

Auckland's 270,000 Seats for 205,000 Population

Auckland, N. Z.—For its size this city is more than well supplied with picture theaters. There are 270,000 seats available weekly for a population of 205,000.

Corophone Reported Success

London—Corophone, a new low-priced disc and film reproducer recently placed on the market by Corophon and Sega, is reported to be meeting with considerable success.

Forms Tauber Tonefilm Co.

Berlin—Richard Tauber, the German singer, has organized the Tauber Tonefilm Co. He plans to star himself in five talking films to be made during the next two years.
“Hell Harbor” with Lupe Velez, Jean Hersholt and John Holland

“Troopers Three” with Adolph Menjou, Randolph Scott and Monty Blue

“The Great Divide” with Dorothy Mackaill, Ian Keith

“Personality” with Sally Starr, Johnny Arthur

“Lilies of the Field” with Mary Boland, Gail Patrick and John Findlay

“Roadhouse Nights” with Ray Milland, Marjorie Reynolds and Allan Lane

“With the Cowboy and the Outlaw” with The Sangles

“P瘭onating Western with Sure-Fire Appeal” with action packed and carrying a punch
“Loose Ankles” with Douglas Fairbanks, Jr., Loretta Young (All-Talker)

First National Time, 1 hr., 6 mins. CLEVER COMEDY THAT PROVIDES MANY LAUGHS AND SHOULD PROVE GOOD POPULAR ENTERTAINMENT.

Charles L. Tanenbaum, Feb. 23, 1930

Come to this season of two ago has been made into a cokking good film comedy. Laughter has been piled on laugh, and there is no need to add that the film is a triumph. Both Cochran and Langdon sets itself from the very opening scene. It is hard to put your finger on any dull spot in the production. The picture has the advantage of a cast that is good all-around. Louise Fazenda, Loretta Young and Douglas Fairbanks, Jr., particularly good work. A debater, eager to break into print, engages a young woman to commit her. Under the will of an aunt, beneficiaries will benefit only on condition that no scandal is permitted to enter the family. Naturally the young woman’s activities horrify her relatives. But the girl and boy fall in love and everything ends all right. The theme is a bold one, and the film often contains peril close to the vulgar, but it manages to recover itself just in time. This is the late Ted Wilde’s last production.

Alongside Young are Fairbanks, Jr., Louise Fazenda, Eddie Nugent, Irene Ware, Theodora Pollard, Otis Harlan, Ethel Waker. Director, Ted Wilde; Author, Sam Janney; Associate, Gene Town.

Direction, good. Photography, excellent. "Pegebine"

“Chasing Rainbows” (All-Talker)

M-G-M Time, 1 hr., 36 mins. AMUSING BACKSTAGE FARCE PECULIAR IN THEME BUT WITH ENOUGH FUN TO GIVE IT BOX-OFFICE RATING. MARIE DRESSLER A WOW.

Another backstage film. This one follows the pattern of the two predecessors pretty faithfully. This time we have the star of a musical show falling in love with one show dame after another, finally marrying one of them only to find that she is in love with another member of the company and has become his wife solely for mercenary reasons. Then comes the realization that his faithful little stage partner is Dame Fortune in disguise. How it ends is obvious. In spite of this hoary plot, however, the picture rates well as amusing farce, and we have to thank Marie Dressler chiefly. The main honors of the film are hers. She proves a scream in the role of an old trooper with a voice that is dealt unkindly. Bessie Love deserves mention for her playing of the self-conceit part.


Direction, good. Photography, excellent. "Pegebine"

“Loosening” (All-Talker)

Lone Star Time, 1 hr., 30 mins. POPULAR CHARLIE CHAPLIN PICTURE BASED ON THE COMIC STRIP.

This is a Charlie Chaplin picture, though the Chaplin dash is missing. The story is simple, the cast is good and the film is a success. The film is told through the eyes of a little girl, and this makes the story quite palatable. It is a film that will be enjoyed by all and is sure to be a hit.

Cast: Charlie Chaplin, Mary Livingstone, Roscoe Arbuckle, Kelly G. Curtis, Edna May Oliver, Myrna Loy, Beryl Mercer, Charles Winninger.

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Direction, good. Photography, excellent. "Pegebine"
Price Reduction on Both Tone-O-Graph Devices

Atlanta—A reduction of $750 has been made on the larger model film and disc Tone-O-Graph sound device, distributed here by L. B. Harrell. The dual apparatus, formerly sold for $3,250, now can be had for $2,500. The amplification system on this model has been increased so that it is now suitable for houses with seating capacities of 1,000. The Baby Grand model with the dual system, suitable for homes seating up to 400, sells for $1,750.

Savini to Distribute Truvision Sound Screens

Atlanta—N. E. Savini, prominent in the motion picture equipment business, has secured distribution rights to the Truvision glass-beaded sound screen for this territory.

Dividends for John-Manville

Regular quarterly dividends of 75 cents per share on the common is declared by John-Manville Corp. In addition to dividends on the common payable April 15 to holders of record March 25, $1.75 per share has been declared on the preferred stock payable April 1 to holders of record March 11.

Some Practical Wide Film Aspects and Recommendations

If we consider a lens of 30 mm. focal length, located at infinity as the standard, the angle of a lens is the most used in actual practice for film size, and we find that:

- A 62.5 mm. (25") lens will embrace the same object space width for the image size of 48 mm. in the above standard dimension.
- A 77.2 mm. (3") lens will embrace the same object space width for the image size of 48 mm. with greater depth dimensions.

If we now take as a point of departure a 35 mm. lens as the shortest focal length lens used in actual studio practice, we find that in order to cover the same object space we shall use, for the "Economic" dimension, a lens of at least 79.9 mm. in approximate focal length, one of approximately 35 mm. focal length, and one of approximately 77.2 mm. focal length.

This brings to our attention the fact that the distance from object to camera, and in order to photograph the same object space at different focal lengths, will require the use of lenses of longer focal lengths than those in use today with the 35 mm. standard film.

The reason of the question is important in regard to the depth perspective of the sets photographed. There is no question in regard to the advantages of the various focal lengths of the short focal length, such as 35 mm., introduces an element of depth perspective into the picture, due to the perspective depth rendition of the average audience's eye. Furthermore, the use of, say, a 47 mm. lens, instead of a 35 mm., will reduce the depth perspective of the picture.

It is well known that studio picture requires all scenes pertaining to one single sequence of a talking picture be photographed with the same brand of camera, equipped with lenses of different focal lengths. The arrangement may be as follows: long shots and close-ups with a single setting of the camera, the camera depending on the size of the film, and its focal length, for all the picture records on a single sound record. The cameras equipped with the shorter focal length lenses which are used for the close-up shots, would be concerned with the width of the object than the length. The camera equipped with the lenses of longer focal length would be used for the long shots and scenes more concerned with the height than with the width.

The reason for this is quite obvious. We shall use the.cameras of our choice for the long shots, and for reasons previously exposed, lenses of a focal length greater than those in use for the 35 mm. standard will prove more adaptable in the photographing on larger area films, since they produce an image which is a better and a better relation between the size of the figures and the audience. On the other hand, it must be borne in mind that the height of the proposed wide films is either the same as that of the standard 35 mm. film or made proportionately to the increase of their width. In the former case, the width of the film strip, where only the height of the subject is to be concerned, proportionally to the increase of the width, and where the height is to be determined only by a sense of pictorial composition, lenses of the same, or nearly the same, focal length as those in use with 35 mm. film. In the latter case, we cannot ignore the practical range of local lengths used with the standard 35 mm. film varies from 25 mm. to 150 mm. In the same way the same image width in the long shot and the close-up., the picture recorded in the close-ups, lenses of the following angular focal length would be used for the larger area images:

- 47 mm. to 190 mm. for the "Economical"
- 55 mm. to 190 mm. for the "Screener"

The Third installment of this article will appear in tomorrow's FILM DAILY.
Theater Equipment

NEW KILGEN ORGAN BEING BUILT FOR ROACH STUDIO

St. Louis—A new pipe organ of special design is being built here by the George Kilgen & Son, Inc., for the Hal Roach studios in Los Angeles. Many new tonal qualities developed by the builders and not heretofore heard in pipe organs will be embodied in the new instrument, it is claimed. Before being shipped to the studio the organ will be completely assembled in the Kilgen plant, tested and disassembled again for shipping. When the organ is installed at the studio it will be enclosed behind an ornate grille. Another organ of similar type is also under construction here for the Los Angeles Broadcasting Company.

Klein to Handle New Low Priced Disc Reproducer

Cleveland—A new low-priced disc reproducer, with pick-ups, amplifier and speakers, suitable for houses seating up to 750, and costing $675 less installation costs, is announced by A. E. Klein. Klein claims that problem of many suburban and small town exhibitors will now be solved.

Talking Shop on Wide Film

Convincing evidence is being noticed day by day that wide film developments are gradually coming into their own. Through connections, either intimate with General Theater Equipment, the Fox organization is again in an enviable position with its Grandeur process. Conclusive evidence as to its drawing power is demonstrated in the second-week engagement being accorded "Happy Days," now current at the Roxy.

Watch The S.M.P.E.

What the Society of Motion Picture Engineers is capable of doing need not be dwelled upon right now, but its intensive interests in aiding the industry to battle any so-called menace of "new developments" will all be ascertained at the next meeting of that organization in Washington on May 5-8. And among the chief topics up for discussion at that meeting will be the standardization of a wide film process.

As It Now Stands

It is known that Grandeur uses a 70 mm film, the Spoor-Berggren a 65 mm film and the present pictures are projected on the standard 35 mm. Striking a happy medium between the lot, of course taking in the expense of apparatus both as to projection machine and theater equipment, is now the task of a special committee appointed by the S.M.P.E.

More Experience Needed

Up to the present, it is hard to be completely convinced that Grandeur really does give a stereoscopic effect. It has been said that third dimension in motion pictures is as elusive as perpetual motion, but in this instance we at least have a grand start. There is no doubt that its perfection will enlarge the scope of picture entertainment, but will its cost lie within the reach of the small showman?

Three Machines at The Roxy

In order to safeguard the proper projection of Grandeur films at the Roxy, three such cameras are now installed in its booth. While each machine is reported to have cost between seven and eight thousand dollars, there was no noticeable re-construction as far as the booth was concerned. One thing is sure, picture and negative costs will increase and the exhibitor getting a reel of Grandeur by express might have to mortgage his house for the charges. Each reel, it is claimed weighs about 30 pounds.

NEW MORTON ORGAN IS INSTALLED AT "U" STUDIO

West Coast Bureau, THE FILM DAILY

Los Angeles—A Robert Morton three-manual organ built in accordance with suggestions by David Broekman, Universal musical director, has been installed at the Universal studio here for recording purposes. The organ console is connected with pipes by an electric cable with a range of 200 feet, thus the console can be moved to any position on big sound stages. In addition to being operated by electric magnets and pneumatic action, the organ has 15 sets or ranks of pipes ranging from two inches in length, with a diameter of an eighth of an inch to 16 feet with a 16 inch diameter.

Expansion Planned by Lomax Synchronizer Co.

Atlanta — An expansion program, with intentions of covering the entire southeast, is under way by the Lomax Synchronizer Co., according to M. V. Lomax, president and inventor of the sound-on-disc reproducer. The company is at present located at 148 Whitehall and in addition to its sound devices, deals in other accessories.

TRUVISION
NATURAL VISION—GLASS BEADED
FIRE-PROOF GRANDEUR SCREEN

ROXY THEATRE

Installs the Truvision Fireproof Glass Beaded Sound Screen FOR OPENING OF

"HAPPY DAYS GRANDEUR PICTURES"

A Fireproof Sound Screen Without Any Loss of the Incomparable Qualities Pertaining to the Truvision Glass Beaded Sound Screen. Brilliance—Depth—Definition—Third Dimension Illusion

NO DISTORTION — BEST FOR COLOR PICTURES — NO VISIBLE PERFORATION

Easily Washed—Retains Original Brilliance

Approved by Western Electric—Underwriters Laboratory, N. Y. C.—Fire Marshal of Philadelphia

Truvision Glass Beaded Sound Screens Are the Last Word in Sound and Projection

TRUVISION PROJECTION SCREEN CORP.
841 TIFFANY ST., BRONX, NEW YORK
TEL. DAYTON 8886-8887
SOUND

Crosby's Corners
Pathé
Time, 17 mins.

Ordinary Stills
Rubeville series. Lem Hiskers' son, who is in the show business, comes back to the old town with some old letters, and he is pulled in celebration. Routine dances by the chorines are not so hot and inasmuch as there are no gags this number just ambles along at a slow pace. The Rubeville band provide some snappy music and recording is well done.

“The Big Jewel Case”
Educational
Time, 15 mins.

Fast Horses
A lot of hokum about some missing jewels and the search for them conducted by a comedy detective, a top, a colored servant, and a few others. Stephen Roberts has stuffed the story with action and the laughs are quite frequent. It's a Jack White-Mermaid production. Produced by Lambert, Fred Kelsey, Anita Garvin, Robert Graves and Curtis McHenry.

Pathe Audio Review No. 8
Time, 10 mins.

Here's Beauty for You
A first-class filler of tremendous interest and extraordinary beauty. It opens with a study of the gaits of some of the world's most famous military units. Next we are shown Hollywood doing the red hot rhythm stuff. Last of all come inspiring glimpses of the New York skyline in the purple light of evening. Here is true poetry of the picture camera.

SILENT

“The Danger Claim”
Universal
Time, 18 mins.

Same Old Stuff
This one plods along familiar ground. Again we have the story of the prospector who has discovered a gold mine and attempts made by a group of dishonest characters to deprive him of it. Considering, however, that this is western stuff, one can not be too critical of a plot such as this. While there is not much that can be called original in it, the film ought to prove fairly exciting for the younger customers. This is one of the Pioneer Kid series featuring Bobbie Nelson.

Denies United Chain in Deal
Philadelphia—Louis Berman, president of the United Chain, has denied reports that there has been any discussion for the sale of his circuit to the A. R. Boyd Enterprises, recently formed chain.

Installs Sound Equipment
Buffalo Lake, Minn.—Sound equipment has been installed at the Buffalo Lake.

GOV'T APPEALS DECISION
OF CREDIT COMMITTEE

(Continued from Page 1)
the credit committee system does not violate the Sherman Anti-Trust laws by committing restraint of trade, was issued Sept. 26, last, and the decree, affirming the opinion, was signed Dec. 24.

Five Musicals on Way
From United Artists
(Continued from Page 1)
Stothart, directed by Paul Stein, with Jeanette MacDonald, Zasu Pitts, Joseph Macaulay and John Garrick. Rudolf Friml will do the music, and Howard Emmett Rogers the adaptation and dialogue. This will be an Arthur Hammerstein production.

“Love in a Cottage,” an Irving Berlin production, to be an original with songs by Berlin.

“Whoopee,” adaptation of the stage hit with Eddie Cantor in his original role, designed by Cecil Beaton and William Counselman’s adaptation, a Ziegfeld-Goldwyn production.

“Queen Kelly,” starring Gloria Swanson, with musical score by Franz Lehár.

4,000-Seater in Chicago
Being Planned by R-K-O
(Continued from Page 1)
ferred with Lawrence, Stern & Co., financiers, with regard to the proposed theater.

When queried by the FILM DAILY regarding the proposed Chicago theater, Kahane Friday declined to comment on the project.

New Chicago Safety Code
Due After April Survey
(Continued from Page 1)
charge of the survey, which is primarily for the purpose of determining fire insurance premiums.

An inspection somewhat along the same lines was made recently by officials of the local safety department, and it is expected that they will continue their efforts against inflammable acoustical material. After the underwriters' report is presented to the city.

Three Outdoor Pictures
Being Prepared by F. N.
(Continued from Page 1)
Clarence Badger will direct with Sidney Blackmer and Lila Lee; “The Girl of the Golden West” will be directed by John Francis Dillon and “Heart of the North” which Frank Lloyd will direct. Both the last mentioned features will be made in Technicolor.

“Son of Gods.” F. N.’s Best Bet
“Son of the Gods” is surpassing all other First National pictures in box-office returns, declares the company. The film broke the record at the Main Street, Kansas City, by more than $2,000, it is asserted.

BUDDY ROGERS PEPS UP
PARAMOUNT STAGE SHOW

Anybody wanting a full explanation for the great popularity of Charles “Buddy” Rogers and the reason for his sub-title of “America’s Boy Friend” can find it this week at the Paramount. Almost every predominant show in Paramount’s current series of features has his name on it, and Paul Ash is the signal for an occasion, and when Buddy himself comes on the stage the house just about goes wild. Instead of entering through R. or L., Buddy springs a neat surprise by coming up on Jesse Crawford’s gag—entering the costume, too, as it rises from the pit. During every minute that he is on the stage, Buddy radiates personality—enthusiasm, action, joy of living and youthfulness unspoiled by quick fame. He re-enacts the scene from “Close Harmony,” displaying his versatility with various musical instruments, also sings and talks a bit. And, everything he does is so engaging that the audience is in the palm of his hand all the time. There are several other especially enjoyable items on this Jack Partington presentation, labeled “Hollywood on Broadway.” In addition to the kicky musical numbers by Paul Ash, a snappy line of patter is offered by a variety of dancing girls and a snappy set of musicians, and Paul’s “at-home” parade of a set of colored girls. There is a delightfully amusing sketch in front of a pair of miles, Larry and Thompson, colored boys display some fast and fancy footwork, and the Fred Evans Ensemble provide a nice eyeball.

Allens Discover Oil in Alberta
Calgary—Jule and J. J. Allen, who have been disposing of their chain of houses in Canada, are reported to be withdrawing from the theater field because of a promising oil discovery made through their Alberta Oil Development Co., in which a considerable number of exchange managers and exhibitors have taken blocks of shares.

Perfected Track Mask
St. Louis, Mo.—W. C. Wiethoff, projectionist at the O’Fallon Park, has perfected a Movietone sound track mask for use on Powers machines which will be released on the market. He claims that the device keeps the sound track from showing on the screen.

Tucker Awards Contract
Liberty, Kan.—Henry Tucker has awarded the contract for erection of a new 1,000-seat house here to cost approximately $60,000.

STAGE SHOW AT CAPITOL
PROVES A KRAZY AFFAIR

“Krazyland,” the stage revue current at the Capitol, has been given a setting that is entirely in keeping with its title. Houses are pictured at fantastic angles, and the color effects are such as a maniac might have executed. Moving against this background are a group of comics that have generally in a manner consistent with the spirit in which the whole show is reviewed. Most nonsensical of all is Herman Timberg, whose clowning provokes a gale of laughter. His chief feeder is Sammy Timberg, who is billed master of ceremonies. Barbara Blair proves another splendid foil for his comic efforts. This girl manages to be funny without carrying on in an unbecoming fashion. Leon Chazel and Oliver Harris round out the program.

Opens Boston Booking Office
Boston—Eddie Urrugh, formerly connected with the R-K-O booking office here, has opened an agency of his own at 321 Tremont St., under the name of the Boston Amusement Co.

German Talker Opens
St. Louis—The Midtown, formerly the Empress, has reopened here with “Kings-Loge,” Warner’s German talker.

Culpepper Managing House
Elizabeth City, N. C.—W. T. Culpepper, head of the Carolina Amusement Corp., has taken personal charge of the Carolina in this city.

Fourth Nessmith House
Tyrone, N. C.—Charles Nessmith has acquired his fourth house with the purchase of the Strand here.

Remodel Cartersville House
Cartersville, Ga.—The Grand will be completely remodeled by H. G. Manning and J. C. H. Wink, owners of the Manning & Wink chain.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts
1600 Broadway, New York City
Phone Penn. 3580
BENEFIT OF COLOR without PENALTY OF COST

COLOR is the order of the day. *Sono-chrome* brings it without the penalty of added cost. Sixteen delicate tints and a warm neutral tone are available at the same price as ordinary black-and-white. This, plus the fact that it gives really faithful sound-on-film, accounts for the success of this series of Eastman tinted positive films.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York Chicago Hollywood
Fox Movietone
Fox Grandeur
Fox Color

Tops The Industry

The Cock Eyed World
Sunny Side Up
Happy Days
John McCormack in Song O' My Heart
Fox Movietone Follies of 1930
Will Rogers in So This is London and More!
Music Tax Violation by Theaters Almost Wiped Out

SOUND AIDS SHORTS' ENTERTAINMENT VALUE
75 P. C. of Newsreel House Patrons Attend Weekly

Short Subjects

—are big little features

By Jack Alcoate

Whatever else may have happened through the coming of sound, there is one fact which stands out like the clock on the Paramount tower. The short subject has not only regained its place in the picture star, but has added no little importance to its social status in a dominant role in the wheel of the modern showman's program, by his house label of small but powerful [\* \* \*]

I may be rather conventional to suggest that variety is the spice of life but vaudeville has been proving it since Hector was a kitten. Like other comparatively small things the short subject is easy to neglect. The making of proper shorts by the modern showman is as important as his feature play-date. Variety on your program means added safety where diversified tastes are to be considered. Short subjects offer this variety.

Some of the short subjects we have seen recently were big enough to save an otherwise mediocre bill and send the customers out talking about them. Others were bad. So bad in fact that they had no more business in a first run house than a selling platter in a steak house. Some short subjects are most important buds in the production bouquet here also, as we see it, lies the greatest room for production improvement. Here is a field as broad as the universe and as fertile as a celery bed. Some years ago we remember talk- ing to Dr. Reisenfeld on the future of shorts and he gave us enough original and practical ideas in an hour to keep an ordinary production outfit busy for a year. Still day by day we see mostly the obvious.

The Short Subject has now outgrown its talking rompers. It is a fixture and here to stay. If it is held on its feet is to keep a position of dominance in the scheme of things it must grow up like its big feature brother. Shorts are most important, fresh minds and ideas will make them so as time goes on.

Fifty Per Cent. of Patrons Are Not Regular Movie Fans

Approximately 75 per cent of the patrons attending the Embassy, first exclusive newsroom house to be established in the world, are regular weekly attendants, Emil L. Harvey, editor of Fox Movietone News and the Embassy programs stated in an interview with THE FILM DAILY. "Fifty per cent of the patrons are not regular picture theatergoers" said (Continued on Page 8)

Keaton in Spanish

West Coast Bar, THE FILM DAILY
Los Angeles—Buster Keaton will be the star of the first feature production to be made by M-G-M entirely in Spanish. Edward Sedgwick, who made the English version of "Free and Easy," is scheduled to start on the Spanish version next week.

Thomas Immediate

ACTION ON PROTECTION

Omaha—Returned to the exhibition field, A. H. Blank is building up an independent theater circuit in Iowa. He sold his local holdings to Publisher at some time ago.

Four Marx Bros. Again Signed by Paramount

The Four Marx Bros. have signed another contract with Paramount calling for their appearance in another theater to be made at the company's Long Island studio. A vehicle will be selected when they return from their current road tour.

Practically All Theaters Obeying Music Regulations

60 A YEAR CAPACITY AT NEW RKO STUDIOS

West Coast Bureau, THE FILM DAILY
Hollywood—When expansion of RKO's studio facilities here is completed, this company will be in a position to produce 60 features a year, or double last year's schedule.

More Than 600 Exhibitors Reply in National Survey

The sound has added to the entertainment value of short subjects is the opinion expressed by approximately 400 exhibitors in a nation-wide short subject survey of selected theaters made by THE FILM DAILY. More than 600 theater men representing every state in the Union, replied to the questionnaire submitted by this publication. One hundred and twenty-nine exhibitors expressed themselves as believing that sound has not made the short subjects more

Mabel Normand Dies After Long Illness

Monrovia, Cal.—Mabel Normand died at 2:30 a.m. yesterday in the Pittsburgh Sanitarium here after a long illness. Only two secretaries, Julia Benson, and a nurse, were at her bedside. Miss Normand was born Nov. 10, 1897 in Quebec. She entered the films by chance while working as an artist's model. Her first work was at the Biograph and Vitagraph studios. Later she became famous in Mack Sennett's Keystone comedies with Charles Chaplin, and subsequently appeared as a comedy star in serious roles.

Pittsburgh Mayor Shuns Stand on Blue Statute

Pittsburgh—Mayor Charles T. Kindel of the city, though unfriendly to strict adherence to the state blue laws, has taken no definite stand in the matter, and there is little hope (Continued on Page 2)

Bronx Exhibs Producing Jewish Talkers Series

Two Bronx exhibitors are entering the independent production field, making a series of 12 Jewish talking pictures at one of the New York studios. The initial subject, which has already been completed, is titled
The Broadway Parade

O

ONLY one opening is scheduled for the current week. On Thursday, February 9, the H.

Chase and the Croft, shows "The Boys of the West" at the Rivoli. On the same day, "The Love Parade" goes into the Rivoli, where "Condemned" is now

playing.

Pictorial: "Disraeli..." Warners. Central... Oct. 2

"The Love Parade" Paramount. Criterion... Nov. 19

"The Wife of the Deed"... RKO... Globe... Jan. 14

"The Rogue Song"... M-G-M... Astor... Jan. 28

"Son of the Gods"... First National... Warner... Jan. 30

"Street of Chance" Paramount. Rialto... Jan. 31

"Great Goddess"... United Artists... Warner... Feb. 1

"Puttin' on the Ritz" United Artists... Earl Carroll... Feb. 14

"Troopers Three" Tiffany... Galatea... Feb. 15

The Industry's

Date Book

Feb. 25 Trade practice conference for manu-

facturers of marine and railroad

navigations at the Trans Le-RCI

santer tickets at Washington, D. C.

Feb. 26 Paramount inaugurates two issues of

Sound News instead of one.

Feb. 27 Opening of "Song of the West" at the

Waverly, New York.

Mar. 3 First Day of Leuc

Mar. 17 Opening of "Long O' My Heart" in

New York. House underlined

Mar. 20 Annual election of Maryland M.P.

T.O. officers at Baltimore.

Apr. 1 Premiere of "Journey's End" at the

Waverly house, not yet decided

Apr. 5-7 Spring convention of Tri-State M.

P.T.O. at Memphis.

May 8-9 M.P.E. Spring Meeting at the

Wardman Park Hotel, Washington, D. C.

June 2-7 International Cinema Congress at

Brussels.

Park Lane is Taken Over

by United States Bank

Charlie O'Reilly, president of the T.O.C.C., has given up the Park

Lane, 99-1, First Ave., with the taking over of the house by Bank of

U. S. Harry Brandt is now operating the house for the bank and

is understood planning to turn it over to Sol. Brill this week. RKO operated

the house in conjunction with O'Reilly before being taken over by the

bank.

Crawford Appointed Head

of Warner Music Dept.

West Coast Bureau, THE FILM DAILY

Los Angeles—Robert Crawford has

been appointed executive in charge

of all musical activities at the War-

er studio here. Crawford recently

arrived from New York where he at

one time headed the firm of De Sylva,

Brown & Henderson.

Pittsburgh Mayor Shuns

Stand on Blue Statute

(Continued from Page 1)

that he will at this time. He has

made it perfectly clear, however, that

others will have to take the initiative

in order to do away with the

Sunday statute.

Pathe Speeds Eastern

Non-Theatrical Program

Pathe is speeding up production of non-theatrical films being made in the

East and is now 16 reels ahead of

the schedule of 8th-Harvard produc-

tions on Geography of the U.

s., are being made to correlate

with courses in social sciences.

First of the Pathe series, "Friedr.

hstrasse," which was recently

completed, is in cooperation with

Harvard's Dept. of Geography

and Geology, has been

shown at the annual convention of

the Dept. of Superintendence of

the Nat'l Educational Assn. at

Atlantic City Feb. 22. The picture was

made in silent and sound.

Non-theatrical releases for 1929

included nine subjects in human

geography, eight in physical geogra-

phy and four reels of "Children of

All Lands," produced by Madeleine

Brandies and "Current Events from

Pathe News" and released periodically throughout the school year.

Brock Exhibs Producing

Jewish Talkers Series

(Continued from Page 3)

"A Shoemaker's Romance," with

the Moscow Art Players featured and

Sidney Golden directing, Abe Leff,

for the Art and Playhouses, and Moses Gold-

man of the Bessarions, are the exhibi-

tors behind the project.

Dismantle Hartford House

Hartford, Conn. — Dismantling is

in progress on the Majestic, which

was under lease to Allen C. Morris

and sub-leased to Harry Segal of

the Royal Film Exchange, Bos-

ton.

Begins Glen Falls Construction

Glen Falls, N. Y.—Construction on

Fred W. Maisch's new theater ad-

joining his State has begun.

2 More in Cleveland Get W. E.

Cleveland — Harry Horwitz has

equipped the Olympia and New

Broadway with Western Electric

equipment.

WANTED

TITLE MAN—An experienced pho-

tographer thoroughly competent to

produce up-to-date animated theater

titles for small title department in

the large Western State experience in

title work and salary expected. Reply

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New York City

Pathe Speeds Eastern Non-Theatrical Program

Pathe is speeding up production of non-theatrical films being made in the East and is now 16 reels ahead of the schedule of 8th-Harvard productions on Geography of the U.S., are being made to correlate with courses in social sciences. First of the Pathe series, "Friedrichstrasse," which was recently completed, is in cooperation with Harvard's Dept. of Geography and Geology, has been shown at the annual convention of the Dept. of Superintendence of the Nat'l Educational Assn. at Atlantic City Feb. 22. The picture was made in silent and sound.

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Brock Exhibs Producing Jewish Talkers Series (Continued from Page 3)

"A Shoemaker's Romance," with the Moscow Art Players featured and Sidney Golden directing, Abe Leff, for the Art and Playhouses, and Moses Goldman of the Bessarions, are the exhibitors behind the project.

Dismantle Hartford House Hartford, Conn. — Dismantling is in progress on the Majestic, which was under lease to Allen C. Morris and sub-leased to Harry Segal of the Royal Film Exchange, Boston.

Begins Glen Falls Construction Glen Falls, N. Y.—Construction on Fred W. Maisch's new theater adjoining his State has begun.

2 More in Cleveland Get W. E. Cleveland — Harry Horwitz has equipped the Olympia and New Broadway with Western Electric equipment.
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17. Personnel of all industry organizations.
18. Financial statements of all companies.
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Phil M. Daily, Jr.

EVERETT MARSHALL, who has clicked like a million dollars with Metropolitan Opera audiences for some time, looks like an RKO find, says Bill Le Baron, now New York. Marshall is an excellent screen type as well as a baritone of high caliber, according to the Le Baron view. . . Charles Ray's in town, having closed a vaudeville tour. Now he expects to star in a new show which will benefit by his singing. Charlie's looking mighty fine, sez we.

Frank Wistack publicity light of the Hays organization, is conducting an intensive search for similies, which have to be good or else. . . . Al Wilkie, who escorts newspaper people around Paramount's Long Island workshop, where he occupies the head man's publicity chair, claims the Astoria-to-Manhattan commutation record.

Richard Barthelmess is back in town after a jaunt to Hartford, Conn. where he took part in the Psi Upsilon reunion and initiation exercises at Trinity College, his alma mater. . . . The arrival of John Bernard McAlloon at the home of John McAlloon, Pathe's assistant general manager, is the reason for that beaming smile on his genial countenance. . . . Things now are swell out in Garden City, sez John.

Joe Goldberg, big sales chief of the Columbia go-getters, is expected to hit the big city around the middle of this week. Joe sure covered some ground on this last trip.

Mr. and Mrs. Louis B. Mayer have announced the engagement of their daughter Edith to William Goetz, production executive for Corinne Griffith pictures. The date of the wedding has not been definitely determined. William, you know, is a brother to Harry M. Goetz, assistant treasurer of Paramount, and Ben Goetz, head of Consolidated Laboratories.

Paul Burger, Al Lichtman's assistant, expects to leave for the South this week on a business and pleasure trip. . . . The tip off on a New York theater showing Chinese pictures has brought to our attention the addition of another house to this category. . . . An indie exhib asks us if we can refer him to someone who has talking Roumanian pictures. Well, that's an idea for some lively producer.

"White Cargo," W. P. Film Co. Ltd. production had its premiere at the Geo. M. Cohan, N. Y. last Friday night. Capt. Harold Auten is the N. Y. representative for the company here.

AND THAT'S THAT

WHEN Richard Dix goes on a trip he generally travels incognito, using his real name, Ernest Brimmer. One day, in a Chicago hotel lobby, he bumped into a studio technician from Hollywood.

"I'm a man, fell in, died in the technical boy exclaimed spontaneously."

"Sh-h-h! Not so loud," replied Richard. "I'm here incognito as Ernest Brimmer and I don't want to be discovered. But what are you doing in this town, Bob, you old rascal?"

"Just on a little visit," said the lad. "And, by the way, better not call Bob because I'm incognito, too."

"You don't say! What name are you using?"

"Richard Dix!"

A "plant" in the Paramount audience, after watching Charles "Buddy" Rogers play a bunch of musical instruments, called to Paul Ash:

"Say, Paul, could you bring Buddy Rogers out front for a minute?"

"What for?" Paul wanted to know.

"Well, he's so handy with all those contraptions up there on the stage, maybe he can help me to start my fluffer."

"If it's true, as Ethel Barrymore declares, that the picture houses draw the public from the audience that the legitimate theater does not want, all we have to say is that the old drummer certainly has got an awful lot of unwanted children!"

SALESMAN—Really that bad? EXHIBITOR—Why, it's so bad that I fell dead in our balcony a week ago and wasn't discovered till yesterday.

FEBRUARY 24---MANY HAPPY RETURNS

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

Harry D. Buckley
Richard Thorpe
Nathaniel Finston

THE Film DAILY
Monday, February 24, 1930

Reelcraft Pictures Corp. chartered in Delaware at $5,000,000.

Hostetters increase holdings by purchasing three in Lincoln, Neb.

Directors of Associated First National convene in New York.

Newark Beacon Corp. to erect $750,000 house in Newark.
Short Shots from New York Studios
By HARRY N. BLAIR

NEVERDA, exponee of interpretative dancing, who recently played the Roxy theater, makes her screen debut in "Barbun Was Wrong," a Louis Broock production, directed by Mark Sandrich at the Ideal studios.

Lewis Warner has returned to the Eastern Vitaphone studios after a brief visit with his sister, Doris, who is attending an exclusive finishing school near Washington, D. C.

Helen Broderick and Lester Crawford have earned the reputation of being the most漏水-legged couple ever to appear at the Warner Vitaphone studios. This talented pair, who recently made a Vitaphone Variety, which has been married for 20 years and still act like honeymooners.

Hobart Henley, director of "Roadhouse Nights," now playing at the New York Paramount, has started rehearsals for "Too Much Luck," his new project, for which Maurice Chevalier will be starred.

Milton Sands, of Warner Bros. music desk, acquired such popularity at the Flatbush studio, with the arrival of a thirty pound bag of pecan nuts sent him by a friend in Florida.

Add Irving Kakal, ace song-writer, to the list of rabid fight fans within the industry. Irving never misses any of the big bouts and claims that to witness a knockout blow is more "inspiration than any of the birds and bees in the world.

Arthur Hurley has just completed "At Your Service" at the Warner Vitaphone studios, with William Huligan featured.

Garrett Fort is rapidly earning the title of "The Edgar Wallace of the movies," judging by the way in which he is turning out scripts and originals that sell. Besides writing the scripts on Paramount's "Roadhouse Nights" and "The Big Pond," Fort also collaborated with Charles Beahan in writing "Dangerous Nan McGrew." Added to this is a play written with Ernest Pascal called "Lessons in French" and an original "The Feast of Fools," which Crosby Gaige will produce next spring.

Wilkie's Assistant
Wallace West, of Paramount's publicity staff, has just been appointed assistant to Al. Wilkie, publicity director at the Long Island studios. Before joining the Paramount organization, West was connected with the United Press.

Continental Equips Brooklyn House
The New Windsor, located in Brooklyn and recently opened by H. Rachmil has been entirely equipped with various, these accessories by Continental Theater Accessories.

Some Practical Wide Film Aspects and Recommendations

This is the third installment of "Some Practical Aspects of and Recommendations on Wide Film Stand- dards," written by S. J. A. Dubway for the Journal of the Society of Motion Picture Engineers.

The advantages derived from the use of a wide screen are truly enormous. Among the different questions pertaining to the home, sequence and projection, we may, however, remark that the smaller the range of focal lengths the less noticeable will be the differences in depth of focus, a characteristic of photographic objectives too well known to warrant discussion in this paper. We may also mention that in the case of a large group of focal lengths enjoyed jointly by the screen itself, the screen image will have a uniform depth, both horizontally and vertically, throughout the picture. This uniformity in the size of the screen image is of extreme practicality when comparing the various picture sizes in the picture, the more complex are the problems involved in the design of the appropriate optical system for the projection apparatus.

It is quite obvious that a greater film image area demands a greater condenser magnification. Although we believe that the "eco- nomical" dimension would permit the use of existing condensers, we want to point out that image sizes greater than this, and especially those as great or greater than the "extreme" dimension, would demand not only a complete redesign of the condenser system, but would even require a greater area of the screen face of the projection control unit in order to have the condenser system sufficient to transmit the light. This alteration would necessarily require the reconstruction of all carbon lamps and light-houses of the projection apparatus in use today.

We have briefly outlined considerations seem to confirm the inadvisability of taking into consideration extremely large screen sizes, as well as extremely large screen image areas, and seem to suggest a reduction in the accepted image magnification in preference to its increase for the film image of an area between the "Economic" or the "Spectacular."

The next installment of this article will appear in a subsequent issue of THE FILM DAILY.

MISSISSIPPI

Changes in Ownership
Fulton—Louis A. Doehn, by J. M. Brown; Holly Springs—Relax. to W. H. Hillbaker, 54 E. Debut, Itta Bena; Dixie, to James C. Davis or Mrs. Joe Faluso; Newton—Lucy, sold to L. M. Robinson by Sam McCord.

Closings
Lula—Lula; Rich—High School.

Changes in Ownership
Bagnell—Bagnell, to O. Tucker by O. A. Bost; Excolator Springs—Brewer, sold to Fox-Midwest, Thhn., Inc., by Midwest Theaters, Inc., Casino, sold to Fox-Midwest, Thhn., Inc., by Midwest Theaters, Inc., Green City—President, sold to E. E. Gillespie, by C. A. Jones; Holcomb—Walden, sold by E. K. Lassen by A. A. Gund; Jasper—Mainstreet, sold to George Tyree by Ryder & Karp; Kansas City—American, sold to Mr. Aguirre by Julian Rojas; Boulevard—Barker, sold to D. L. Johnson; Benton, sold to Fox-Midwest, Theaters, Inc., by Vista Theater Corp.; Marywood, sold to E. C. Hare by Quarry Smith; Rockhill, sold to Fox-Midwest, Theaters, Inc.; Twin City, sold to L. A. Peterson by Hazel Areas; Vermont, sold to Fox-Midwest Theaters, Inc., by Vista Theater Corp.; Waldo, sold to Fox-Midwest Theaters, Inc., by Mid-Walco Theaters, Inc., Kimberly, sold to J. E. Kennedy, sold to Fox-Midwest, Theaters, Inc., by Mid-Walco Theaters, Inc., Kirkwood—Walden, sold to Mr. E. L. Lambert by Kirkwood Amusement Co.—Oregon—Macon, sold to D. M. Martin by J. S. Richardson; Polka—Relax, sold to Floyd Willenman by A. A. Murphy; Ridgeway—Relax, sold to William Jones by S. L. Adam, sold to H. R. Leavitt, sold to Mid-City—Alamo; Keyesville—Alamo; Clarksdale—Calhoun—Calhoun; Clarksdale—Opp; Duling—Mem. Majestic; Elibee—Riheld; Eversun—Maiden; Goodman—Lion, sold to W. E. Worsham; Hattiesburg—Kas-Kak City—Alamo; Keyesville—American; Minden Mines —Electric; Morohone—Tobacco; Olive—Newly, sold to Wereh; Wheaton—Community; Wya-cona—Star.

All Executives Keep It Handy

More than 1100 pages of valuable information


... FREE ... to subscribers to THE FILM DAILY
Sound Boosts Shorts' Entertainment Value
(Continued from Page 1)
entertaining and boxoffice.
Total of 50 replys said that sound used in conjunction with shorts has increased their value 50 per cent and 36 put it as high as 100 per cent.
Thirty-one exhibitors estimated that sound has helped by 25 per cent.
Additional information of timely interest gathered in this exhaustive national survey will be printed in subsequent issues of THE FILM DAILY.

Music Tax Violation By Exhibs Nearly Ended
(Continued from Page 1)
halls and the concession in management throughout the country, balking at the idea of paying the composers' organization a yearly royalty.
So far, the society has only conducted a spot investigation, without issuing a notice to violators, but it is planned to give legal notice to those who have not surrendered.

Derr Lining Up Writers For Parthe Productions

Leading writers from stage and screen are lining up for E. B. Derr, vice president. Among the group signed and now on the company's product are; Josephine Lovett, Clara Beranger, Clare Kummer, Sada Cowan, Russell Meddick, Paul Schofield, W. C. Tuttle and Lynn Riggs. In addition to this group others recently added to the writing staff include Cary Grant, Robert Lloyd, Harold Schwartz and A. L. Kline.

M-G-M Title Changes
"Caught Short," has been selected as the final title for the Marie Dres- sler-Polly Moran vehicle now being completed at the M-G-M studio under the former title of "Margin Mugs."

"Sweet Kitty Bellairs" in Color
The Warner Vitaphone version of the David Belasco play "Little Bells" will be filmed entirely in Technicolor.

Dale Owen in Fox Cast
Catherine Dale Owen has been engaged by Fox for "Born Reckless," which John Ford is directing with Edmund Lowe playing the leading role.

John Loder in Dove Picture
John Loder is an addition to the cast of First National's "One Night at Sin's," in which Billie Dove is being starred. John Francis Dillon is directing.

Bertha Mann for "I" Cast
Bertha Mann has been added to the cast of "All Quiet on the Western Front," which is in production at the Universal studio.

Two For Columbia Film
Marie Prevost and Nance O'Neil are the latest additions to the cast of "Ladies of Leisure," which Frank R. Capra will direct for Columbia. Others in the cast are Barbara Stanwyck, Ralph Graves and Lowell Sherman.

More For "Madame Satan" Cast
Catherine Deneuve and Lieut. French actress, has been added to the cast of "Madame Satan," which Cecil B. De Mille will direct for M-G-M.

Kenton To Direct For Columbia
Erle C. Kenton has been engaged by Columbia to direct "A Royal Romance," featuring Pauline Starke and William Collier, Jr.

F. N. Completes "Sin Flood"
Frank Lloyd has completed direction of "Sin Flood," First National production featuring Douglas Fairbanks, Jr. and Dorothy Revier.

A Little from "Lots"
(Continued from Page 1)
Fred Kerr, veteran stage actor, now working in "Raffles," is having his first experience with pictures. The first scene in the picture has just been taken for the first time, and the cameras has been moved to another location for the second of the numerous "takes" necessary. "That was just fine, Mr. Kerr," said Director Harry O'Arrast. "Now we will do it again." "Again?" quizzed the actor, walking off toward his dressing room. "I've just done it." John M. Stahl has returned from New York, following his first extended vacation in 14 years.

Dorothy Yost, formerly with M-G-M, has joined the Universal writing staff and is fashioning the continuity for "The Scarlet," John Eric's novel.

Simile. As commanding as the voice of a rich. character... * * *

George Amy, who edited "The Berggs," is now editing "Those Who Dance.

Our Passing Show: George Hill, Frances Swain, and Joe V. Campbell, from the "Modern Screen", are everyone's favorite on this show. Penelope and the "Modern Screen" are working to get the Universal.

Joseph Jackson is writing the screen play and dialogue for "The Beatles," based on Elmer Rice's play. Warner Bros. will make a musical comedy of the play. Jackson wrote the screen play and dialogue for "As a Flight," in collaboration with Gordon Rigby.

"Mademoiselle Modiste" Ready For Production
Preparation are under way for production on "Mademoiselle Modiste" at the First National studio under the direction of William S. Seiter. Berenice Claire and Walter Pidgeon are to be cast.

F. N. Gives Olive Tell Role
Olive Tell has joined the cast of "Under Western Skies," soon to go into production at First National. Other players are Sidney Blackmer, Lila Lee, Fred Kohler and Raymond Hatton. Clarence Badger will direct.

Joe E. Brown Gets Contract
Joe E. Brown has been placed under a two year contract by Warners for feature roles in Vitaphone productions.

75 Per Cent of Newsread Patrons Attend Weekly
(Continued from Page 1)
Newsread has chosen the "newsreel" house as the place of entertainment because of the novelty and news value of its fare.

The success of the Embassy, according to Editor Harvey, has not been built along the lines of other exhibitors who have claimed to established exclusive newsread houses but dropped this identity in surrounding programs of cartoons, comedies etc. The Embassy's programs consist entirely of newsread. Moving pictures from the Fox Movietone, Hearst Metrotone News, etc., are shown from time to time on local entertainment.

When asked what the greatest problem of the Embassy was, Harvey replied that the crowds for the 584 seat house is larger than the house that is in charge of the house as hostess.

Another for Western Electric
Gettysburg, S. D. — The Palace has been put up to date with Western Electric equipment by B. C. Hoover.

The Pride of the East Coast
(Continued from Page 1)
"The Home Town Papers" of 1,000 the-
Committee of Producers To Investigate Agents

FOX IS DICKERING FOR NEWSREEL THEATERS

B. S. Moss Re-enters Field by Re-acquiring Colony

About 75 per cent of the customers who pay their way into the Embassy, pioneer exclusive newsreel houses, are regulars. An enlightening piece of information, this, in connection with the newest major experiment in the exhibition area. Supplement this by the statement that 50 per cent of these patrons are not dyed-in-the wool theatergoers and you have something on which to exercise your gray matter. Then you just naturally draw the conclusion that a newsreel theater, when spotted in the right place, has a niche all of its own. And that the class of trade it attracts is the old box office pal-type—not the kind that drops in annually, perhaps.

Joe Seider's exhibit forces are marshalling over in Jersey to lick a bill which would prohibit a theater from selling tickets when SRO conditions prevail. Passage of this measure would certainly mean a lot of additional woes for the theater operator and you can be sure that Jersey unit is going to train its big Berthas on the proposed legislation. It's plenty easier to induce a customer to wait for a seat after he's paid his dough at the box-office than before—when he's being trampled in a lobby crowd.

Sid Grauman is mulling over proposals to return to exhibition. Let's hope he kays one of them. The industry needs master showmen of the Grauman calibre. Again, here's hoping.

Will Take Back Broadway House Soon From Universal

With re-acquisition of the Colony from Universal, B. S. Moss re-enters the Broadway theater field. It is understood that he will eventually line up other houses in Greater New York.

The Colony will close in July for alterations which will include its en-
(Continued on Page 5)

WASHINGTON FIRE CHIEF EXTENDS SAFETY DRIVE

Washington Bureau of THE FILM DAILY—Fire Chief George S. Watson's drive for greater safety in theaters and other places of amusement has now been extended to
(Continued on Page 5)

"Forever Yours" to be Pickford's Next for U. A.

West Coast Bureau, THE FILM DAILY—Los Angeles—Mary Pickford's next starring vehicle for United Artists will be "Forever Yours," which Benjamin Glazer now is completing as an original story.

Agency Conditions on Coast To Be Probed By Producers

DERR AND FLINN SIGN NEW PATHE CONTRACTS

West Coast Bureau, THE FILM DAILY—Hollywood—E. B. Derr has signed a contract to continue for three years as executive vice-president in charge of production at Pathe. John A. Flinn also has signed a two-year contract to handle the production of two-reel comedies.

Theater Robber Gets 10-Year Jail Sentence

San Antonio—Ten years in the penitentiary was the sentence given to the judge of holding up the Victor Uptown, community house.

Newsreels' Popularity Is Being Tested Out by Fox Midwesco

Spurred on by the success of the Embassy Newsreel Theater, N. Y., Fox is now taking definite steps to form a chain of exclusive newsreel houses throughout the country. Negotiations are under way for specially-located houses in Chicago and Los Angeles. Plans are also under consideration for establishing similar theaters in other cities.

Popularity of newsreels is being tested by Fox Midwesco Circuit which plans to show 30-minute programs in at least one theater in every community in which the chain operates. About 30 houses will be affected by this policy.

Cleveland Song Peddlers To Be Arrested On Sight

Cleveland, O.—Following an order issued by Safety Director Edwin D. Barry, song hawkers, who have been selling sheet music on the downtown streets will henceforth be arrested on
(Continued on Page 5)

Film Industry in France Gets $800,000 Tax Cut

Paris—Plans have been completed for the distribution of the $1,500,000 reduction in the French Amusement tax. The picture industry will benefit by $800,000 of this total.

$400,000 in Cameras

West Coast Bureau, THE FILM DAILY—Hollywood—Technicolor has more than $400,000 worth of camera equipment doing duty here at present. From 30 to 35 of the cameras are in use every day, and each evening the mechanisms must be completely overhauled and adjusted by a crew of experts, since a mistake of 1,000th of an inch might spell disaster the following day.
ARBITRATION FAVORED BY MAJORITY ON WEST COAST

Il’t est Coast Bureau, THE FILM DAILY
San Francisco—Based upon a survey to determine local reaction of exhibitors and distributors to Federal Judge Thacher’s decision ruling compulsory group arbitration illegal, indications point to the majority favoring the old method of settlement, according to "Film Trade Talks." While executives and officers of the local Film Board of Trade refused to make any comment, it is generally agreed that arbitration has been fair to all in this country, continues the publication.

Consul to See Film

Consuls representing major nations will attend a preview of "The Case of Sergeant Grischa" this afternoon at RKO.

Whitman With Columbia

Joe Whitman, former cashier for Pathe’s N.Y. exchange, has joined Columbia’s office as manager. Jack Huber has been promoted to cashier of the Columbia branch.

Shown Teachers for Schools

Atlantic City—The value of talking pictures in supplementing classroom instruction was demonstrated at the opening session of the Department of Superintendence of the National Education Ass’n convention here.

Anderson Leaves R-K-O

New Brunswick, N. J.—Andy Anderson, manager of the State and representative of the Keith interests, has severed his connections with R-K-O. Anderson, it is learned, will open an office in the National Bank Bldg. here.

Premiere for "Hunting Tigers"

Herbert Clatvey, of Clathey and Walser, London, has closed a deal with Talking Picture Epics for British premiere of "Hunting Tigers in India" at the Palace, London on Mar. 15.

Funeral Rites for Schneider

David Schneider, treasurer of the Earl Carroll, New York, who died in his 38th year Friday after an appendicitis operation, was buried yesterday at Mt. Sinai Cemetery, Queens, following funeral services at the Unity Synagogue.

Seeks First-Run Policy

Cleveland—As the new manager of the Uptown, Ben Schwartz is working out a first-run policy.

Lloyd Stirs Chinese

Shanghai—Declaring that Harold Lloyd's "Welcome Danger" shows them an unfavorable light, groups of Chinese have raised strenuous objections against the picture following its presentation here. A disturbance broke out in one theater and police now are keeping an eye on two houses to prevent further outbreaks.

Aesop Fables Sold for France, Spain, Portugal

Pathé International Corp. has closed contracts with Pathé-Natan of Paris covering the distribution of Aesop’s sound fables in Spain, France and Portugal.

Elmer Pearson in N. Y.

Elmer Pearson, formerly general manager of Pathe, is in New York. He has been spending some months at his ranch in the West. Pearson held various executive posts with Pathe during his long term of service with that organization.

Leo Hagerman Transferred

Pittsburgh—Leo Hagerman has been transferred from the Prince in this city to Ambridge, Pa.

Shuberts Engage Holmes

West Coast Bureau, THE FILM DAILY
Los Angeles—Ben Holmes, former New York stage director, has been engaged by J. J. Shubert to stage and direct a new musical play starring Chic Sale. Holmes is en route to New York by plane.

Van Beuren in New York

Amedee J. Van Beuren, president of Van Beuren Corp. is scheduled to arrive in New York today after a six-weeks’ trip to the Coast.

Approved Picture List

Ottawa—The Canadian Council on Child Welfare has started the publication of a monthly list of approved pictures for children, as suggested by the various censor boards of Canada.

Wallace James Promoted

Milwaukee—Wallace James, formerly manager of the Fox Wausau, Wausau, has been appointed district supervisor under the direction of A. Kool, city district manager.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theaters

Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3880

Financial

NEW YORK STOCK MARKET

High Low Close Sales

Am. Seat. 1000
Conn. Ind. 1000
Con. Fin. Ind. 2060
East. Rent. 1060
Loew. Inc. 1060
Keith A.O. 1060
Loew’s Inc. 1060
Loew’s Corp. 1060
Pathe Exch. 1060
R-K-O 1060
Warner Bros. 1060

NEW YORK CURB MARKET

Hol. & Katz 65
Colbert & Pett. 65
Fox Theat. “A” 75
Intern. Prod. 75
Loew do deb. rts. 32
Loew Inc. 75
Nat. Sec. Ser. 95
Nat. Thea. Sup. 10
Univ. Pict. 10

NEW YORK BOND MARKET

Keith A.O. 46.88
Loew 6s 41 war. 166
Paramount 4% 99s 90
Par. By 51s 101
Pathe 7s 10

DAILV, February 25, 1930

The Industry’s Date Book

Today: Trade practice conference for manufacturers of machine and roller thriller tickets at Washington, D. C.

Feb. 26 Paramount inaugurates two issues of Sound News instead of one.

Feb. 27 Opening of "Song of the West" at the Warner, N. Y.

Mar. 5 "First Day of Lent."

Mar. 17 "Opening of "My Heart.""

Mar. 20 Annual election of Maryland M.P.T.O. officers at Baltimore.

Apr. 1 Premiere of "Journey’s End." at a New York house, not yet decided upon.

Apr. 6-7 Spring convention of Tri-State M. P. O. at Memphis.

May 5-8 S.M.P.E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.

June 2-7 International Cinema Congress at Brussels.

Honeck at Wausau, Wis.

Wausau, Wis.—Richard Honeck, formerly manager of the Majestic at Beloit, has been appointed manager of the Fox Wausau, succeeding Wallace James.

Photocolor’s New Offices

The Photocolor Corporation, producers of colored features, have moved their offices from 1650 Broadway to Room 605, 729 Seventh Ave.

Gramp at Beloit, Wis.

Beloit, Wis.—Harry Gramp has been appointed manager of the Majestic.

New Fox House for Los Angeles

West Coast Bureau, THE FILM DAILY
Los Angeles—Fox West Coast Theaters will erect a 1,400-seat house on Pico Blvd.

Wanted Theaters

For Sale or Lease

Adolph Sofferman

1360 Broadway — New York
Established 1906 — Tel. Bryant 3657

A. R. W. ENTERPRISES

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

Wanted Theaters

For Sale or Lease

Adolph Sofferman

1360 Broadway — New York
Established 1906 — Tel. Bryant 3657

New York

Loew’s 1540 Broadway — Long Island City
BrYant 4712

S.Tirrel 7940

Eastman Films
J. E. Brulatour, Inc.

Chicago
727 Indiana Ave. — Hollywood 670 Santa Monica Blvd.
CALUMET 269 — HOLLYWOOD 4121

Kooler-Aire

Revolutionizes Air Conditions
Summer and Winter
Kooler-Aire Engineering Corp.
1914 Paramont Square — New York

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theaters

Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3880

The Film Daily

Vol. LI No. 47 Tuesday, February 25, 1930 Price 5 Cents

WILLIAM W. ALCIBRACE

Editor and Publisher

The scientific records have been packed carefully and one of the most interesting jobs of packing has been that of the movie film. These have been through more hazards than any film ever before transported. They were brought down here through the tropics, kept a year in varying temperatures ranging far below zero, and have now got to go back through dampness and the tropic heat before they are developed.

To protect them against this, men worked for days soldering them into boxes, each of which contained 5,400 feet. There were more than fifty of these, more than 100,000 feet, and about 60,000 feet went back last year. These films contain a complete record of the expedition, and for that reason have been carefully wrapped and guarded. Not only were they taped in separate tins, which were taped, but these tins, each containing 200 feet, were put into special zinc boxes, which were soldered and then placed in wooden boxes lined with insulating material.

Most of the other records were packed almost as carefully, although packed almost as carefully, although packed

This astounding talking and sound feature will be released on Rear Admiral Byrd's return!
STANLEY RAUH, of the Warner writing staff, is out for the record of writing the greatest number of sketches produced this year. In addition to no less than six made at the Eastern Vitaphone studio during the past month, Rauh also has a sketch entitled "Pearce," in the Internationale Revue, which opens Tuesday at the Majestic theater.

Harold Godwin has acted as assistant to Mark Sandrich in directing seven pictures since Jan. 1st. These consisted of one feature and six two-reel comedies including "Barnum Was Wrong," made during the past week at the Ideal studios.

By an odd coincidence, Leotabelle Lane appears in the Paramount short, "Lover's Lane," directed at the Long Island studios by Jack Partington. Morton Havel and Barbara Baroess are also in the cast.

Short in Three Languages
Having completed the English version of "Taking Ways," a Vitaphone Victory, directed by Murray Roth, Ann Cody and Frank Orth, known as the International Artists, are preparing to make French and German versions of the same sketch.

Fegte with Paramount
Ernest Fegte, formerly art director at the RCA-Victor Gramercy studios, has rejoined the Paramount organization, at the Long Island studios.

Reed with Paramount
Daniel Reed, formerly with the Shuberts, is now directing dialogue for "Young Man of Manhattan," at the Paramount Long Island studios.

Broughton With Sono-Art as Associate Producer
Chiff Broughton, formerly manager for Mrs. Wallace Reid and also for the late Wallace Reid, has joined Sono Art-World Wide as associate producer.

Bud Barsky Assumes New Post at Columbia
Bud Barsky has been appointed to an executive post with Columbia and assumes his new duties immediately.

Dove Cast Completed
The cast has been completed for Billie Dove's next for First National titled "One Night at Susie's." John Francis Dillon will direct with the following cast: Billie Dove, Douglas Fairbanks, Jr., Helen Ware, Tully Marshall, and James Crane.

Two Added to "Guilty"
Columbia has cast Eddie Clayton and Clarence Mause for important roles in "Guilty?" for which George B. Seitz is handling the silent direction and Ira Harris the dialogue.

Bacalova With Fox
Olga Bacalova will appear in one of the featured roles in Fox's "Alone With You," which Sidney Lanfield, former Fox writer, will direct. Others in the cast are Arthur Lake, Dixie Lee, Charles Judels and Johnny Arthurs.

Scott for "Born Reckless"
Randolph Scott has been given a featured part in "Born Reckless," which has gone into production at Fox Movietone City with John Ford directing.

BRAIDLEY KING, author-scenarist, who fashioned the screen plays for "Son of the Sheik" and "Dawn River" and "Drag," is now writing the screen version and dialogue for "Road House," which will be directed by Leo Carrery, for Fox.

George O'Brien now has many new boosters in the state of Washington. While on a recent "location" trip to Mineral Wash, a lumber town, George organized a baseball team among members of his unit and his quartet faced a Mineral five. The game was a benefit affair for the school children of the town and brought spectators who knew the game and long distances to see the match. George also made a personal appearance in Tacoma, which attracted much favorable attention.


Writers Join Paramount
Samuel Spewack, former "New York World" reporter has just signed a long-term contract with Paramount as a writer. William Conselman also has joined the company's writing force and is working with Vincent Lawrence on the upcoming production.

Tiffany Completes "Sunny Skies"
"Sunny Skies," featuring Benny Rubin under the direction of Norman Taurog, has been completed at the Tiffany studios.

Lucas in Carroll Film
Paul Lucas has been engaged by Paramount to support Nancy Carroll in her next starring vehicle, "The Devil's Holiday," to be directed by Edmund Goulding.

Alice Day for Chesterfield
Alice Day has been selected for the leading role in "Hearts in Bondage," which Edgar Lewis is directing as an all talker for Chesterfield.

Lois Moran Gets Lead
Lois Moran has been assigned the feminine lead in "Solid Gold Article," which Chandler Sprague will direct for Fox.
Washington Fire Chief Extends Safety Zone

(Continued from Page 1)

Witnesses to fire and explosion accidents have long been expressing the belief that they could have been prevented had fire fighting equipment been more extensively installed in places of assembly. The chief has now decided to extend the safety zone of the installations of fire fighting equipment.

Wolf & Young Chain is Now Wholly Publix

Publix-Fitzpatrick & McElroy have acquired the outstanding 50 per cent interest in the Wolf & Young chain, consisting of about 10 theaters in Ohio and Indiana.

Forde Stays With Nettlefold

London — Archibald Nettlefold productions has defeated efforts to get Walter Forde to work in America by renewing his contract at a considerably higher figure.

United States

Syracuse, N. Y.—Joseph L. Solomon has taken over the Savoy and will operate it at once. The house will be opened March 1. Western Electric apparatus is being installed.

Athol, Mass.—Nathan E. and Sam Goldstein have opened the new Capitol here.

Plainfield, N. J.—J. C. Henry, operator of a theater in Raritan, will remove the auditorium to his own house. It is now being renovated.

Stevensville, Mont.—The American is now closed until sound equipment is installed. Manager L. Sutton is also remodeling the house while installation work is going on.

Prescott, Ariz.—The new house being built here will be ready shortly, states Arthur Riddle.

Madison, Wis.—The Parkway, owned by Brin has been sold to the Madison Theater Co.

New York

D. Gorman has acquired the Bergamot, Tenally, N. J. Gorman is also using the property to take over the New York; from Stanley-Fabian.

Bratter & Pollack have taken over the Rockland, Nyack, N. Y. from Fox in exchange for the Empire, Rahway, N. J.

M. Greene has assumed control of the Gran, Newark.

F. Jones, of Gordon Amusements Co. is now operating the Gates, Brooklyn, having taken the house from 852 Gates Ave. Corp. Western Electric apparatus is now being installed.

Boris & Stern plan to reopen the Duane, now 2-Graph equipment is being installed.

R. P. Young is operating the Advantages, Brooklyn, for the Oddfellows Assn. Walter Seeman was the former operator.

Film Boards of Trade Report Additional Theater Changes

KANSAS

Changes in Ownership

Anis—Novelty, sold to J. M. Hobbs by B. Koch; Palace; sold to J. M. Hobbs by B. Koch; United States, sold to J. M. Hobbs by B. Koch; Fox-Midwest, Inc., by Midw. Burford, T. W., by John Travers; Fox-Midwest, Inc., by Midw. Burford; Webster Theater; sold to J. M. Hobbs; Midw. Burford Theater; sold to J. M. Hobbs; Midw. Burford; Arthur, sold to J. M. Hobbs; Midw. Burford; Strand; sold to Fox-Midwest Theaters, Inc.; Midw. Burford Teaters; sold to A. F. M. Donovan; by S. G. Jebe; Cottonwood, sold to Phoebe; by Earl Harmon; Dogie City—Beeson, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Crown, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Empire; sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Emporia—Granada, sold to Fox-Midwest Theaters, Inc.; Strand Theater Corp.; Royal, sold to Fox-Midwest Theaters, Inc.; Strand Theater Corp.; Strand, sold to Fox-Midwest Theaters, Inc.; Strand Theater Corp.; Eerie—Doric, sold to A. W. Miller; Fort Scott—Empire, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Opera House, sold to Perry Compton by A. W. Miller; Fort Scott; Flora—Empress; sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Liberty, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Fredonia—Orpheum, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Whiteway; sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Hays—Strand, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Hubert, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Victor; sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Parby, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford; Liberty—Orpheum, sold to Fox-Midwest Theaters, Inc.; by Midw. Burford.

B. S. Moss Re-enters Field by Re-acquiring Colony

(Continued from Page 1)

larging to 2,000 seats. It will be re-named B. S. Moss’ Broadway and perpetuate the name of the old Broadway which he formerly owned and which was torn down last year. The Broadway will be given a musical comedy policy, opening in the fall.

Moss yesterday said that his plans for the future are vague. There is nothing in the contract under which he will hold his share of about 25 houses to RKO two years ago, to prevent him from re-entering the picture theater field.

Cleveland Song Peddlers to Be Arrested on Sight

(Continued from Page 1)

sight and are charged with peddling without a license. Music publishers have complained that the sale of sheet music on the streets by racketeers has seriously hurt their business.

Fischer Lines Up Eight

Cleveland, O.—Fischer Film Exchange has secured a series of six all-dialogue features from the Four Film Corp. of New York for distribution in Ohio and Kentucky.

Would You Believe It? — "Take the Here"—synchronized comedy dramas have also been assured by the company.

Para. Bldg. Starts Next Week

Cleveland, O.—With plans set for larger quarters, construction work on the new Paramount building on E. 23rd St. will get under way next week. R-K-O is reported to have leased the space which Paramount now occupies.

Newark House Being Wired

Newark—The Treat is in the hands of RCA Photophone engineers.
Timely Topics
A Digest of Current Opinion

All-Talker "Rotten Trash"
To Russian Film Director

I CONSIDER the so-called ‘all talkie,’ the film with conversation from beginning to end, nothing but rotten trash. The sound part of the American and German films is a luxury, an element that has just happened to be added to them, but which has nothing to do with the films themselves.

S. M. Eisenstein,
Russian director

Calls Films Prime Force
In Social Life of the World

The cinema is in the forefront of social life at the present day. It is the magical instrument of the future, and its last word will perhaps never be said, because it has infinite possibilities of development. This formidable weapon of conquest, science and knowledge is one that can either kill or cure; it may help form the chain of to-morrow or it may have its part in producing moral and physical wrecks who will be a burden to themselves and to society.

International Review of Educational Cinematography

Sees Path Cleared for New Method of Settling Disputes

With the elimination of the arbitration clause from all contracts by all distributors as a result of Judge Thacher’s decree outlawing this practice, the path is cleared for a more generally satisfactory method of adjusting or settling contractual differences. Other industries have found arbitration a boon in the settlement of differences between buyer and seller. Surely there is a workable and satisfactory plan that can be applied to this industry. And, in our opinion, it is highly important to the welfare of this business that such plan be not too long in being discovered.

Ben Sklyen in the "Weekly Film Review"

IREN SHAPIRO is enjoying the sights of London town while abroad for Unusual Photoplays……Larry Lipton, who used to lure the car builders into the Fox Detroit theater with his persuasive copy, is now with Fox Metropolitan Theaters. Larry likes everything here but the beer. ……Terry Terry is about to leave on another of his periodic trips to Europe. ……Charles (Buddy) Rogers is scheduled to visit the Paramount Long Island studios this week. It was there that ‘Buddy’ first broke into pictures via the Paramount school……

Walter C. Benson, who has managed houses throughout New England, has a highly-priced photo of Rudy Vallee who, in his autobiography, really thanks him for befriending him as an assistant operator at Westbrook, Me., in 1919. Benson is now in charge of the Strand, Pawtucket, R. I., for Publix……Niles Welch, former picture star and more recently of legit and vaude, is now Hollywooding with the Henry Duffy players……

Carpenters are cutting a door in the Seventh Ave. side of the Winter Garden just about the spot where we used to wait for our chorus girl-friend’ when that former horse-exchange (meaning the theater) housed musicals in the flesh and blood.

Richard Fall, Viennese composer, who recently arrived in New York, will shortly leave for the Coast where he will write the music for Beatrice Lillie’s Fox Movietone revue, ‘The London Parade’…….In Spain the foreign version of “The Cock-Eyed World” is going on, according to latest cable advice to Clayton P. Sheehan, foreign manager…….Now in Spain, instead of bull-throwing, its “See you? See me!”

Martin Johnson animal picture “Across the World With Mr. and Mrs. Martin Johnson,” is being held over at the Cameo here…….Al Gould tonight opens his new Orient on 125th St. and Lenox Ave. Sound picture policy via W. E. will prevail…….Universal, through Paul Gulick, still maintains that they originated this party gag for sailor, Nickerman or fireman and intend to invite all the Cohen and Kelly persons to see “Cohens and Kellys in Scotland”—at appropriate price per each. ………Well, maybe they’ll have all deaf mutes see “All Quiet on the Western Front” free?

A WESTERN railroad system decided to install film entertainments in one of its de luxe trains. The purchasing agent called on theater supplier house to arrange for equipment.

“Do you want to show silent pictures?” asked the supply man, “or pictures with sound?”

“Oh, the silent will be all right, replied the railroad man. “The train makes plenty of sound.”

Headlines from “The World”:
Talkies Stimulate the Stage—Marit Flavin.
Talkies Supplant the Stage—John Murray Anderson.
Which ought to make everybody happy.

Since the films didn’t learn to talk until they were more than 30 years old, they probably won’t be wearing long pants until they are about 120 and by the same computation they have about 500 years to go before reaching old age.

Hortense Schorr asks: “Have yo heard Helen Morgan sing ‘Why Wa I Born on a Brunswick Record?’

EXCHANGE MANAGER: Who all the gleeom? Look at me, I neve worry.
EXHIBITOR: You would if you knew my trouble.
EXCHANGE MANAGER: I bet you a five spot that I wouldn’t.
EXHIBITOR: You’re on, I worrying because business is so poor that I won’t be able to pay what owe you.
EXCHANGE MANAGER: It a frame-up!

FEBRUARY 25—MANY HAPPY RETURNS

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

Helen Jerome Eddy John Little

TEN YEARS AGO TO-DAY

Chicago theaters threaten to close unless operators’ union meets demands of Allied Amusement Ass’n.

Hart suit, involving $5000 against Thomas H. Ince, under way.

Rembusch and Olsen mentioned Indiana combine for 50 first run houses.
COMPLETE
ACCURATE
AUTHENTIC
RELIABLE
1200 PAGES

1930 Film Daily Year Book
Now being distributed to all subscribers to
The Film Daily
Radio Stations will broadcast the theme song of "The Melody Man" on Sunday, March 2nd.

100 MILLION fans will hear the beautiful melody. . . . 100 MILLION fans will want to see the picture. . . .

WABC New York City
Variety Club Bluffs, Milwaukee
WBIW Topeka
WSPD Toledo
WWNC Asheville
WSAZ Huntington, W. Va.
VTAR Norfolk, W. Va., Norfolk, Va.
WDBJ Roanoke, Va.
WRFR Birmingham
WDOD Chattanooga
WREC Memphis
WLAC Nashville
WDSU New Orleans, La.
KRLD Dallas, Tex.
KLRA Little Rock
KFJP Oklahoma City
KTSA San Antonio
KLZ Denver
KDVL Salt Lake City
KHJ Los Angeles
KPRC San Francisco
KXX Seattle, Wash.
KQPI Portland, Ore.
KKFV Spokane
CNBO Ottowa
35 Each Set from Warner Bros. and First National

PLAN CIRCUIT OF SHORT SUBJECT THEATERS

Dramatists' Guild Warns Members on Film Rights

Short Stops
—along cinema highway

By JACK ALICOATE

THE NOVELTY of the talkers is now history. From here on Hollywood will have to give the paying guests the real thing. Several bad production habits have already cropped up. To our way of thinking the worst is bad faking or doubling of voices. We have heard several complaints along this line lately. In these progressive days with the folks in Dodge City as wise as those along Michigan Boulevard, trying to fool the good old public is hazardous business.

* * *

AS A MATTER of mathematical precision as well as an added exhibit to our facts and figures collection it is interesting to note that the exports of motion picture films in 1929 set a new record. During the past year 282,215,480 feet of celluloid amusement was shipped across the seas. This exceeds the previous record of 1919 by about 9,000,000 feet and is a rather engaging answer to the suggestion that the talkers have ruined our foreign film trade.

* * *

ARE PHOTOPLAYS valuable in the teaching of history? Definitely yes. At least according to tests conducted by a New Haven Junior High School. The most striking of these conclusions is that average children learned as much with the aid of photoplays as bright children learned without them and did so at what would

(Continued on Page 2)

Authors Urged to Obey Rules in Selling Plays for Screen

Because of increased activity on the part of film companies in arranging legitimate productions on Broadway with a view to making picture versions later, the Dramatists' Guild has warned members that they must obey its regulations in selling the screen rights to their stage plays.

The basic agreement of the Guild (Continued on Page 16)

WILL TEST RIGHT TO TAX COPYRIGHT-FILM INCOME

In a test case affecting the whole industry, Judge William Bondy of U. S. District Court has signed an order requiring the state tax commission to show cause on March 8 why an injunction should not be issued restraining the commission (Continued on Page 16)

Producers, Cameramen to Meet on New Contract

Representatives of producers and cameramen will hold a meeting in N. Y. this afternoon at which time a new working agreement for the present year will be discussed.

Harry Warner Leaves for Coast Today for Production Confab

David Mendoza Leaving P-F-L to Again Conduct

David Mendoza, musical director at the Paramount Long Island studios, will leave there shortly to assume new duties. It is understood that Mendoza will conduct a large orchestra in one of the leading cities of the country. Before affiliating himself with Paramount, Mendoza was for over nine years, musical director at the Capitol, New York.

Warner Bros. and First National will each have 35 features on their 1930-31 releasing schedules. This is approximately the same number of releases on their current programs. Harry M. Warner leaves New York today for the Coast to confer on the Warner product and other matters. Just what percentage of the program will be in color will be determined and also plans in connection with wide film production. This will be Warner's first trip to the Coast in two years. Mrs. Warner accompanies him.

Selecting Test Case

Counsel for the New Jersey M.P.T.O. is considering about 10 cases involving protection and will select one for purposes of a test case. This suit will be filed within two or three weeks, states President Joseph Seider.

Edward Seider, Warns Ticket Makers Condemn Unfair Trade Practices

Washington Bureau of THE FILM DAILY

Washington — Resolutions condemning unfair methods of competition in the ticket manufacturing field were adopted at a trade practice conference held yesterday with G. S. (Continued on Page 16)

Jay Witmark Appointed Gen. Mgr. of Music Firm

Jay Witmark, vice-president of Witmark & Sons, has assumed general management of the firm now located in the Cunningham Bldg. 1659 Broadway, Witmark was one of the original founders of the company that bears his name, and to date has been active in the business end of the company.

Educational Plans Thirty Houses in Nationwide Chain

A national chain of houses showing short subjects exclusively will be formed by Educational. Plans contemplated at present call for 30 theaters. President Earl Hammons, in discussing the project with THE FILM DAILY yesterday, said that the houses will be "mostly high", and others will be acquired. The houses will be located in principal cities throughout the country. Locations are now being selected.

HORNSTEIN IN CHARGE OF ALL WARNER BUYING

Joe Hornstein is understood to have been appointed general purchasing agent for all Warner Bros. interests. He has been in charge of maintenance for Warner theaters.

FOX Will Hold Annual Sales Meeting in May

Annual sales convention of Fox will be held sometime in May with executives of the company and branch managers as well as salesmen attending. Although no definite meeting place has yet been decided upon, it is likely that either Atlantic City, New York or Los Angeles will be chosen as the city.

Cooling Systems

Unprecedented mildness of temperature for February caused several Broadway picture houses to put their cooling systems into operation the last few days. The Roxy had its big ice machine working, and the Capitol turned on its air-washing apparatus, while the Paramount reported that it was ready to turn on its cooling system if the warm spell continued.
Short Stops
— along cinematic highway

amount to a saving of one and a half weeks in a forty-week year.

* * *

THE OTHER DAY we accidentally ran into what we consider the worst form of salesmanship. We were having a friendly chat with a small town exhibitor when a film salesman, representing one of the first line companies, called. Hoping to get a line on modern film salesmanship methods we suggested to the exhibitor that he let the salesman go to work on him. The result was that the salesman spent twenty-five out of the next thirty minutes knocking his competitors and five minutes selling his own product. Knocking the other fellows product when he is not there to defend himself is not only bad salesmanship and unethical in this day and age but more often than not creating a decided distaste in the mind of the buyer for the salesman and what he represents.

"Vagabond King" Gets Record

After smashing every record held by the Criterion here in receipts and attendance during its first four days, Paramount's "Vagabond King" starts its second week with indications of breaking every previous long run mark established by the 35-year-old house, according to the company.

Coast Pays Norman Tribute

West Coast Bureau, THE FILM DAILY

Los Angeles—Hollywood celebrities were prominent in paying their final respects to Mabel Norman, funeral service for who will be held Friday. Burial might take place here or at Staten Island, N. Y.

Vorgessich Back at Desk

Joe Vorgessich, First National New York and New Jersey manager, is back at his desk following an illness after a cold.

'CHARLEY'S AUNT' PLANNED AS TALKER BY CHRISTIE

West Coast Bureau, THE FILM DAILY

Los Angeles—"Charley's Aunt" will be made into a talking picture this season by Al Christie through an arrangement with the widow of the author, Brandon Thomas, and Ideal Films, Ltd., of London, which holds a share in the original film rights. Christie produced the farce silently in 1925 with Syd Chaplin in the leading role.

Artist Joins Goldwyn Staff

John Harker, costume designer and scenic artist, has left for Hollywood to join the Samuel Goldwyn forces as artistic director for the Ziegfeld-Goldwyn-Palace production of "Whoopee," starring Eddie Cantor.

Enlarging Carroll Theater

Plans have been filed for alteration of the Earl Carroll which will bring the seating capacity up to 2,800.

Hiram S. Brown Returns

Hiram S. Brown, president of RKO, has returned to New York after inspection of the Western division of theaters and the Radio pictures studio at the Coast.

Morris To Havana

Sam Morris left New York yesterday for two weeks' vacation in Havana.

Warner Leaves for Coast

Harry M. Warner, accompanied by Mrs. Warner, is scheduled to leave for the Coast today. He will complete his first trip to the Coast in two years.

Lillian Gish Film Renamed

"One Romantic Night" is the title decided upon by United Artists for the talker version of Ferore Molina's "The Swan" with Lillian Gish in the lead. The picture is completed.

"U's" St. Patrick Day's Release

Universal will release "Cohns and Kelly's" in Scotland on St. Patrick's Day, March 17, Heretofore, the company has released three different "Cohns and Kelly's" films on the same day in past years.

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MOTION PICTURE INSURANCE

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INCORPORATED

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The Industry's Date Book

Today: Paramount inaugurates two issues of Sound News instead of one.

Feb. 27 Opening of "Song of the West" at the Warner, N. Y.

Mar. 5 First Day of Lent.


Mar. 29 Annual dinner of Maryland M. F. O. officers at Baltimore.

Apr. 1 Premiere of "Journey's End" at New York house, not yet decided upon.

Apr. 5 Second annual banquet and ball of the Warner Club, Inc., at the Hotel Commodore, N. Y.

Apr. 6-7 Spring convention of Tri-State M. F. O. at Memphis.

May 5-8 S.M.E.P. Spring Meeting at the Wardman Park Hotel, Washington, D. C.

June 2-7 International Cinema Congress at Brussels.

Warner Club Ball April 5

Second annual banquet and ball of the Warner Club, Inc., will be held April 5 in the grand ballrooms of the Hotel Commodore. Music for the occasion will be furnished by San Lannan and his Ipana Troubadours while a strong lineup of film, stage and radio celebrities will provide the entertainment program.

"General Crack" for Strand

John Barrymore in "General Crack," will have its first popular priced showing at Strand Theatre on Feb. 28. The picture will open Mar. 7 at the Beacon and the Brooklyn Strand.

George Weeks Returns

George W. Weeks, executive vice president of Sono Art-World-Wid has returned to N. Y. after a month's stay at the Coast.

AD-VANCE-AD

"Your service to us has always been par-excellence."

JACOBSON AMUSEMENT CO.

LOUISVILLE, KENTUCKY.

"WE NEVER DISAPPOINT"

CROMLOW FILM LABORATORIES INCORPORATED

220 WEST 42nd STREET

NEW YORK CITY

Phone: WISconset 6876

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Chicago
1727 Indiana Ave. 6706 Santa Monica
CALUomt 2691 HOLywood 4121
THINGS TO TELL YOUR PUBLIC!

When you play

**LAWRENCE TIBBETT in THE ROGUE SONG**

Tell them they get it at popular prices while New York and Los Angeles are packing in to see this miracle Technicolor musical romance at $2, in its second month of record-shattering business.

When you play

**GRETA GARBO in ANNA CHRISTIE**

Tell them that it's her first Talkie and that she's a revelation in Eugene O'Neill's thrilling love drama. It's setting up new records everywhere, 5th week Los Angeles, extended runs Frisco, Cleveland, Detroit, Dallas. The season's magnetic hit!

When you play

**VILMA BANKY in A LADY TO LOVE**

(By Arrangement with Samuel Goldwyn)


When you play

**RAMON NOVARRO in DEVIL MAY CARE**

Tell them it comes direct from its triumphant $2 engagement on Broadway. Handsome Ramon Novarro sings five songs in it. (Remember how they loved his "Pagan Love Song"?) He plays a devil-may-care rebel of Napoleon's army who duels with one hand and makes love with the other!

When you play

**Van & Schenck in THEY LEARNED ABOUT WOMEN**

Tell them that these celebrated headliners are immense in their first full-length talkie feature. It's an exciting comedy-drama of the baseball world, with real heart-throbs, a lot of laughs, thrills of the World Series, and what songs! Box-office!

When you play

**JOAN CRAWFORD in MONTANA MOON**

Tell them that the "Untamed" beauty is absolutely devastating in this grand out-of-doors singing Western picture. Your folks are waiting for her. They registered their approval of beautiful Joan with "Untamed" box-office totals and her new one is twice as big!

When you Play

**METRO-GOLDWYN-MAYER PICTURES**

Tell them they're always sure of a happy season of great Talkie entertainment, with the screen's truly biggest stars in the most consistently excellent shows, features, comedies, newsreels of all companies. The records prove it. The public knows it!

METRO-GOLDWYN-MAYER

ELECTRIFYING THE AMUSEMENT WORLD!
WARNER BROS. PRESENT

SONG of the WEST

with

JOHN BOLES
VIVIENNE SEGAL
JOE E. BROWN

Chorus
of 100 Voices
"Thar's Gold in Them Thar Hills" · And Thar's Gold in This Amazing Attraction!

World Premiere

Warner Bros. Theatre

Broadway and 52nd St.

Thursday, February 27th

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

100% NATURAL COLOR IN TECHNICOLOR

All the thrills of the West have been captured in this melodious romance of the covered wagon days. From the famous stage success "Rainbow." By Laurence Stallings, Oscar Hammerstein II and Vincent Youmans. Scenario by Harvey Thew. Directed by Ray Enright.

UNIQUE SONG HITS

"Come Back to Me"
"The One Girl"
"West Wind"
"Hayfoot, Strawfoot"

Here's That Something Different That Your Audiences Demand
ALONG THE RIALTO
with
Phil M. Daily, Jr.

ELMER PEARSON after many months on his ranch in Nebraska dropped in to say hello. Wouldn't surprise us if we saw him back in the fold again ere long.

Police reserves were called into action the other afternoon when it was announced from the Paramount stage that "Buddy" Rogers would appear at the stage entrance after the show. The star was not permitted to appear because of traffic congestion caused by the many fans, and not wanting to disappoint his followers. "Buddy" appeared from an upper window in the building.......

B. Bernard Thomas is managing director of Loew's new 175th Street, which opened last Saturday....Bert Adler expects his boss, Mike Marco, to hit town Friday. See Bert: Fanchon & Marco stage shows are playing in about 50 theaters in America each week.......

A. M. Botsford is away on a week's trip in the interests of Publix.......Will H. Hays is due back from the Coast in a few days.......So is Mrs. Natalia M. Kilimus, who has been doing a lot of cross-country jaunting in behalf of Technicolor.......Dave Schooker returns to the stage of the Capitol next week in the new revue, "Color Rhythm.".......

"Army Night" was observed the other eve at the Gaiety, N. Y., when officers and men from many local army posts were invited to see Tiffany's "Troopers Three.".......Warners "Song of the West" gets under way at the Warner theater tomorrow night.......Did you know that "Noah's Ark" now is playing in the largest theater in Cairo, Egypt?.......

Richard Fall, accompanied by his wife and daughter, is scheduled to leave for the Coast Saturday where he will commence work on his first assignment to write the music for a Beatrice Lilie production for Fox.......

AND THAT'S THAT
By PHIL M. DAILY

WHEN is a summer's day in February not a summer's day? According to Frank J. Wilstach, it's when your secretary doesn't come in and you can't take the afternoon off to play golf.

Puttin' on the Ritz FIRST ACTOR—I haven't seen Joe Glare in anything since his contract with Altamount expired. What's he doing?
SECOND DITTO—He calls it free lancing.

Lew Foster, of Darmour, upon returning to Hollywood from Agua Caliente, where he went to get some ideas for a race track picture, see he reported that he saw more than 50 directors and scenarists down there on the same mission.

Now, Lew, you certainly don't expect to get away with that. Don't you think we just as well should try to tell your friends that you went to a cottage to get the maids' for cottage pudding. So, come again.

Cameron Lenz and Celia Lloyd, of Camarise, hit Times Square yesterday in their tin lizzie for a little visit. Preliminary to embarking on a cross-country tour, during which time we expect to hear from them oft. Before pulling freight, Cam made a thorough inspection of the Roxy while Celia stood in front of the Earl Carroll and listened to the Harry Richman records. Half an hour later Cameron emerged from the theater all spruced up and smoking a cigar. "I see you found out that they have a laundry and clothes pressing department in the Roxy," said Celia. "Yes, and that isn't all I found out," replied Cam. "What else?" Celia asked. "Well, I didn't exactly see it done, but I have a hunch that the Roxy doesn't press only the uniforms every day, but also irons out all the ushers and doormen to keep them looking straight the way they do."
"THE SWELLEST TALKIE SINGIE TO REACH B WAY"
New York Daily News
"A TRIUMPH for UNIT — has ENORMOUS Box-Office"

"There isn't a wasted moment — no let-down from beginning to end. The audience almost stopped the picture with its frequent and prolonged applause."
— N. Y. American

"A fine production. Tuneful, strikingly staged and well acted. Good entertainment. Songs stand every chance of a deserved radio, phonograph and orchestral popularity."
— N. Y. Tribune

"Mr. Richman is superb. He emerges a decided success. A good picture and one that you should make it a point to see, because you will enjoy it."
— N. Y. Telegram

"Harry Richman Film Good. One of the better screen offerings of the new season. Darned good movie entertainment."
— N. Y. Telegraph

"As a musical production the picture sets a standard which has not been approached since sound and color came to the screen. Richman puts over the Irving Berlin melodies with an excellent voice and pleasing personality."
— N. Y. Post

"RICHMAN'S VOICE MICROPHONE LIKE
Presented by
JOSEPH M. SCHENCK
with
JOAN BENNETT

James Gleason
Lilyan Tashman
Aileen Pringle

Written and Produced by
JOHN W. CONSIDINE, JR.

Directed by
EDWARD H. SLOMAN

"Richman Talkie Scores
Big Hit at opening here.
Exceptionally good en-
tertainment. 'Puttin'
on the Ritz' has every
requisite of a big
box-office success.
Richman puts over
his songs like a
million dollars."
N. Y. Graphic

Film fare chock full of
entertainment value.
Richman is magnificent.
His voice thrills. It's a
long life and a merry
one for 'Puttin' on
the Ritz' at the
Carroll."
N. Y. Journal of
Commerce

EVERY
DAY
IS A BIG
BUSINESS
DAY AT
THIS $2.00
SHOWING
The Showmanship values that make "PUTTIN' On The RITZ" BIG!

1. "Harry Richman is superb. He emerges a decided success."—Teleman is magnificent."—Journal of Commerce.

2. "A glamorous performance by JOAN BENNETT who is so beautiful that the audience broke into audible spasms every time she walked across the screen."—N. Y. Evening Post.

3. "Jimmie Gleason is grand in his wisecracking role and Lilyan Tashman is amusing as the hard boiled trouper."—Journal.


5. "'PUTTING ON THE RITZ' number brought cheers from the audience."—Journal of Commerce. "One of the most shrewdly manipulated chorus numbers of the season."—Tribune. "In the 'Alice in Wonderland' Technicolor sequence the picture reaches its pictorial high spot and tops anything to date."—Graphic.

BROADWAY'S GREATEST $2.00 SHOW
UNITED ARTISTS PICTURE
**Some Practical Wide Film Aspects and Recommendations**

This is the fourth installment of "Some Practical Aspects of and Recommendations on Wide Film Standards," prepared by A. S. Howell and J. A. Dubray for the Journal of the Society of Motion Picture Engineers.

If this course should be decided upon, we would certainly obtain better projection in regard to photographic rendition and screen film projection, as well as improve in the problems pertaining to the development of projection standards. We wish, however, to state that we do not consider these advantages of sufficient magnitude to make the great expenditure of time and capital which would be necessary to bring about the changes necessitated by the adoption as a standard of too great a film image area.

In further consideration of the optical system of the projector, we may mention that the standard film is a specifically Formex type, and that the standard film is a projection that is losing the limit of its aberrationless covering. The standard of larger image areas would probably mean a complete departure from the standard projector as it is today, and would demand the development by opticians of projection lenses of the anamorphic type.

This apparent inevitable development in the direction of the 35.5 mm film will be greater than the standard 35 mm. It is here that the point of technical consideration, in view of the greatness of the present movement in favor of wider film, appears.

**Mechanical Operations Involved in the Adoption of New Standards**

In the third and last part of this paper we shall consider in more detail the dimensions and space required for the projector and other elements. We shall, in so doing, invert the order of presentation of the three sizes in the following order, first, the standard of 35.5 mm., second, the "Spectacular," and third, the "Economic."

The proposed height of the picture is 27.59 mm. for the projector aperture. The height of the camera aperture is 45.11 mm. The pitch of six perforations less a dividing spacing of 0.09 mm. is the width. The proposed width of the picture is 46.31 mm. for the camera aperture and 45.31 mm. for the standard width. The space available for the sound record is 5.08 mm. double the space available in today's 35 mm. standard film for the same purpose. The over-all width of the film is 61.31 mm.

If we consider a speed of 24 pictures per second, the speed of sound recorded per second would be 684 mm. as compared with 45 pictures per second for the standard film, or an increase of 1.5 times. It is apparent the consequence of this is that the frequency which it is possible to record on the sound track is the running speed, and therefore, to the length of the sound record which is the same as the sound track. It appears logical to suggest that the high frequency which it would be possible to record with sound record is not a sound reproduction.

The possibility of varying the width of the sound record is, if found developments in this field should require, apparent, as the record placed is outside of the sound track. With the "Economic" dimensions here proposed, the width of the picture area of the 18 x 21 cm. camera aperture is 33.55 mm. At the 35.5 x 35.5 mm film the camera aperture and 31.31 mm. for the normal. The ratio of the camera area aperture to the sum of the pitch of five standard perforations less a dividing space between picture frames 0.09 mm. with the width of the picture area is 38 mm. for the camera aperture and 35.55 mm. for the projector aperture. The pitch space and the pitch of the sound record is 3.25 mm. or a little over 25 per cent more than that of the sound record as specified in the standard film, standard over-all width of the film is 52 mm. If the width recorded will be equal to the perforations, and if we consider that all pictures printed on the standard, the length of sound record printed per second would be 370 mm. for the standard film of 35.5 mm. width, or an increase of 1.25 times.

Again, the possibility of varying the width of the sound track is great. The new developments in apparent, "Economic," and "Spectacular," and especially the first, would make such a development, considered with the necessity of bringing about entirely new developments in the different apparatuses in use in motion picture production, film processing, and exhibition.

The development of apparatus would involve complete redesigning of perforators, cameras, and all other projector machines, optical equipment, and all other minor laboratory apparatus, as well as require a reconstruction of projector units. The whole concept of wide development, which would be desired and put into execution before a considerable length of time.

The proposed dimensions fundamentally, would also present a little difficult in solving the problems pertaining to the production and the economy of maintaining the films in a perfect condition. The normal usage of film speeds is 20 ft. per minute, or 15.7 ft. per second. The "Economic" dimensions perfectly meet the sound recording and reproducing requirements of a normal development, with due consideration to future possible developments. The possible width of the film may be reduced to 41.16 mm., should the decision be taken to eliminate the sound record space in the taking of the picture records.

The height of the sound record is, as in all other two proposed dimensions, outside of the perforations, and offers the same advantages in regard to expansion or contraction of the record width, as well as to the possibility of its severance from the picture record.

The length of the sound record is, according to this proposed dimension, and always subject to the frequency greater in width than the standard film in use to date. The over-all length of the sound record is 5.08 mm. or double the space available for the sound record in the standard film. The over-all width of the film is 46 mm., and the width of the silent film may be reduced to 41.16 mm., should the decision be taken to eliminate the sound record space in the taking of the picture records.

The position of the sound record is, in all the other two proposed dimensions, outside of the perforations, and offers the same advantages in regard to expansion or contraction of the record width, as well as to the possibility of its severance from the picture record.

The length of the standard film is 35 mm. film, for the standard film and 35.5 mm., for the projector aperture. The pitch of six perforations less a dividing spacing of 0.09 mm. is the width. The sound record is 5.08 mm. double the space available, for the sound record in the standard film. The over-all width of the film is 46 mm., and the width of the sound record is 5.08 mm. or double the space available for the sound record in the standard film. The over-all width of the film is 46 mm., and the width of the sound record is 5.08 mm.

If the proposed dimensions should be adopted, the limits of perfection are nearly reached at the present system of sound recording on film. Then it is safe to say that in order to record sound at the high frequency, it would be necessary to change the sound track by 0.15 mm. The pitch of the sound track was chosen for the "Economic" dimension.

The next installment of this article will appear in a subsequent issue of THE FILM DAILY.

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**PUBLIX MANAGERS MEET AT CHICAGO OFF UNTIL MAR. 10**

Chicago—Three-day session of executive managers of Publix theatres here has been postponed until Mar. 10. W. K. Hollander, publicity manager for Publix, is in charge of the meetings which will be held at the Drake Hotel.


Jack Barnstyn, former president of British and Continental Trading Co., Inc., N. Y., is winding up his foreign affairs and has entered the book publishing business as president of World Wide Publishing Co.

The company has already been completed novelization of "Sea Hawk," "Blackmail," "The Spoilers," "Weeding a Circus," "Slaughter on Tenth," "Only the Brave," and "Her Unborn Child."

Leases Devon (Conn.) House

Devon, Conn.—Margaret E. Kish, formerly connected with the Pathe Exchange in New Haven, also continues publicity manager for the Majestic in Hartford, has leased the Devon here for a term of six and one-half years. The plans are to operate the house on a full-time basis, instead of the previous week-end policy.

Fire at Seneca Falls Strand

Seneca Falls, N. Y.—Fire at the Strand, caused when a short circuit overheated the heating box under the floor of the office, resulted in a small damage. Manager A. O. Whalen is attending the show at the time calmly exited from the theater.

Plans Mishawaka House

Mishawaka, Ind.—Indiana Federated Theaters Inc. plans to build a new theater here with the site at Lincolnway E. and Race Sts. now being considered as the probable location. 1,800 seats are planned for the house.

Howie at Raleigh Capitol

Raleigh, N. C.—W. M. Howie is now at the Capitol, Publica Vaudeville House. Sound is being installed.

Sound at Memphis Daisy

Memphis, Tenn.—Sound pictures are now being shown at the Daisy.

Sound for Pittsburgh

Pittsburgh, Mass.—RCA is wiring the Tyler.
ALLISTER G. MACDONALD, son of Premier MacDonald of England, paid a visit to the Audio-Cinema studios recently and appeared with Bruce Bairnsfather and Gene Lock- land in the “Ole Bill” comedies now being produced there. MacDonald recently returned from Hollywood where he became very popular with the film colony.

Following the completion of “Young Man of Manhattan,” at the Paramount Long Island studios, Charles Ruggles will hop, skip and jump into “Queen High,” playing the same role he created in the stage version, a few years back.

It’s comparatively easy to get plenty of flesh and blood actors in New York, but Louis Brock found it impossible to find a human skeleton here for use in his comedy, “Barroom Was Wrong,” so “Mr. Bones” had to be imported from Baltimore, especially for the occasion.

George Ortlieb, who has made a study of trick photography, is now in charge of the special effects department at the Paramount Long Island studios.

The Colorcraft Corporation’s studio and laboratory in Long Island City is rapidly nearing completion, with the building promised for occupancy by May 1.

Jack Donahue’s recent presence at the Paramount Long Island studio is explained by the report that Paramount will make “Sons O’ Guns,” in which he is appearing, here, with Donahue in the leading roles.

Helen Morgan, of “Applause” and “Roadhouse Nights,” is said to be all pins and needles for Frisco’s Vitaphone imitation of her famous piano act which she has, as yet, been unable to catch, due to the pressure of stage work. La Morgan just celebrated her 200th performance in the title role of “Sweet Adeline.”

“Once a Gypsy Told Me You Were Mine,” by Irving Kahal and Sammy Fain, will be featured by Paramount as the theme song of “Dangerous Nan McGrew,” now nearing completion under the direction of Mel St. Clair.

Photocolor will make a two reel comedy short, “The Hermit,” to the Ideal Studios, Thursday, Kathrynn Reese is featured and Bradley Barker will direct.

“The Mcek Mr. Mcek” has just been completed at the Paramount Long Island studios, under the direction of Mort, Blumenstock. This comedy of rural life features Mr. and Mrs. Jimmy Barnes, vaudeville headliners.

West Coast Bureau, THE FILM DAILY

Hollywood—Six Technicolor productions are being shot at present.


“Shakespeare Was Wrong,” a Vitaphone short, is also being made in Technicolor.

A set of color cameras is expected to start East soon for use in connection with Paramount’s “Heads-Up,” which will be made at the Long Island studios.

Additional activity for Technicolor is predicted in the near future following the release of “Song of the West” and “Under a Texas Moon,” which, it is predicted, are likely to set a vogue of Westerns in natural color.

Harriscolor Completes Fanchon & Marco Idea

Harriscolor has completed shooting the last of a series of Fanchon & Marco Ideas being produced by Craig Hutchinson at the Metropoli-

The Film Daily

SIXTECHNICOLOR PICTURES ARE IN PRODUCTION NOW

Two Scenario Chiefs Are Engaged by Columbia

Harry Cohn, vice president in charge of production, has assigned two scenario chiefs to function over two separate departments—Edward T. Lowe, Jr., has been engaged to supervise story material, continuities and dialogue for the balance of the company’s current season’s product while Leonard H. Fields guides similar activities for next season’s product.

Cast for Bebe Daniels Film

May Beatty and John Ince have been cast for feature parts in support of Bebe Daniels in “Smooth As Satin.” RKO’s talkie version of the Bayard Veiller play, “The Chatter-box,” Others in the cast include Robert Emmet O’Connor, Charles Coburn, Betty Pierce and Nella Walker.

George Archainbaud will direct.

Technicolor Signs Artist

F. J. Van Halle, Belgian artist, has been added to the color art staff of Technicolor. His engagement follows that of Andre Dureuex, noted French artist. Technicolor’s staff of advisory artists also includes Jack Holden and Louise M. Wagner.

Role for Claude Fleming

Claude Fleming has been added to the cast of “One Night at Susie’s,” in which First National is starring Billie Dove.

Lloyd to Direct “Right of Way”

Frank Lloyd will direct the talkie version of Sir Gilbert Parker’s “The Right of Way.” Conrad Nagel and Loretta Young will have the leading roles. Francis Ford has done the adaptation.

Nella Walker Added to Cast

Nella Walker has been added to the cast of “Smooth As Satin,” Bebe Daniels’ third Radio starring vehicle. Ben Lyon plays opposite the star, the direction of George Archainbaud.

A Little from “Lots”

JOSEPH REILLY, head of the Fox safety department, is also acting as technical advisor on “Louis Beretti” and “A Very Practical joke,” which are being made by Fox. Reilly was a lieutenant detective on the New York police force for 25 years and worked on several criminal cases of national importance.

Eddie Nugent, the young comedy, who was a property boy until “Our Dancing Daughters” gave him an opportunity to don makeup, has been signed upon a new long-term contract by M-G-M.

Walter Futter of New York is becoming an authority on Coast golf courses. He has played at the Brentwood, Riviera, Rancho, hillcrest and Lakeside clubs.

William G. Smith, veteran state- rights operator, has secured the Coast rights to “Jango” and will roadshow the picture in this territory.

William Boyd, former New York stage star, is playing a featured role in the “Storm,” for Universal. It marks the third successive part of importance awarded Boyd in the past two months. He recently completed work in “The Benson Murder Case” at Paramount and played the “Measly” in “Those Who Dance,” for Warner Brothers.

Pathé officials were so well pleased with Monte Carter’s direction of “Pick ’Em Yonne,” a musical comedy short subject, that they awarded him a two year contract. Monte, who is a veteran Coast stage pro- ducer, was with Universal before joining Pathé. His second pic of “Universal’s” will be “Hello, Sweetheart.”

Two Added To Mackaill Cast

Oscar Apfel and Rocaee Karns have been signed for featured roles in “A Very Practical joke,” which Berthold Lubel is directing with Dorothy Mackaill and Milton Sills in the leading roles.

“The Kick Back” Completed

Director Alfred E. Werker has completed the Fox production tentatively titled “The Kick Back,” with Robert Armstrong and Lila Lee in the leading roles.

“Hide-Out” New “U” Title

Universal has changed the title of “The College Racketeer” to “Hide- Out,” James Murray and Kathryn Crawford are featured.

Manon Joins “All Quiet” Cast

Marcia Manon has been added to the cast of “All Quiet on the Western Front.”
THE FILM DAILY YEAR BOOK

AND

ARE READ BY

THE BUYING POWER

OF THE

MOTION PICTURE INDUSTRY

in addition to

EXECUTIVES—EXHIBITORS—CRITICS
PHOTOPLAY EDITORS—NEWSPAPER
MEN—STARS—DIRECTORS—FOREIGN BUYERS

EVERYWHERE
TRI-STATE M.P. CO. PLANS TO OPEN COAST STUDIO

Cleveland—O. J. Jack Flanagan, president of Tri-State Motion Picture Co., has announced plans for the opening of a sound studio in Hollywood for commercial work. A laboratory and a screening department will be opened in connection with the studio.

Amos Stillman of Tri-State recently left for Hollywood to select a suitable site. C. H. Quackenbush is associated with Flanagan in the enterprise.

Koch Heads Atlanta

Exchange for Sono Art

U. T. Koch has been appointed feature sales manager for Sono Art World Wide in Atlanta. R. B. Wilbanks, salesman, also has been added to the office. The staff working out of the Atlanta office.

Cape Playhouses Cinema Formed

New Bedford, Mass.—Cape Playhouse Cinema, Inc., has been incorporated here with a capitalization of $200,000. There are 2,000 shares at $100 each.

Isis Closed for Modern House

Caldwell, Tex.—Mr. and Mrs. Matson have closed the Isis and expect to shortly open their new modern picture house here.

New Policy for Keith’s Ottawa

Ottawa—New policy has gone into effect here at the R. F. Keith’s company run by RKO vaudeville the first three days of the week at prices scaling up to 60 cents and with pictures varying from 50 cents up the last half of the week.

Bechet New Pathe Bookie

Seattle—Hurley Bechet has been appointed assistant bookkeeper of the Pathe local. The company, succeeding Al Carlson, who has transferred to the company’s San Francisco office.

Manitowoc Capitol Under Hammer

Manitowoc, Wis.—The Capitol will be sold at a sheriff’s sale to recover a third mortgage held by M. H. Dempsey against the Geoce brothers, proprietors of the theater.

Freid Managing Eau Claire

Eau Claire, Wis.—Leonard Freid, for the past seven years manager of the Paramount, Faribault, Minn., has been appointed assistant manager of the Eau Claire, Public theater.

Wonderphone for Cleveland

Cleveland—A. E. Ptak has installed a Wonderphone equipment in the Lyceum here.

Michael Leaves Richmond House

Richmond—Ellis H. Michael has resigned as assistant manager of Loeve’s here and is planning to leave for New York.

Film Boards of Trade Report Additional Theater Changes

MONTANA

Changes in Ownership

Kalispell—L. W. James, 404 Library Ave., has sold to O. A. Dahl, Park City—Palace. Sold to Elmer Reid by Harris & Kruhl.

Closings

Rexford—Liberty.

NEBRASKA

Changes in Ownership

Arlington—Sally, sold to D. H. Garber by F. W. Weiers. Home; sold to West Coast by United Theater Circuit; Calhoun—Community, sold to W. M. Miller by A. M. Herman.

Closings

Ava—Town Hall—Romeo—Rigas; Gering; Muriel, sold to W. M. Miller by A. M. Herman.

NEVADA

Changes in Ownership

Reno—Silver City, sold to R. W. L. and J. A. Murray.

Closings

Minden—Minden.

NEW MEXICO

New Theaters

Las Cruces—Del Rio, owner—Abel Davis; Malrose—Gen. owner—Byrd & Murphy.

NEW JERSEY

Changes in Ownership

Berlin—Palace, sold to Joseph Mattler by Jacob Stein; Butler, Butler, sold to Stephen S. Fabian; Garden, sold to Handle & Rover by Stanley Co. of America; E. Rutherford—Rex, sold to E. & F. Amusement Corp. by Saxe; Hillside—Hollywood, sold to George J. Brozick by Theodore Mayer; Mayfair—Palladium, sold by New Manhattan Theatres, Inc.; Iselin—Iselin, sold to Walter F. Mack; Landie, sold to Jack Finkelnstein by V. Somma; Linden—Linden, sold to M. D. Liberal Theater, Inc.; Trenton—Trenton Palace, sold to J. L. Wolfe; Westville—Victoria, sold to A. Frank by Jacob Zinkoff; Woodcliff—Broadway Woodcliff Theater Corporation by 991 Broadway Corp.

Closings

Arlington—Arlington; Clifton—Boro Hall; Clinton—Music Hall; New Uptown—Palace; Dunnellen—Cana; East Orange—Lisad, sold to E. F. & B. Amusement Corp. by Saxe; Hillside—Hollywood, sold to George J. Brozick by Theodore Mayer; Mayfair—Palladium, sold to New Manhattan Theatres, Inc.; Iselin—Iselin, sold to Walter F. Mack; Landie, sold to Jack Finkelnstein by V. Somma; Linden—Linden, sold to M. D. Liberal Theater, Inc.; Trenton—Trenton Palace, sold to J. L. Wolfe; Westville—Victoria, sold to A. Frank by Jacob Zinkoff; Woodcliff—Broadway Woodcliff Theater Corporation by 991 Broadway Corp.

NEW YORK CITY

Changes in Ownership

Gramercy, sold to Kramer by Oppenheimer; Lincoln, sold to Stern; Pastime, sold to Schwartz by Hammer.

Closings

Apollo, Beaux Plaza, Canal, Daytona, Endicott, First Avenue, Fregat, Golden Palace (RivINGTON ST.), Golden Rule—Third Avenue, Kinloch, Lyric, M & S Palace, Monmouth, Olympic, Palace, Parkway, Royale, Squaw Creek, Surf, Times Square, Time Out, Union, Walton, Webster, West End.

New Theaters

Beacon owners—Werner Bros.

BROOKLYN

Changes in Ownership

Avoca Villa, sold to Parkridge Theater Corp. by Barr Bros.; Crystal, sold to Zeldi Amusement Corp., by Maurice Holding; Shangri-la, Lakeland, sold to Rappaport & Nathanson by Brighton Exp. Corp.

Closings

Ambigu, Art, Atlantic, Court, Eagle, Elite, Emanuel, Eclipse, Fifth Ave., Fulton Auditorium, Hendrix, Huntington, Liberty, Lion, Madison, Monticello, Palace, Pearl Movies, Sheffield, Sheridan, Sommers, Tip Top, Victory.

LONG ISLAND

Changes in Ownership


Closings


STATEN ISLAND

Closings

So. Beach—Strand—West New Brighton Capital.

New Theaters

St. George—St. George, owner—Sol Brill.

KELLER-DORIAN REBOUGHT BY KODAK; PLAN U.S. FIRM

Paris—Resale of the Keller-Dorian color film organization to Kodak has been ratified by stockholders of the former company. The Keller-Dorian Color Film Corp. of America will be launched in the United States with a capitalization of $10,000,000.

Alice White Featured in Jantorz Ad Campaign

Alice White, designated as "The Jantorz Girl," is being featured in an advertising campaign launched by the Jantorz Knitting Mills as the result of a national campaign to battle against the suit.

Plans Ready for Coast House

West Coast Edition. THE DAILY SF—San Francisco—Plans have been drawn for the new theater to be erected on the Gate Trotting Park Theatre Co., Inc., to cost about $200,000.

Bevel Back at Princess

Hurriman, Tenn.—L. W. Bevel, former manager of the Princess, has been reassigned to his old position, succeeding Higbie, who will manage the charge.

Higbie to Manage Rex

Columbia, S. C.—When the Rex here reopen after alterations, Walter Higbie, former manager, will have complete charge of the house.

Sound at Southington

Southington, Conn.—Sound has been installed at the Coleman’s here.

Seeks Name for Dover House

Wilton, Del.—Manager Benjamin Shindler is seeking a new name for the Dover Opera House. Patrons of the house as well as readers of the "Delaware State News" are participating in the selection.

Whiney to Be Razed

Ridgewood, L. I.—Plans are under way to be razed for demolition of the Whitney. Stores are to replace the theater.

Colonial to Be Altered

Milledgeville, Ga.—Manager M. L. Curry states that the Colonial will be improved. The house will not be closed while alterations are being made.

Kranzfelder Installs Sound

Woodbridge, N. J.—Kranzfelder has installed sound equipment at the Star.

Strand, New Brunswick, Has Sound

New Brunswick, N. J.—Dave Snapar has installed sound at the Strand here. The permanent electric equipment was installed.

Robbins After Herkimer House

Herkimer, N. Y.—Nathan Robbins of Utica is reported after the Richmond house.
MANITOBA TO LABEL FILMS
FOR ADULTS AND CHILDREN

Winnipeg - A unique method of classifying pictures, whereby the label "special" will be applied by the board of censorship to films approved for adults, and "general" for both adults and children, has been adopted by the Manitoba Provincial Government. In the case of "special" pictures, the lower price of admission for children is eliminated, but the new ruling does not prevent a juvenile, either alone or with elders, from attending the show on a ticket at the adult price. Announcement regarding the film classification is compulsory.

In Ontario and Alberta the censors designate pictures as "adult" or "universal" for the guidance of parents.

Fanchon & Marco Adds
Spokane to Route List

Seattle — Fanchon & Marco units will be routed to Spokane following a run here and will precede Great Falls, it is reported here. Ray A. Grombachter, president of the Spokane Theaters, Inc., has leased the American in Spokane bringing his total to four houses in the city. The Fanchon & Marco units will be shown for six days only, leaving the American for concerts and road-show attractions.

Tiffany Franchises Now
2,500, Hanson Declares

Tiffany franchises have reached the 2,500 mark and continue to come in on the average of 50 a week, Oscar Hanson, general sales manager of the company, declared yesterday. Tiffany began selling franchises last September.

New Independent Co. is
to Make Latin Pictures

West Coast Bureau, THE FILM DAILY
Los Angeles — A new independent company, under the name of Pan-American Pictures, Inc., has organized here to produce a series of Spanish and Italian pictures.

Buys New Equipment

Silosam Springs, Ark. — Clyde Kilbourne has purchased new equipment for the Rialto.

Kendall Installs Moviphone

Farmer City, Ill. — The Kendall has been equipped with Moviphone.

RCA Equips Idaho House

Malad City, Idaho — Photophone sound equipment is being installed at the Star.

Two Trinidad Houses Planned

Trinidad, Colo. — Two new theaters are planned here, J. C. Caldwell, secretary-manager of the Chamber of Commerce, stated here recently.

Photophone Adds Another

Belleville, Ill. — The Rex is being wired for sound by RCA.
New Theaters

Nashville, Tenn.—Work has begun on the new half-million dollar Publix house to be erected between Polk Alley and Eighth Ave. on Church St.

Portland, Ind.—Construction has started on the new Hines here, which will be located at the site of the old Auditorium. Big, “Mallers” Rea. of Pa., is the builder.

Maumon, Wis.—A. A. Suzycki, manager of the local theater, has announced plans for the erection of a new house in the business.

Midtown, O.—Approximately $500,000 will be spent on a theater building on Broad St.

Farmer City, Ill.—The new Kendall has been opened here.

Lawrence, Mass.—Publix will construct a new theater here. The Salem Realty Co. is interested in the project, it is understood.

Dallas, Ore.—The Columbia is being re-modeled and expected to be reopened by March 10.

Ticket Makers Condemn
Unfair Trade Practices

(Continued from Page 1)


Among other practices condemned were: the giving of secret rebates on tickets, in violation of the price; the giving of credit cards for a price or below cost for purposes of injuring a competitor and with the effect of lessening competition or to meet a price offered by a competitor; discrimination in price by booking orders for large amounts and shipping in small quantities and billing at the large-quantity price; the making of some sales on delivered basis and others F.O.B. factory; and contracts with permit the buyer to cancel or cause a reduction in price in event of a market decline but which do not permit the seller to cancel or increase prices in event of a market rise.

The resolutions adopted yesterday will be considered by the commission and those approved will become the code of ethics for the industry.

National Circuit Transfers Kechn.

Marysville, Cal.—Roy Kechn, manager of the National, has been transferred to San Jose where he will manage the American for National Theatres Circuit. W. P. Mann, former manager of the Liberty here will act as manager pending appointment of Kechn’s successor.

WILL TEST RIGHT TO TAX COPYRIGHT-FILM INCOME

(Continued from Page 1)

from collecting a franchise tax of $7,316.58 levied against Educational Films, based on the corporation’s income from film exhibited to theatrical audiences. The order also restrains the collection of the tax pending the hearing.

Hamilton Ward, attorney general of the state of New York, is ordered to appear with the tax commission at the hearing, which is to be held before a statutory court consisting of Judge Harrie B. Chase and District judge William Bondy and John M. Woolsey. All classes of corporations whose income is derived in whole or in part from copyrights, patents, U. S. Bonds or other federal instrumentalties, or municipal bonds, all of which are exempt from the tax, will be affected by the outcome of the case.

The suit, though involving only Educational, is being brought in behalf of a group of the big producers and distributors. While the elimination of the exempt copyright income would result in most of the picture companies having no net income for purposes of state taxation, nevertheless they would not escape entirely because they would still be taxable, though to a considerably lesser amount, upon their capital stock.

Benjamin P. DeWitt and Siegfried Harth are associated with Roger Hinds in representing the film interests in the case.

REPORT ADVERTISING
CENSOR PLAN DROPPED

St. Louis.—An ordinance providing for censorship of the advertising and sponsored by Alderman Winer has been dropped, it is understood. He had planned to introduce it at the last meeting of the City council. Winer says he failed to submit the plan owing to his intention of determining whether it conflicts with any existing national law. He has written to Washington on this matter, he states.

W. E. Wirks Butte Theater

Butte, Mont.—The Broadway has been added to the list of theaters wired by Western Electric.

Photophone in Colby, Kan.

Colby, Kan. — RCA Photophone engineers are installing sound in the Lyric.

New W. E. Installation

Plattsburgh, N. Y.—The Ritz has been equipped with Western Electric apparatus.

Sound for Regent, Youngstown

Youngstown—J. Steinberg, of the Regent, announces RCA Photophone installation.

GUILD WARNS MEMBERS
ON SELLING FILM RIGHTS

(Continued from Page 1)

requires that no member have a run of at least three consecutive weeks in New York before the producer shares in the film rights with the playwright. These rights must be disposed of through an attorney appointed by the Guild, and the arbitrator receives a percentage of the sale price. This arrangement was adopted in order that film rights could be sold only after competitive bidding on the part of interested picture companies.

In its letter to the playwrights, the Guild said its attention had been directed to the fact that some film companies insisted that their financing of plays be contingent upon the company acquiring the picture rights and that this arrangement the Guild, however, are reported to be siding with the film producers.

Warner House to Install
Theatrephone System

The new Warner on Broadway and 51st St., is scheduled to be equipped with a Theatrephone system, designed by Charles H. Lehman, the claimed to be those hard-of-hearing to enjoy sound pictures. Installation will be made by the Hearing Device Corp. The device consists of a small box attached to certain seats with a specially designed earpiece which is plugged into each box. Shortly after installation in the Warner house, the device will be made part of the equipment in Warner houses elsewhere.

Evanston Sunday Issue
up in City Election

Evanston, Ill.—Retention of Sunday shows here was virtually assured yesterday when the City Council overwhelmingly voted to place the issue on the ballot in the City election which is scheduled April 1. A few weeks ago a petition bearing the names of nearly 11,000 residents of this city was filed, calling for a referendum.

Vauville at Williamson

Williamson, W. Va.—Vauville is now being shown in addition to pictures at the Gem. Saal brothers are operating the house.

Mccormack Film at 44th St.

Fox has taken over the 44th Street, Shubert house, for the New York run of John McCormack’s “Song of My Heart,” opening March 11.

Shauer & Sons Take Tivoli

Valparaiso, Ind.—G. G. Shauer & Sons, owners of the Photo, have taken over the old Tivoli. The same exhibitors also operate the Memorial Opera House and Varisty.

Lighter Installs RCA

Mellen, Wis.—A. L. Lighter has equipped the Orpheum with RCA Photophone.

PHIL.M.DAILY, SEZ!

Saperstein Made Delegate
of Ill. Theater Owners

Chicago—Aaron Saperstein, in addition to being president of the Illinois Independent Theater Owners, Inc., has been selected official delegate at all conferences.

Publix Division Office
Now Located in K. C.

Kansas City—With the addition of the four houses of the Grubel circuit to the local Publix district, the company’s division office formerly at Denver now is located in this city with Louis Finke remaining in charge.

Menneley succeeds Kennedy

Welt Coat Bureau, THE DAILY Los Angeles — Floyd Menneley has succeeded Val Kennedy at the Biltmore.

Walker in Durham for Publix

Durham, Ala.—T. Joe Walker is now connected with Publix-Saenger managing the circuit’s local house here. He was formerly manager of the Aninston at Anniston.

"With lots of new-fangled developments, there’s no need for this country worrying, for as long as film is threaded there will be always the last good market for good pictures. Did you ever survey such a howling market as this present? We, you can imagine what’s coming. We won’t promise, but pictures nowadays are being produced much better than ever before.

"The Pride of the East Coast"

of Philadelphia

The “Home Town Papers” of American theater owners. The most intensively read journals in the industry—Kepring everlastingly at it for 12th successive year.

100% coverage of a 35% territory!

EMANUEL-GOODWIN PUBLICATIONS

Middlebury-Philadephia—Washington

Man Office, 219 N. BROAD ST., PHILADELPHIA.
22,624 Theaters in U.S., Film Board Census Shows

EXCHANGES WAR ON COPYRIGHT VIOLATORS

Sono Art Will Use 56 mm. Wide Film States Weeks

From 20 to 25 Features to Comprise Company's 1930-31 Program

Sono Art—World Wide has definitely decided to use 56 mm. wide film, stated George W. Weeks, executive vice-president, yesterday, following his return from the Coast. Preparations are under way for the initial wide film picture which will go into production in about one month. The process being used by the company is 25 per cent higher than standard film and 100 per cent wider.

Weeks said that the 1930-31 Sono

NEW YORK STATE CENSORS MAKING FEWER DELETIONS

Deletions by the New York State M. P. Censorship Commission in the year ended June 30, 1929, totaled 2,710, against 4,236 in the previous year, according to the report of

Emil Jannings Returning with English Vocabulary

Emil Jannings, who has been acquiring an English vocabulary while playing in pictures in Germany, plans to return to this country shortly with his wife, Marlene Dietrich, who appeared with him in "The Last Laugh." Both have just appeared in

31 Film Trade Boards Report on Theaters in Their Zones

F. N. Announces Winners in Exploitation Contest

Winners have been announced in the exploitation contest conducted by First National in January. Participation was limited to managers of Warner houses throughout the country. Ray Brown, Strand, Akron, Ohio, is first; Alvin Hestler, Warner, Alt.

All Quiet at L. A.

West Coast Bar, THE FILM DAILY

Los Angeles—For the time being at least, Los Angeles will be free from any theater legislation. On recommendation of Deputy City Attorney Kitzmiller, the police commissioner has decided that the theater has no need for further regulation. Owners had opposed the move intended to invoke blue laws here.

PREDICT 50 P. C. JUMP IN LOEW'S, INC. EARNINGS

A jump of 50 per cent in earnings of Loew's, Inc., for the current fiscal year is predicted by the "Wall Street News," which says that business of the company has been running at this rate so far. Loew figures its business year from Sept. 1 to Aug. 31.

Wide Screens Planned for Some Seider Houses

A wide screen, 21x36, has been installed by Joseph Seider in the Patchogue, Patchogue, L. I., and will immediately be put in use. Temporarily Magnascope will be used and later Grander, he states. Seider plans to install wide screens in one or two of his Long Island houses.

100 Suits Are Pending In Court's Throughout the Country

With arbitration boards out of the picture owing to the Thacker decree, exchanges are now resorting to legal measures to stop boxing and holding over of films. On information provided by the Copyright Protection Bureau, suits alleging violation of the copyright laws are being instituted and are present about 100 are pending in courts throughout the country.

In New York two cases have been started. Paramount has brought a copyright action against William C. Smailley of Fort Plains, N. Y., in the Northern District Federal Court and Fox and Universal have actions pending against Robert A. Wolfe and Standard Theaters of Hancock, N. Y., this suit being filed in the Southern district court. A third action, brought by M-G-M, Pathe and Fox

20 FILM CASES SETTLED IN CLEVELAND LAST WEEK

Cleveland, Ohio—Approximately 20 cases between distributors and exhibitors were settled out of court here last week. With arbitration boards not functioning since the Judge Thacker decree, claims of distributors and exhibitors have been filed with the judge, to be settled either in or out of court.

RCA Distributing Plaques for Photophone Users

Distribution of plaques to theaters employing RCA Photophone apparatus has begun and will be continued until all houses equipped with the company's device have been served. The plaques carry a "Sound Satisfaction," with the company trade mark beneath this phrase and "In This Theater" following on the bottom line.
ANTI-BLUE LAW ASS‘N LAUDS WHEELING VERDICT

Washington Bulletin of THE FILM DAILY

Washington—Recent refusal of Wheeling, Va., to return indictments in 112 cases arising from arrests of theater managers and employees involved in giving Sunday performances, has elicited high praise from the National Ass’n Opposed to Blue Laws, which has its headquarters in this city. Eddy, president of the association, declared that the court’s ruling was “sensible and rational.”

M-G-M Sydney Premiere to be Widely Broadcast

In one of the most extensive radio hookups ever arranged, the premiere of M-G-M’s “Hollywood Revue” in Sydney, Australia, will be broadcast tonight direct from the theater. Due to the difference in time here, radio fans can pick up the program by listening in at 8 a.m. tomorrow. U. S. stations included in the broadcast are WFL, Chicago, and KBO, San Francisco.

Salacious Advertising Topic at AMPA Meeting

Salacious advertising provoked a lively discussion at yesterday’s meeting of the AMPA at the Hotel Pennsylvania. The report of a committee on three of the matter will be presented next Thursday.

Big 4 Completes First of New All-Talker Series

With 16 territories set for distribution, Big Four Film Corp. has completed the first feature in the new series of all-talking pictures, titled “Beyond the Rio Grande.” The film will be available on film and disc.

50 Trucks in 20 Countries for Fox Movietone News

Fox Movietone News, at present, is operating 50 trucks in 20 foreign countries outside of the United States, states Fox.

Warners Sign Librettist

Herbert Fields, who wrote the book for “Fifty Million Frenchmen,” has signed an exclusive contract with Warner Bros. for a two-year contract to write librettos for operatic musicals for the company.

“U” Officials Return

Lou B. Metzger, general manager, N. L. Manheim, export manager, and Verne Porter, eastern scenario editor, returned home yesterday after conferences on the coast with Carl Laemmle and Carl Laemmle, Jr., regarding the company’s next year’s program.

Normand Burial Today

Los Angeles—Mabel Normand will be buried in Southern California today after last rites are conducted at Hollywood Presbyterian Church. About the same time Erich P. Streit will sail on charge of the Channel Island office.

Hofcraft With Sono-Art

Buffalo—Edward Hofcraft has been appointed salesman for Sono Art World Wide out of the local office.

Financial

NEW YORK STOCK MARKET

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NEW YORK CABLE MARKET

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NEW YORK BOND MARKET

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*LAST PRICE QUOTED

Eastman Films
J. E. Brulatour, Inc.

Chicago
Hollywood

379 South State, Chicago

307 N. Orleans St.

Fort Street, opposite Post Office - Detroit

Detroit and Security Trust Company

The Executor of the Last Will and Testament of
JAMES OLIVER CURWOD
will take appropriate action against unauthorized use of his books, stories, and scenarios.

The Industry’s Date Book

Mar. 3 First Day of Lent.
Mar. 11 Opening of “Song O’ My Heart” in New York at 4th St. Theater.
Mar. 20 Annual election of Maryland M.P. T.O. officers at Baltimore.
Apr. 1 Premiere of “Journey’s End” at a New York house, not yet decided upon.
Apr. 3 Second annual banquet and ball of the Warner Club, Inc., at the Hotel Commodore, N. Y.
Apr. 6-7 Spring convention of Tri-State M.P. T.O. at Memphis.
May 5-8 S. M. E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.
May 25 Fox annual sales convention starts today.
June 2-7 International Cinema Congress at Brussels.

Tiffany’s “Mamba” to Open at Gaiety Mar. 10

Tiffany’s all-technicolor, talkie feature, “Mamba” will have its premiere at the Gaiety here on Mar. 10. “Troopers Three,” now current there, closes Mar. 9.

Booked for 5th Ave.

“The Painted Angel” will be the attraction at the Fifth Ave. Playhouse Studio Monday and Tuesday, while “Rio Rita” begins a four-day run Wednesday.

Barthelson on Way West

Richard Barthelson is on his way to the Coast to play in “The Dawn Patrol” for First National. Howard Hawks will direct the production, based on a story by John Monk Saunders.

1700 Sansom Street
Short Shots from New York Studios

By Harry N. Blair

THE Paramount Long Island studios recently installed two telegraph machines capable of sending out and receiving typographical messages direct, which are operated by Ben Segal, who also supervises the distribution of studio mail.

Phil Quinn, assistant director at the Warner Bros. studio in Flatbush, was employed at the same studio back in the Vitagraph days when Frank Heath, Arthur Cozine and Bob Mawley, now at the Paramount Long Island studios, also worked there.

Tony Martin, who, with Nick Basil, is featured in Louis Brock's "Barnum Was Wrong," sued to play at Perry's Cafe, the College Inn and Tony Kelly's place, in Coney Island, on the same bill with Sophie Tucker, Van & Schenk, Ted Lewis, Aunt Jemima and many other present day headliners, but then unknown.

Dick Willis and Harry Barkhardt, make-up men at the Eastern Vitaphone studio, haven't quite recovered from the arduous task of making up the 50 odd Warner employees who took part in the "Warner Galia-
ties," given last Sunday night, at the Chanin theater.

William Sauter, in charge of the Art Dept., at the Long Island studios, snow in Jamaica recovering from a nervous breakdown.

Artline DeHaas, formerly in charge of Warners studio publicity, who took a trip to the South Seas to get away from business for a while, writes that the first person he met down in that neck of the woods was Fred Lewis, who, with Robert Flaherty, is making a picture of life in the South Seas.

Neryx, exponent of interpretive dancing, who recently played the Roxy theater, makes her screen debut in "Barnum Was Wrong," a Louis trick production, directed by Mark Sandrich at the Ideal studios.

Kansas House Goes Sound

Burlington, Kan.—The New is being wired by RCA Photophone engineers.

Mt. Pleasant Temple Goes Sound

Mt. Pleasant, Ia.—The Temple has been wired for sound. Western Electric film and disc equipment was installed.

Atlanta House Gets RCA

Atlanta—The West End is opening with Photophone equipment.

Sapulpa Express Wired

Sapulpa, Okla.—The Empress has been wired for sound, Western Electric film and disc equipment being installed.

Another W. E. for San Antonio

San Antonio, Tex.—Western Electric is in the Strand.

United States

Joplin, Mo.—Construction will start here March 1 on a $400,000 house which the Midland Circuit of Kansas City has leased for 20 years. United Studios of Chicago is the contractor.

Memphis, Tenn.—Objection has been raised by local residents regarding plans for the new theater at McLeod Ave. at College St. Residents declare they want a setback of 40 feet observed while the exhibitor plans call for five feet.

San Antonio—V. D. (Bud) Welker, for years connected with the Interstate Amusement Co., has been named director of publicity and exploitation of the Aztec, recently leased by Publix.

Raton, N. M.—Hubbard and Murphy have decided upon "El Raton" as the name of their new $100,000 theater here after local residents submitted names for the new house.

Greeley, Colo.—Harry Ashton has been appointed manager of the Plexi rex. Clarence Perrin was the former manager.

Wollaston, Mass.—The Wollaston has reopened after several weeks during which time the house was reconditioned and renovated. Western Electric apparatus was installed by Netoco. Joseph J. McDermott, recently manager of the chain's Regent at Norfolk Downs, is managing the house.

Coschocton, O.—John Moran of Pittsburgh has been named manager of the Sixth St. by the Harris Amusement Corp. He succeeds Ralph E. Reisinger.

San Francisco—The New Rialto, formerly the Wigwam, has reopened as a "talkie" house.

New York

The Garden, Brooklyn, is now having RCA Photophone equipment installed and will open shortly with its new policy.

Sigmund Moss has resigned from Universal to join First National where he will head the leasing department.

Clarendon Exhibits Objects to Army Theater Nearby

Washington Bureau of THE FILM DAILY

Washington—Protest that a motion picture house is being operated at Fort Myer, Va., by an organization, within the Army and that it is hurting his business has been filed with the War Dept. by Joseph C. Boss, operator of the Ashton, Claren-
don. Va. Boss states that the Army house is within five blocks of his theater and secures pictures at cut prices, showing them at low admissions, due to little overhead.

3 More W. E.'s for Cleveland

Cleveland, Ohio—Recent additions to wired houses here are the New Broadway (1412 seats), the Olympia (1597 seats) and the Sun (801 seats) which have been wired by Western Electric.

To Rebuild Former House

Centerville, Ia.—Plans are being drawn for rebuilding the Drake which recently was destroyed by fire. Damage was estimated at $25,000.

Gentzelt Installs Sound

Garrettsville, O.—K. M. Gentzelt of the local house has installed sound apparatus.

Theater Wired for Sound

Bucksport, Maine—The Alamo has been wired with Photophone equipment.

Wiring Frankfort Theater

Frankfort, Ky.—Photophone equipment is being installed at the State.

Where can I get complete text of Judge Thacher's Decisions pertaining to Credit Rules and the Anti-Trust Laws?

INQUIRE WITHIN

1930 Edition
Just off the Press!
GREATEST DRAMA SINCE NATION'S VI

RADIO SWEEPS ON TO MIGHTY DESTINY WITH THIS DIFFERENT DRAMA

No froth... no fluff
no theme song... no girls... no crooners...
no jazz or other folde-rol... BUT THE MOST
HEART-SEARCHING
LOVE STORY EVER TOLD AGAINT A BACK-
GROUND ONLY BREN-
ON COULD CREATE...

HERBERT

BRENON'S

BRENON flings out his daring dreams like banners in the
wind... Blazer of uncharted trails... smasher of idols
... arch-enemy of the commonplace... he scorns smug
tradition in "Grischa" and hurls a ringing challenge to
humanity! It will astound America... it will astound the
WORLD... this drama of a youth whose adventure in love
and battle turned the tide of empire and swept a proud
and pompous dynasty into dissolute ruin!

From the world-read novel by Arnold Zweig
Genius and resources of Radio create another miracle for the showmen of the world . . . presenting in its first season the two greatest class attractions of the year . . . MIGHTIEST MUSICAL SHOW OF ALL TIME (RIO RITA) . . . AND NOW THE FINEST DRAMA THE SCREEN HAS EVER KNOWN!

"Stands out like a lighthouse in a season of musical fluff and drawing room persiflage". . . proclaims show-wise Photoplay.

NOW HOLDING CHICAGO IN TITAN GRIP AS LOOP THRONGS JAM RKO WOODS . . .

THE CASE OF SERGEANT GRISCHA

CHESTER MORRIS

BETTY COMPSON

JEAN HERSHOLT

ALEC B. FRANCIS . . . GUSTAV VON SEYFFERTITZ . . . AND A SWEEPING HOST OF SUPER-NUMERARIES
ALIGN THE RIALTO

with
Philot M. Daily, Jr.

MARTIN STARR, out in Hollywood way with a bevy of beauties, claims there still is no place like New York. He's under the impression this Coast trip is a frame-up—Harold S. Bareford, assistant-secretary for Warner Bros., is scheduled to sail tomorrow for a two-months' trip to Europe. Evidently one of those combined business-pleasure things.

Mrs. Frank Cahill, wife of Frank Cahill, of Warner Bros. theaters, is convalescing after an operation at the Flower Hospital, New York....The Warner and First National building is kinda short on executives; Abe Warner is in Miami, Sam Morris in Havana and H. M. Warner en route to the Coast. But Herman Starr is still holding the fort. 'Buddy' Morris, one of the head men of Witmark & Sons, is dashing around the Warner office these days. Mayer Schlesinger is complaining of a slight cold, but we hear Gus is getting along well in Germany.

Ben Goetz, vice president and general manager of Consolidated Film Lab, arrived in town yesterday for a series of conferences with H. J. Yates. Ben's stay will be limited to a few days. Universal's Dramatic Society held an entertainment and dance last night at the True Sisters Club House, and sure played to a full house.

Helen Morgan, Jack Donahue and the orchestras of Rudy Vallee, Leo Reisman and Vincent Lopez, are to be among the mirth and music lineup at the Newspaper Club's ball tonight at the Ritz-Carlton. Incidentally, Leo Reisman did not appear as scheduled at Proctor's 86th St. last night, due to illness, and the Roxy Gang was rushed to the theater to pinch hit.

Louella O. Parsons, m. p. editor of Universal Service, arrived in the big burg yesterday from the coast on her first visit since she became the bride of Dr. Harry Martin. Black McVeigh would have the world know that, with the opening of "Song of the West," there are now three all-Technicolor features running at $2 on Broadway, with more to come.

Lucille Gleason, the better half of the versatile and hard-working James Gleason, is back in New York and plans to resume vaudeville in "Meet the Missus."

James Gillespie, personal representative for Paul Whiteman, returns to the Coast tomorrow after a flying visit to New York, where he has been giving folks his personal assurance that Universal's forthcoming "King of Jazz" is okay. John C. Flinn is Coast-bound again to busy himself on the new Pathé shorts schedule.

---

ANOTHER GOOD CHILDREN'S FILM

Universal's "Bobby of the Great White Way" is a most promising little product, in which a number of the children's stars have done a fine job. It is a simple story of the life of a schoolboy and his pet dog in the city. The picture is directed by Jack Cukor and produced by Paul Bilge. The cast includes Bobby Driscoll, Florence Bates, Thomas Meighan. It will be available soon at small admission prices.
Everything about motion pictures or about the motion picture industry is thoroughly covered in the most comprehensive volume ever published—

THE 1930 FILM YEAR BOOK

Now being distributed to FILM DAILY Subscribers
22,624 Theaters In U. S. In Film Board Census

(Continued from Page 1) being 1,485. Cincinnati second with 1,318, followed by Minneapolis with 1,269, Kansas City with 1,120 and Boston with 1,119.

New York City proper has 575 houses, the survey shows. Detailed figures for the same, together with the number of theaters they include and the states in which the houses are located, follows:

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(Sono Art Will Use 56 mm. Wide Film, States Weeks

(Continued from Page 1) Art-World Wide program will com-

prise between 20 and 25 features which is practically the same at the its.

Sono Art, of Brooklyn, N. Y., has announced that it will be

using the Wide Screen process for its upcoming releases.

(North Dakota

Changes in Ownership

Horton—Crescent, sold to Joe Anderson;

Rochester—Friedman, sold to Theodore Schorrman by L. H. Brown; Rollett—Ar-

old, sold to Mr. Porter for J. G. Arnold;

Warwick—Community, sold to A. H. Hul-

gen by W. B. Hume.

Ohio

Changes in Ownership

Akrum—Arcade, sold to C. B. Bender by A. J. Hausen; Cincinnati—Variety, sold to Kay

Mastl by J. F. Potts; Cleveland—Boulten-

vard, sold to Alex Stark by H. J. Herki-

ner; Moreland, sold to The Moreland The-

ater Co. by M. S. Fine; Princess, sold to

Wallace J. Elliott and Louis Marcus by Abe

Krane; Columbus—Pythian, sold to The

Pythian Theatre Co. by H. H. & Co.; Ven-

ecia, sold to A. and F. Fox by J. M. and

DeGraff—Lincoln, sold to R. S. and G.

M. Dillow by G. W. Breese; Purity—

Royal, sold to E. Wagner & Son by

Adolph Koontz; Washington—supplied to

William J. Wassenhammer by H. Stringer;

Lynn—Hippodrome, sold to Edward B. Hig-

don by the Lakeland Valley Amusement Co. by Russell Evans;

Loretta—American, sold to Sam Barc by Henry Law; Lockard—Alum-

cum, sold to James K. Barnett by A. P. Staever-

man; Roseman—Pastime, sold to R. L. Car-

michael by A. J. Goldstein; Taylor Park—

Parlton, sold to N. G. H. Germaine; Seencelle-

Chase, sold to E. K. Laughlin by C. J. Spald; Warren—

Oxley, sold to The Brown Co. by Smith

Amusement Co.

North Carolina

Changes in Ownership

Andrews—Dreamland, sold to W. M. Bradley by T. M. Worthey; Clayton—National, sold

to G. H. Wright by Wade H. Hill; Ellis; E.

Rockingham—P i e s o , sold to C. J. Gresham by

J. R. Dingman by the W. P. H. Co.; John

W. Curtis by G. M. Hales; Smith-

field—Regent, sold to H. P. Howell by Bright

Leaf Theater.

Closings

Bakersville—Pastime; Canton—Hyde; Clay-

ton—National, Durham—Bluebird; Hert-

ford—Rex; Maxton—Maxton; Mebane—

Majestic; Morganton—New; Randolph—

Playhouse; Smithfield—Victory.

Ohio

Changes in Ownership

Love—Livingston, sold to Adolph and Charles

Woolson by Mrs. E. J. Houston.

Closings

Cherokee—Majestic; Lexington—Ritz; Hunter

—Limberick; Jennings—Crystal; Landscape

—Bramhall.

Oregon

Changes in Ownership

Elgin—Opera House, sold to Mr. H. H. Husk and

Charles Barfield by E. F. and H. E.

Hug, Springfield—Bell, sold to Herbert

Wuas by J. R. Dingman;

Closings

Arlington—Colonial; Butte Falls—Butte Falls;

Hermiston—Colonial; Umatilla—New.

New Theaters

Portland—Casino, owner—Bob Webster.

New York State Censors Make Fewer deletions

(Continued from Page 1)

James Wingate, sole commissioner. Six-teen were entirely rejected, but eight of these obtained approval after re- vision.

Eliminations were made for the fol-

lowing reason: because the scenes were regarded as tending to incite crime, 1,479; indecent, 340; inhuman, 320; immoral, 485; sacrilegious, 80; obscene, 6.

Wingate viewed 8,490,000 feet of

film, comprising 2,534 subjects, and

448 subjects had to undergo elimi-

nation. Profit to the State from the elimination of 238 last year was $146,922.33.

Since the office was established in 1921, $1,525,045.57 has been collected in license fees, and this amount $191,790 represents net profit to the State.

Universal Newsreel Now

Accompanied by Music

Music has been added to the Uni-

versal Newsreel. It will serve to gap

the intervals of silence when Graham

McNamee is not speaking. The first

orchestra issue of the newsreel will

be released to first-run houses to-

morrow. The Beacon, Strand and Co-

oly will show it along Broadway.

Buy Eugene (Orh.) House

Eugene, Ore.—George H. Godfrey and W. B. McDonald have taken over the Colonial and will install sound equipment.

$2 in Minneapolis

(Continued from Page 1) against Harry M. Weber and Jack

Beck of Liberty, N. Y., was settled be-fore it reached trial. Attorney Louis N. Nizer is handling these cases for the exchanges.

In Pittsburgh nine copyright viola-

tions are pending.

Publix Makes Changes in

Omaha Personnel

Omaha—With the appointment of

William V. Wilkins to the post as

chief of the world, the post to assist

Charles Pincus, city manager, George

Monroe has been named house man-

ager of the World. Watson will con-

continue to supervise the house. Che-

ter Friedman, assistant manager of

the Paramount, has been transferred to

the Publix general offices in New York,

where he will assist in training

house managers. Rowland Miller,

general publicity manager for the

company, is assigning the Omaha of-

fice pending the arrival of a successor to Irvin Waterstreet.

Blamed for Pathe Case Delay

Blame for the delay in bringing the Pathe studio fire hearing to a con-

clusion was placed on the office of

District Attorney Thomas C. T. Cram by P. A. Shay, counsel for

Henry Lally, one of the defendants.

The first two adjournments of the case were requested by Cram's of-

fice, Shay states. Following the third

adjournment Wednesday, the charges will be presented to the Grand Jury

on Monday.

Closes After 15 Years

Dresden, Tenn.—After being oper-

ated for 15 years, T. W. Cannon has closed the Majestic.

The “Pride of the East Coast”

The “Home Town Pagers” of 100 the

owners who most intensely read the " by the last issue of the Mercury magazine for the 16th successively

100% coverage of a 35% territory

EMANUEL GOODWIN PUBLICATIONS

New York—Philadelphia—Washington

Main Office, 213 N. BROAD ST., PHILA.
The B.O. Natural for St. Patrick's Day!

The COHENS and KELLYS in SCOTLAND

CHARLIE MURRAY
GEORGE SIDNEY
VERA GORDON
and KATE PRICE

Directed by WILLIAM JAMES CRAFT
Presented by CARL LAEMMLE

Universal's New Selling Season is on NOW!

The Year's Best Seller

1930 Film Daily Year Book

Get Your Copy Now

ANOTHER MIGHTY VOLUME OF STATISTICAL DATA REGARDING ALL DETAILS OF MOTION PICTURES

DEPICTS THE HIGHLIGHTS OF IMPORTANT CHANGES AND VARYING CONDITIONS IN ENTIRE INDUSTRY
A two-reel comedy special with the exploitation value of a big feature

The Famous Golf Champions
WALTER HAGEN and LEO DIEGEL
in
MACK SENNETT'S
Great Short Feature Talking Comedy
"MATCH PLAY"
with
ANDY CLYDE, MARJORIE BEEBE
and BUD JAMISON

If ever a Short Feature Comedy assured pleasure to an audience and profit to an exhibitor, this is it! A two-reel comedy special that completely outclasses the average feature picture in exploitation possibilities.

Names that will attract anyone who knows the difference between a drive and a putt! Championship golf that will thrill everyone from the "pro" at your local golf club to the person who never saw a golf ball! Comedy that will have them all roaring! And a whole string of exploitation "naturals" to choose from.

Backed up by record-breaking national publicity. Ask your Educational Exchange for details of the big national dealer tie-ups, assuring window displays, valuable free prizes for local contests, etc.

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. HAMMONS, President

Educational Pictures
"THE SPICE OF THE PROGRAM"
$10,000,000 Building Budget for Chi Territory

HALSEY, STUART & CO. HAVE NEW FOX PLAN

Columbia Cutting Feature Releases to 20 Total

"Roadshow Attractions" 1930-31 Policy, Says Cohn

Columbia intends to reduce its 1930-31 releasing schedule from 26 to 20 features, it was stated by Jack Cohn Friday. The object, he said, was to turn out "roadshow attractions" instead of program pictures, and all productions will be based on plays. Eleven stage successes have been purchased for the new program. The first picture will be "Rain or Shine," starring Joe Cook, said Cohn. Other plays acquired include "The Personal Code" and "Soldiers and Women."

3,502 PICTURE HOUSES IN FRANCE, SURVEY SHOWS

Paris—Total number of picture theaters in France has reached the 3,502 mark, according to figures just published by the Minister of Finance. Paris has 191 cinemas while the Dept. of the Seine has 136. In the provinces there are 3,175.

Aarons Signed by Fox as Associate Producer

West Coast Bureau, THE FILM Daily

Los Angeles—Alex A. Aarons, musical comedy producer, has joined Fox as an associate producer. Benjamin Cohn will direct his first which will be an original musical by William K. Wells, as yet untitled. Mr. Conrad will compose the music and Danny Dare stage the dance numbers.

Pollak to Distribute "White Cargo" in N. Y.


All 20 UFA Pictures To Have English Versions

All of the 20 pictures scheduled to be brought here will have English versions, P. Wyne-Jones, president of Ufa, stated Friday. Six of this number have already arrived here. They are: "Heart's Melody," preparing to leave for Hollywood after having been in America for the past eight years, at her own request, has been rented out for all programs in South America. It is probable that Miss La Plante, which will be shown in the United States will go to Europe for an extended trip.

Colorcraft is Planning a Laboratory at Coast

With a large studio and laboratory rapidly nearing completion in Long Island City, William Hoyt Peck, vice-pres. of the Colorcraft Corp., is preparing to leave for Hollywood to choose a building site for its Coast plant.

In speaking of the Coast activities of Colorcraft, Peck estimates that the first unit of their Hollywood unit (Continued on Page 2).

Edwin P. Grosvenor, Hays Counsel, Dies

Funeral services for Edwin P. Grosvenor of Cadwalader, Wickersham & Taft, counsel for the Hays organization in connection with the Federal Government's suits aimed at arbitration and the credit committee systems, will be held Saturday at 11 o'clock at his residence, 455 E. 57th St. Burial will be at Washington, Conn. Grosvenor, who was 54 years old, died Friday morning from pneumonia, following a week's illness.

Hiram Brown Denies RKO Interested in Boyd Chain

Commenting on the report that RKO is interested in the Boyd chain being formed at Philadelphia and vicinity, Hiram Brown, RKO president, on Friday made a denial, saying that his company is not concerned financially. "RKO is always likely to expand," said Brown. "Any proposition involving an attractive group of theaters would be considered."

Fox West Coast Acquires Marlow's Illinois Circuit

West Coast Bureau, THE FILM Daily

Los Angeles—Fox West Coast Theaters has taken over the Marlow's Circuit in Illinois of four houses.

Plans are also in work to build a 3,000 seat house at East St. Louis, Ill. and another at Columbia, Mo.

Stockholders to Vote on Alternative Proposal Next Wednesday

Another new Fox refinancing plan has been prepared by Halsey, Stuart & Co. to be submitted to stockholders at the meeting Wednesday as an alternative to the plan sponsored by the Lehman group of bankers, it was learned Friday night. At the same time it was announced by Fox that Monday has been set as the new date for the hearing on the temporary order granted last Wednesday by Supreme Court Justice Nathan Bujak for the restraining order. Harry L. Stuart and John E. Otterton are expected to present the Stuart and Otterton interests from voting the Class B stock owned by William Fox at the Wednesday meeting.

With Halsey, Stuart & Co. determined to submit an opposition refinancing program, following denial

(Continued on Page 2)

Luxemburg House Bombed Second Time in 4 Months

Luxemburg, Mo.—The LeMay, operated by Lee Lau, has been bombed for the second time. Two bombs damaged the generator. House was first bombed when Lau installed sound equipment and discharged two musicians and union projectionists several months ago.

Mekelburg to Distribute Big 4 Films in Boston

C. A. Stinson, vice president of the Big 4 Film Corp., has contracted with Marcel Mekelburg of Boston for the distribution of his company's product in New England during 1930. Films to be handled by Mekelburg include "Take the Heir," "Would You Believe It?" and six all-talking west erns now in production.

Three Major Theater Projects on Chicago Building Schedule

Chicago—At least $10,000,000 will be represented in theater property to be erected in the Chicago territory during the current year. Three major projects will account for approximately $9,000,000 of the total and add more than 9,000 seats.

Seating 3,000, a new Fox house is scheduled for 92nd and Commercial Sts. in South Chicago and will cost about $3,000,000. The proposed RKO house, for which preliminary plans have been made, is expected to cost approximately $4,000,000 and have a capacity of 4,000. Completion of the Public-States Paramount house at Hammond is scheduled for May. It seats 2,100 and costs $2,000,000. Other theaters projected add another million to the territory's construction budget.

Sole Survivor

Philadelphia—The waning "arty theater" movement now has a single representative in this city. The Little Theater is the sole survivor as the Film Guild Cinema has folded up.
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Over 20 Years of Experience Qualifies Us as Specialists in
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INcorporated

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The Industry's Date Book

Mar. 5 First Day of Lent.
Mar. 10 Opening of "Mamba" at the Galery, N. Y.
Mar. 11 Opening of "Song O' My Heart" in New York at 4th St. Theater.
Mar. 20 Annual election of Maryland M.P. T.O. officers at Baltimore, Md.
Apr. 1 Premiere of "Journey's End" at a New York house, not yet decided upon.
Apr. 5 Second annual banquet and ball of the Warner Club, Inc., at the Hotel Commodore, N. Y.
Apr. 6-7 Spring convention of Tri-State M. P. T.O. at Memphis.
May 5-8 S.E.M.P.E Spring Meeting at the Wardman Park Hotel, Washington, D. C.
May 18 Fox 25 annual sales convention starts to-day.
June 27 International Cinema Congress at Brussels.

Delehanty Sailing


Hanson in Canada

Oscar Hanson, general sales manager for Tiffany, is in Canada on short business.

Pathe Hearing Up Tuesday

Public hearing on the Pathe fire case will begin Wednesday in Homicide Court, while the Grand Jury begins considering the case in secret on Monday or Tuesday.
Two Companies Working at Darmour Lot

Work Progressing on Trem Carr Feature and Mickey McGuire Comedy—Color for "Under Western Skies"

—Fox Signs Musical Director—Tuttle Renews with Paramount—Ralph Wilk's Notes and Other Coast News

Two Comedies and One Feature Now in Work

Two comedy companies and one active on a feature are now busy at the Larry Darmour studios. Al Herman is directing Toonerville Mickey McGuire comedy while Lewis R. Foster started direction of "The Land of the Sky-Blue Daughters," an H. C. Witwer talker short. Phil Rosen is directing a Trem Carr production, "The Second Honeymoon," with Josephine Abbott, Edward Clarke and Bernice Elliott in the cast.

Frank Tuttle Gets New Paramount Contract

Frank Tuttle, Paramount director, has signed a new contract to direct for the company. His most recent assignment was the S. S. Van Dine story, "The Benson Murder Case." Under his new contract, Tuttle's first production will be "True to the Navy," starring Clara Bow.

Nine Song Writers on Film


"Holidays for Ina Claire"... Talking-picture rights to "Holidays," have been acquired by Pathé from Philip Barry and Arthur Hopkins, according to an announcement by E. B. Derr. The play will serve as a starring vehicle for Ina Claire.

J. Farrell MacDonald Cast

J. Farrell MacDonald has been added to the cast of First National's "Under Western Skies," which Clarence Badger as director.

"Fall Guy" Lead for Mulhall

RKO has assigned the chief role in "The Fall Guy" to Jack Mulhall. The film, to be made under the supervision of William Sistrom, is based on the James Gleeson-George Abbot play.

Bridgeway in Columbia Cast

Fritzi Ridgeway has been added to the "Prince of Diamonds," a stage play, in which A. H. Van Buren and Karl Brown are directing.

"Easy Going" for Haines

William Haines' next for M-G-M will be titled "Easy Going."

Elliser for "Practical Joke"... Effe Elliser will play Aunt Maggie in "A Very Practical Joke," directed by Berthold Viertel, for Fox.

A Little from "Lots"... By RALPH WILK

Delmar Daves, former Stanford University class president, who made his movie debut as co-author and supporting player in "So This Is College," is back in makeup, playing another collegiate role in "The Arizona Dancing School," directed by John Murray Anderson. His Arizona dancing school was in the Wasp's Nest; the famous dance hall in Phoenix, under the protection of "Red Dog" Brown, proprietor.

Several years ago, he taught Arizona coeds to dance for twenty-five cents a lesson. Now he is directing beautiful girls, Paul White man, his band, John Boles and others in a "King of Jazz." We refer to John Murray Anderson. His Arizona dancing school was in the Wasp's Nest: saloon and dance hall in Phoenix, under the protection of "Red Dog" Brown, proprietor.

New York theatrical producers express wonder at the superior beauty and remarkable youthfulness of California chorus girls, according to Mervyn LeRoy, who has returned from a short trip to New York.

Our Passing Show: Pistol shots heralding the beginning of "Under Western Skies," at First National. Bernice Claire symbolizing the start of "Mile Modiste" by singing soprano a la coloratura to a flute obbligato; Mervyn LeRoy being greeted on his hurried trip from New York.

William O'Connor is Hollywood's newest director. He is directing "Step on the Gas," a Willis Kent production starring Helen Foster. O'Connor was an assistant to several leading directors before being awarded the megaphone.

Townsend Martin, for several years a scenarist at the Paramount Long Island studio, is hobnobbing with Hollywood friends. He wrote "A Most Immoral Lady," a Broadway play starring Alice Brady.

Frederick Y. Smith, who edited several Vitaphone shorts, has been promoted and will edit First National features. His initial feature is "Sweet Mammas," starring Alice White.

Making "Under Western Skies" in All Color

First National's "Under Western Skies," which goes into production this week near Bishop, Cal., will be made entirely in technicolor under the direction of Clarence Badger. Sidney Blackmer and Lila Lee head the cast which also includes Raymond Hatton, Fred Kohler and Clyde Cook.

Carli Elinor Signed by Fox as Musical Director

Carli Elinor, who has been musical director of the Carthy Circle here, has been signed by Fox as musical director at the studio. Elinor will be associated with Ben Jackson and will score silent pictures.

Roberts Signed by Tiffany... Stephen Roberts has been signed by Tiffany to direct. Before joining Tiffany, Roberts directed for Educational for seven years.

Fox Signs Howard Higgins

Howard Higgins has been assigned by Fox to direct and write original stories.

Don Terry for Tiffany Role

Don Terry has been signed by Tiffany to play the lead in an outdoor picture.

Columbia Pictures Corporation

announces that it has in the course of production an All Talking Out-Door Western

"Call of the West"

Talking Out-Door Westerns

"Call of the West"

Dialogue...

Universal's Feature Comedies

All Rights Reserved
THEATRE EQUIPMENT

By HERBERT S. BERGMAN

Washington — Rules condemning unfair practices in the public seating industry, adopted at the recent trade practice conference and accepted by the commission, are as follows:

Rule 1—Inducing the breach or abandonment of any contract between a manufacturer and his customer is an unfair trade practice.

Rule 2—The circulation by a manufacturer, or his agent, dealer or distributor, of false statements or false reports concerning the materials, construction, and finish of a competitor’s products is an unfair trade practice.

Rule 3—The circulation by a manufacturer, or his agent, dealer or distributor, of false statements or false reports concerning the materials, construction, and finish of a competitor’s products is an unfair trade practice.

Rule 4—False and misleading statements by a manufacturer, or his agent, dealer or distributor, concerning his own personnel.

THE ROMANCE OF MOTION PICTURES... A "WESTINGHOUSE SALUTE"

Westinghouse continues its series of distinctive radio broadcast programs with a Salute to the Motion Picture Industry—portraying the romance of this great business against a colorful and impressive musical background. The studio cast includes actor-stars from the New York legitimate stage, a large chorus, and full orchestra accompaniment. You are invited to hear this program over a coast-to-coast NBC network, including Westinghouse Stations KDKA, WBZ, WBZA and KYW. Tune in Tuesday, March 6th, at 10 P.M., Eastern Standard Time.

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Phone Penna. 0330

Motion Picture Department

U. S. and Canada Agents for Debe"
Silent Ventilation
for better acoustics

It's here—the new Sirocco fan for "sound" houses. This latest development from the American Blower Corporation provides maximum ventilating capacity in a low speed blower... that means silence! There is no mechanical hum in the operation of the new Sirocco—no interference with good sound distribution. If you show talking pictures you need the new Sirocco—it assures the best of ventilation and its silent operation is a necessity for good acoustics.

Remember, the new Sirocco is perfectly adapted for use with "air-washing" systems and these, too, are available through National service.

When you see this stamp of approval in the advertisements of sound equipment manufacturers, you know that their products are approved by the National Theatre Supply Company and may be secured at any National Branch.

A New Catalogue Is Ready!
A new National catalogue, featuring the latest developments in theatre equipment and accessories is just off the press. For your copy fill out this coupon and mail it to National Theatre Supply Company, 624 South Michigan Avenue, Chicago, or ask for Catalogue No. 30 at your nearest branch. It's free!

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

Theatre ...............................................

Address .............................................

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F.D.
Theater Equipment

KOOLER-AIRE CORP. TAKES LARGER N. Y. QUARTERS

Kooler-Aire Engineering Corp., manufacturers of air conditioning machinery, has taken larger quarters in the Paramount Bldg. here. The company's offices now are located in Room 904.

Films in Lighted Theater Shown on British Screen

London—A screen which permits pictures to be shown in lighted auditoriums was recently demonstrated by Daylight Talks Ltd., the official supplier of the Home Office. The image is projected from behind the screen, which, according to the developers, would make picture-going safer since it would obviate darkened theaters.

New Screen Equipment for Colony, Norfolk, Va.

Norfolk—The new full-size Ray- tone flame-proof sound screen has been installed at the Colony here. In addition to being endorsed by Electric Research Products, Inc., the new screen also was passed and adopted by the M.P.T.O. of Washington and Philadelphia.

French Theaters Being Fast Wired for Sound

Paris—Wiring of French theaters is fast progressing. Ideal Sonore, placed on the market by Gaumont and recently acquired, is already being sold in France, while the French Tobis Co. reports three additional installations.

Service on Cheap Devices Worries Exhibits in Britain

London—Report of the Cinematography Exhibitors Association on sound equipment reveals that the cheaper type of apparatus is causing exhibitors throughout the country much anxiety in view of the fact that they can not be certain of obtaining the proper maintenance service.

FLAME PROOF
Genuine
2 in 1
In Multi Use
EST TT—AT
TESTED
THEMATIC
IT JUST WONT BURN
G-U-N

FILM CEMENT
Guaranteed
OUR EXPENSE

FLAM AIRED

Some Practical Wide Film Aspects and Recommendations

This is the last installment of "Some Practical Aspects of and Recommendations on Wide Film Standards," prepared by A. S. Howell and J. A. Dubray for the Journal of the Society of Motion Picture Engineers.

As this point of the survey we find it necessary to bring up the points of financial to the time required to complete the adaptation question which has formed the subject matter of this paper. We are convinced that the "Extreme Full Screen" and "Roll & Slow Cine" which commercial considerations are quite evident, with little or no sacrifice of the technical and scientific society, we, nevertheless, feel that this is sufficiently important to bring out the fact that the side of the question which is of most consequence is that the financial side of the question is not.

We do not think that we would be very far from the truth if we were to mention the fact that the partial reconstruction of machinery of the "Extreme Full Screen" would represent an approximate investment of $500,000 to $600,000, or the value of the apparatus in use, while the "Spectacular" or "Roll & Slow Cine" would call for an investment of at least $1,000,000. On the other hand, we think that this latter investment would be distributed in a much shorter time.

The "Extreme" dimension, due to the engineering developments which would be required to bring about a system of projection whereby we could conserve the present investment which we conservatively estimate would approximately $750,000, or the present investment. These figures, which, we hasten to say, are only approximations, are dictated by our own experience in cinematographic and that based on the Williams of the engineers of the screen.

It is our custom to say that the solution of these problems may be in the development of optical reproduction projects whereby we may make possible the distribution of films to smaller theaters. As an example we may presume that the "Spectacular" projection should be chosen as standard, the negative would be expanded, and the negative prints would be required to include four perforations only in its height.

For example, a reduction in the present charge call for a 25 per cent reduction of the sound record, which seems at first thought to be a very possible thing.

Conclusion

In consideration of all the factors of an entirely new production of a picture, according to a change in film dimensional standard which the plan of the present study, we think that the dimensional standards approved by the industry to be a necessity for the future, the development of the change of projection apparatus, and the dissemination of the film in an entirely new industry.

We propose that a special standing committee, which would include representatives of all the branches of the motion picture industry, as well as members of all recognized educational associations, would be formed, and that the committee be given power and authority to discuss, consider, and make recommendations as to the creation and adoption of a new standard.

Further, the Bell & Howell Co. are prepared to present to such a committee, and in a comparatively short period a finished film approximately any standard they may be pleased upon so that to a visual projection to, and further consideration with exhibitors and technicians only be possible.

The picture which would be pertinent to this committee to devise by means of which the financial institutions of the investigation could be equitably distributed within the motion picture industry as a whole. We feel sure that such a committee would be the most logical and necessary measure to the industry, which may include an exhibit that the visual projection of the motion picture industry throughout the world.

Activities of Equipment Companies Are Centered On New Developments Facing Industry

Since the advent of sound many branches of the industry have become in the turmoil of a new development, which has improved one of its biggest stumbling blocks. Sound was the starter and as a result, almost simultaneously as a position to immediate advantage to the companies in the industry, we hear of the equipment companies with other forces to prevent any repetition of this menace.

On Wide Screens

While the Grandeur process is not the only development which enabled an exhibitor to feature pictures on a wide screen, it depended upon the manufacturers of such product to be a position to immediate advantage to the companies in the industry, and very rapidly it filled that order can be cleaned out of the field of narrow sound screens, now embellished with fire-proof guarantees, on the market.

Theater Accessories

Under this heading can be classified the necessary elements of projection and any other piece of equipment in the theater. Look over the recent improvements made in regard to theater seats, drapes, lighting equipment, and numerous others and it may surprise you to learn how rapidly each in its own sphere has been improved upon. Not because of any exhibitor's need, but fit in with the modern trend of the business, to satisfy that demand of the public which are now shopping for the best.

Improved Acoustics

In various sections of the country the regulations demanded rigid inspection of theaters of different acoustics materials used. Regulations were aimed at curb possible fire hazards and as a result materials of fireproof were quickly condemned. At this time exhibitors were slightly hand capped, but manufacturers of acoustic cloth soon brought out new materials which not only were approved by fire commissioners, but also aided the showing of hard-to-hear sound pictures. Many theaters not only have separate seats set aside for the devices. The attachment in man cases consists of a set of earphone which are plugged into a small box fitted to these special seats.
TRUVISION
NATURAL VISION
GLASS BEADED
FIRE-PROOF SCREEN for SOUND

A FIRE-PROOF SOUND SCREEN WITHOUT ANY LOSS OF THE INCOMPARABLE QUALITIES PERTAINING TO THE TRUVISION GLASS BEADED SOUND SCREEN

BRILLIANCE—DEPTH—DEFINITION—THIRD DIMENSION ILLUSION
NO DISTORTION
NO VISIBLE PERFORATION
BEST FOR COLOR PICTURES
EASILY WASHED
RETAINS ORIGINAL BRILLIANCE

ROXY THEATRE
INSTALLS ANOTHER TRUVISION GLASS BEADED SOUND SCREEN FOR PRESENTATION OF

APPROVED FOR SOUND BY WESTERN ELECTRIC UNDERWRITERS LABORATORY NEW YORK CITY

APPROVED BY FIRE MARSHAL CITY OF PHILA-DELPHIA ELECTRICAL TESTING LAB. REPORT 48114 JAN. 22, 1930

TRUVISION GLASS BEADED SOUND SCREENS ARE THE LAST WORD IN SOUND AND PROJECTION

Truvison Projection Screen Corp.
841 TIFFANY ST., BRONX, NEW YORK
TEL. DAYTON 8886-8887
ALONG THE RIALTO

with

Phil M. Daily, Jr.

JUDGING by Don Hancock's appetite, he has entirely recovered from his recent operation. Mark Sandrich has those Hollywood blues. William Canavan, head of the International Alliance of Theatrical Employees, is in Los Angeles arranging for their convention, to be held in June.

Louise Dresser, who has been visiting friends in New York, will board the Detroit Sunday for that city where she will be greeted by another army of friends. After a short stay around the auto town she will head back to the Fox Coast studio. John McCormack, Irish tenor, has postponed his original plan to leave for Europe to attend the premiere of "Song O'My Heart" which opens at the 44th St. March 11.

Gerald Rudolph, head publicity man for RCA Photophone, railroads to Boston soon to attend the opening of "The Vagabond King" at the Uptown, Public house, next Thursday. This theater, formerly known as the St. James, uses the reproducing device which occupies much of Rudolph's attention. Pierre Arnaud is hiking around Times Square and environs once more following a brief illness. In addition to making several records for Victor while in New York, John McCormack will be heard on the Victor-Radio Hour March 13.

Marilyn Miller is scheduled to leave for the First National studios shortly to make her second talkie for the company. Her first, "Sally," was at the N. Y. Winter Garden for seven weeks. To the tune of music by Rudy Vallee, Leo Reisman and Vincent Lopez, the gang of Broadway stars frolicked last night at the Newspaper Club Ball at the Ritz-Carlton.

Florence Ross is the latest addition to A. P. Waxman's pen pusher's staff over at Warners. Florence, former fashion editor for the "Graphic," succeeds Virginia Morris, who is fulfilling a yen for a six months leave of absence. Louis Nizer will be master of ceremonies at the testimonial dinner tendered Jack Levin under the auspices of the Junior League for Hebrew Home for Crippled Children. The dinner will be held tonight at the Grand Street Boys Club House.

AND THAT'S THAT

By PHIL M. DALY

WITH times being hard like they are on the stage, an actor called at the offices of Celebrity Pictures and asked Charles J. Giegerich what were the chances of getting a job doubling as the voice for Mickey Mouse.

WARREN NOLAN: Have you heard the one about the Scotch exhibitor?

BRUCE GALLUP: All right, get it off your chest.

W. N.: He's supplying his patrons with magnifying glasses so they'll think they are getting pictures on the wide screen.

Says Henry Siegel to Henry Clay Siegel: "If you must have mail sent to you in care of the M. P. Club address me, because telling your correspondents to give your full entitlements so I won't be getting any of the letters that ought to go to you.

Says Henry Clay to Henry: "Fair enough, I'll have all checks and love notes addressed so they'll be delivered to me direct, and you can have the letters containing bills and touts.

A. P. WAXMAN: I had a dream last night that Rin-Tin-Tin held a conference with the M-G-M lion, the Pathe rooster and Silver King to discuss the formation of an Equity Ass'n for animal actors.

S. CHARLES EINFELD: Quite an idea.

A. P.: Oh, I get lots of them right along, but don't know what to do with them.

S. C.: Why don't you try changing your bootlegger?

Jobyna Howland, latest California convert, says that when she leaves that state it'll be in a box.

Oh, boy, what those Florida columnists and wisecrackers will do to that line when they read it!

MARCH 1-2---MANY HAPPY RETURNS

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

March 1st
John Loder
Lois Moran
Wells Root

March 2nd
Val Cleveland
Jack White
Nat Manheim

A FILM FACT A DAY

First order for motion picture film was placed with Eastman by Thomas Edison. The strip, 50 feet by one inch, cost $2.50.

TEN YEARS AGO TO-DAY

Allan Dwan discusses Wall Street in connection with picture industry.

Reported shake-up in Fox organization.

Chaplin to make five reels for "Big 4."

First National plan second annual convention.
PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

VITAPHONE STUDIO AT PEAK WITH TWO STAGES

With both stages now in operation, the Eastern Vitaphone studio is now
engaged in the greatest amount of production there in recent months.

The increased space also allows Murray Roth, director-in-chief, an
opportunity to turn out Vitaphone varieties on a much more elaborate
scale, such as the recently completed "Footnotes," a singing and dancing
variety, employing two large sets and a chorus of 20 girls, in addition
to the principals.

Other short subjects turned out during the past ten days are: "At
Your Service," featuring Jessie Royandel and William Halligan, direct-
ed by Arthur Hurley; "Nile Green," one reel comedy with Helen Broid-
riche, directed by Murray Kelly; "A Florida Affair," a one reel sketch
treated by Edmund Joseph and "The Head Man," featuring Hugh O'Con-
nell and Kitty Kelly, under the direc-
tion of Arthur Hurley.

New Director Signed

Frederick Spencer, formerly stage manager for Fay Fairter, is now con-
ected with the Paramount Long Is-
land studios as an assistant direc-
tor. Before engaging in stage direc-
tion, Spencer was connected with the
professor course in stagecraft, at
Yale University, of which he is a
graduate.

"Young Man" Completed

"Young Man of Manhattan," has
been completed at the Paramount
long Island studios, under the direc-
tion of Monta Bell. The picture was
finished ahead of schedule.

Short Shots from New York Studios

By HARRY M. BLAIR

DICK WILLIS, make-up chief of
Paramount Warner Bros., reports
the interesting fact that most
opera stars demand much heavier
make-up than the average performer.
They also share the belief that an
excess of shading around the eyes
brings out more character, despite all
arguments to the contrary.

Robert Rowse of Paramount has just com-
pleted the screen adaptation of "Too
Much Luck," based on the novel by
Bob Hope, starring George Raft and
Marlene Dietrich.

That Roberta Rodin, featured in
Paramount's "Dangerous Nan
McGrew," possesses literary ability.
In addition to her other talents is
proven by her original composition,"a
photograph presented to Fredie Grof,
studio hairdresser. It reads: "Here's to Fred, who gets ahead,
Battling with the waves."
No one may guess, the cleverness,
With which that storm
He braves!"

Random impressions at the Warner
Vitaphone studio include Murray
Ray chewing on the inevitable
black cigar (unlighted); Harold
Lloyd biting his lips; Arthur Hur-
ley in deep concentration; Edmund
Joseph and his open-work shoes; Ed
Dollair creating merriment with his
"touch stick"; Ray Foster explaining
the black art to an admiring audi-
ence; Jay Rescher and his unvary-
ing lunch of crackers and milk; Ed-
die Horton, nursing his sixth attempt
at a mustard.

Max Hayes, agent, staged an im-
promptu birthday party in the Para-
mount studio lunchroom recently at
which a birthday cake, with lighted
candles was served. Among the
guests were Larry Kent and Arthur
Coine.

Dick Bolton, assistant director at
the Warner Vitaphone studios, play-
ed the role of a man in Stanley Rauh's
"Head Man," which Arthur
Hurley just completed there. Bol-
ton enjoyed the experience but has
done great yen to play animal roles
from now on.

Larry Williams, one of Para-
mount's ace cameramen, agrees
most of his spare time experi-
menting on improved camera equipment. He has practically completed a new
invention which, he believes, will
change all existing methods of pres-
cut day photography.

POLICE reserves had to be called
out to restore order when over two
thousand people responded to a call
for four hundred extras to be used at
the Paramount Long Island studio
recently. Once inside, the three
crew used in the Dempsey-Tunney fight
scene in "Young Man of Manhattan"
and the other 50 chosen for
"Dangerous Nan McGrew" proved
very easy to handle with the result
that both big scenes were made si-
multaneously in record time.

Mark Sandrich, who came here
one year ago for a month's vaca-
tion in the big town, has found himself
so much in demand as a director
that he hasn't had time to see the
sights yet. In twelve months,
Sandrich has directed five two-reel
comedies and one feature production,
for RKO release.

Maria Gamberelli, better known as
"Gambly," is looking for sixteen girls
who can dance. The only other re-
quidements are that they must be
pretty, slender and tall. Girls who
qualify, will be interviewed by
Gambly at the Criterion theater, any
time next week, beginning Monday
between the hours of 10 A.M. and
12 noon.

Hobart Henley has just returned
from a vacation trip to Cleveland,
Ohio. This ace director, who turned
out "The Lady Lies" and "Ran-
no-House Nights," both of which hit
the ball, is understood to have an-
other winner in "The Big Pond,"
soon to be released.

"Getting A Ticket," the Eddie Can-
tor short, directed by Mort Blumen-
stock, at the Paramount Astoria stu-
dios, is holding its own with "Street
of Chance," at the Rialto theater,
where it is now in its fifth week.

William Steiner of Paramount's
Long Island studio, is receiving con-
gratulations on his excellent cam-
era work in "Roadhouse Nights,"
which just completed a highly suc-
cessful engagement at the Para-
mount, New York.

When an 18-year old miss in a
small town near Chicago put her
name on an egg that was shipped
out by her father's farm, she little
guessed that an opportunity in films
would result. But it so happened
that the egg was served to Frank
Heath, casting director at the Para-
mount Long Island studios, who has
sent the girl a registration card to be
returned with her photo. If she
looks like a good prospect, Para-
mount will bring her on for a screen
test.

HELLO HOLLYWOOD!
Just completed my 7th talking picture in the one
year I've been in New York.

Have two more to make but hope to see you all
at Henry's, soon.

MARK SANDRICH
LOUIS BROCK PRODUCTIONS
(RKO Release)
The Case of Sergeant Grischa
(All-Talker)

RKO

Time, 1 hr., 15 mins.

HIGH TENSIONED AND colorfully A ESCAPED MILITARY PRISONER. THRILLS PRINCIPAL CHARACTERISTIC OF THIS HERBERT BRENON PIC.

Based on a novel which excited much comment. Its story is an unpretentious and not unfamiliar one. A Russian soldier prisoner escapes from a German prison, is captured, and ordered shot as a German deserter. He proves he is a Russian but a brief respite, is again sentenced to death. Fateful errors to save him are made by German officers whose sudden interest in him is hardly accounted for. At the film is executed. An unimportant love theme runs along with the story which resembles a preachment against the injustices of war. Chester Morris is starred as the prisoner. Among the other players Jean Hersholt is one of the most believable.

Cast: Chester Morris, Betty Compson, Jean Hersholt, ALEC Francs.

Direction: Herbert Brenon; Author, Not Listed; Director, Elizabeth Mehan; Dialogue, Not Listed; Editor, Marie Halvey; Cameraman, Not Listed; Monitor Man, Not Listed.

Direction, satisfactory; Photography, artistic.

Eddy

William Boyd in

“Officer O’Brien”
(All-Talker)

Pathé

Time, 1 hr., 15 mins.

ENJOYABLE UNDERWORLD MELODRAMA WITH WILLIAM BOYD HEADING A NOTABLE CAST. ENTERTAINMENT FOR ANY AGE.

While pictures portraying battles of cops and racketeers have been done frequently, this one with Boyd heading a stellar cast gets attention as the star and manages to wind up with considerable to spare. In addition to Boyd, acting honors are equally shared between Ernest Torrence and Dorothy Sebastian. Here’s one where director and author cooperated and turned out a corking good yarn which proves to be enjoyable entertainment for most any type audience. Ralf Harolde, as the suave gangster, gives a creditable performance. The story revolves around Boyd’s attempt to secure a conviction against the gangster with the result that his sole witness, a cop, is his fiancee’s brother. During the trial the witness is shot by the gangster’s henchman. Boyd wins the action. It’s there.


Director, Tay Garnett; Author, Thomas L. Goss; Director, Jack O’Malley; Dialogue, Thomas Buckingham; Editor, Jack O’Malley; Cameraman, Arthur Miller; Monitor Man, Earl A. Wobolt; Harold Stone Berg

Vilma Banky in

“A Lady to Love”
(All-Talker)

with Edward G. Robinson, Robert Ames

M-G-M

Time, 1 hr., 32 mins.

GOOD CALIBRE COMEDY DRAMA WITH EDWARD G. ROBINSON TAKING HONORS IN AN ITALIAN DIALECT ROLE.

Although the credits merely say “based on a play by Sidney Howard, this is a purged adaptation of the stage hit, “They Never What They Wanted,” which won the Pulitzer Prize some six years back. It affords a suitable vehicle for the talker debut of Vilma Banky, who is still under handicaps for speaking roles, because the action is dominated by a male role, done on the stage by Richard Bennett and duplicated here with a punch by Edward G. Robinson. Story is about an Italian rancher who obtains a wife by correspondence, sending her a photo of one of his good-looking anch aides, who has quite a yen for the ladies. The picture is completely romantic and comic, possessed of great happiness and plenty of amusing Hokum have been added. Cast: Vilma Banky, Edward G. Robinson, Robert Ames, Richard Berie, Lloyd Inglis, Joseph Cotton, J. Edward Bromberg, George Davis.

Directors, Victor Seesam; Author, Sidney Howard; Director, Sidney Howard; Dialogue, Sidney Howard; Director, Conrad A. Newberry; Cameraman, Glasses; Monitor Man, Not listed.

Direction, satisfactory; Photography, excellent.

Gilette

Nat Carr in

“Talk of the Hollywood”
(All-Talker)

Sono Art-World Wide

Time, 1 hr., 20 mins.

POOR COMEDY. DULL AT TIMES AND INEXPERTLY PRODUCED, WITH NAT CARR PROVIDING ITS ONE BRIGHT SPOT.

This comedy has Nat Carr and little else. That the film has been built around him is readily obvious. The only reason for its being is the presence of this stellar comedian in the cast. Even with him to lend a saving hand this production never rises above mediocrity. Weighing it down is a weak story combined with a considerable amount of stilted dialogue, direction that reveals no imagination, photography of generally poor quality and some acting that is thoroughly bad. Excepting Carr the only other member of the cast rising above the level of the Marbe, who plays a night club enterpriser in the vivacious French manner. There’s nothing to do with the trials and tribulations of the artist in making the transition from silent to talking films.

Cast: Nat Carr, Ted Marbe, Hope Sutherland, Sheelie Oliver, John J. Tubby.

Director, John J. Tubby; Author, the Marbe; Director, Robert N. Gore; Dialogue, John J. Tubby; Cameraman, Glasses; Monitor Man, John J. Tubby.

Direction, poor; Photography, bad.

Pelgreine

“White Cargo”
(All-Talker)

W. P. Film Co., Ltd.

Time, 1 hr., 20 mins.

FAIR PROGRAM BASED OF THE AFRICAN CONGO, BASED ON STAGE PLAY. WEAK CAST AND POOR DIRECTION HAVE WORKED TO CAP.

 Drama. This one was produced in London and starts off in a drapy manner. The story of the picture. Foregoing, of course, is the footage before anything happens. As a stage play, “White Cargo,” fared well, but the film version leaves considerable to be desired. At times the action of the story is handicapped by the slow manner of the players, some of whom are not fitted for their parts. Leslie Faber, portraying Weston, and the doctor, are the only highlights. Their acting is sufficient to carry the rest of the cast. Tondeloyo fails to live up to the fire and sex accorded her part. Here is an opportunity to bring into play many fine exterior Directors, which would have enhanced the beauty of the picture, but those shown are easily recognized as studio stuff. The story, laid in Africa, is the struggle of the young superintendent to keep from going native. A few of the scenes in this one won’t go well for children.

Cast: Joe E. Brown, A. W. Burns; Director, J. R. Williams.

Direction, satisfactory; Photography, splendid.

Pelgreine

“Song of the West”
(All-Talker)

Warner

Time, 1 hr., 15 mins.

PROGRAM PICTURE DRESSED UP IN BROWN, JOE E. BROWN, WHO STEALS HONORS. PICTORIALLY BEAUTIFUL WESTERN OPERETTA CONVENTIONALLY DONE.

Familiar type of operetta story. The color photography is one of the few things for which this film can be praised. Up to date, the covered wagon train and Western scenery shown early in the picture providing excellent material. One or two of the song numbers are melodious and are acceptably sung. Joe E. Brown, as a mule skinner, runs away with whatever glory the production offers. For the most part it moves along well-worn story paths without exciting much interest. The story concerns an army officer, who is deserted owing to a scandal in which he was involved. Meeting up with his old enemy he has a row with him and the heart is killed. The officer is jailed and then escapes disguised as a parson. Incidentally he falls in love with colonel’s daughter, is estranged and finally reunited.

Cast: John Boles, Vivienne Segal, Joe E. Brown, Kate Rhouma, Charles Clay, George Hamilton, George Arliss, Marie Wilks, Sam Hardy, Marion Byron, Robert Young, Sally Blane.

Director, Ray Enright; Authors, Oscar Berenson, Ernest Torrence; Director, A. Edward Sutherland; Dialogue, Armetta, Pallette; Editor, John J. Tubby; Cameramen, Glasses; Monitor Man, Not listed.

Direction, weak; Photography, beautiful.

Bernie
"Let's Go Places" (All-Talker)

Fox

Time, 1 hr, 12 mins.

THOROUGHLY ENJOYABLE MUSICAL. NICE CAST, DIRECTED WITH A GOOD EYE, AND ABUNDANT IN COMEDY.

Cast and director share the good will with about 90 per cent of the credit for putting this neat little musical farce across the pan. For framework, there is the incident of an interfering lad (Joseph Wagstaff) and his wisecracking self-appointed agent (Frank Richardson) going to Hollywood to crash the talkies. By possessing somebody else they get lots of attention and also run into some embarrassment before everything comes out all right.

Wagstaff and Lola Lane make a likeable love team. Richardson delivers a laugh a minute. Peter Calletti also gives the comedy a good boost, while Charles Judels is a scream in the part of a temperamental French singer, with Lila Chase getting in a few licks as his wife. There are several outstanding ensemble scenes and the music, though lacking in hit song, is pleasant.

Cast: Joseph Wagstaff, Lola Lane, Sharon Lynn, Frank Richardson, Walter Camp, Dixie Lee, Charles Judels, Ilka Chase, Larry Steele, Frank Strayer; Author, Andrew Hennisor; Director, William K. Wells; Dialogue, Al Leeth; Camera, Conrad Wells; Moni-

OR Scen, Frank McDonald; Direction, first-class. Photography, fine. Gillette

Mary Nolan in "Undertow"

Universal

Time, 56 mins.

SEA TALE MAKING FOR POOR ENTERTAINMENT AND A LACK OF IMAGINATION IN ITS PRESEN-

TATION.

An undistinguished production with the oddity of its characters, the handicap of a banal and in-

famous story something might have been done with it had imagination been exercised in its presentation. The whole affair plods along at a leisurely pace until almost the end. Then suddenly it springs to life for a brief moment. Commonplace in its treatment and burdened with a certain amount of bad acting, the film never manages to rise above the level of moderate entertainment at best. The playing is wooden. The plot has to do with a young woman who marries a light-house keeper, gets tired of her loneliness and flees with a former swain only to be captured by her lover. The whole story is so dull it seems as if the one who really loves her. The husband is made to go blind, recovering his sight in time to ad-

dress the villainous lover with a thorough drubbing.

Cast: Mary Nolan, Johnny Mack Brown, William V. Mong, Charles Wilson, George Vail; Director, Harry Pollard; Author, Wilbur Daniel Steel; Adaptation, Whitley Reyno; Ed-

dits, Willard Reynolds; Dialogue, Al Leeth; Camera, Edward P. Lowe, Jr.; Editor, Daniel M. Gennell; Camera, Jerome Ash; Moni-

OR Scen, Not listed. Direction, fair. Photography, fair. Peleine

Short Subjects

SOUND

"His Birthday Suit" Pathe

Time, 21 mins.

Some Funny Slapstick

This short becomes really funny when it descends to slapstick pure and simple. It rates as good enter-

tainment for only half its length. The story deals with two youngsters who are given free passes to a vaudeville house on condition that they help a magician in his act. How one of them makes a mess of things is good for about six laughs and the other way down under. Fortunately they picked a real blank magic artist for this one. He is Dr. Carl Herman.

"Neighbors"

Universal

Time, 20 mins.

Fine for the Kids

Little Sunny Jim, with a cute baby blonde, makes this a good news item for family audiences. The kids es-

specially will go for it. Plot of the comedy deals with an office slave in-viting his boss the latter's wife and their little girl for dinner. Every-

thing goes wrong and Sunny spilts the beans about dad having framed to hit the boss for a raise, which he eventually gets. A good job of di-

rection by William Beaudine.

Pathe Audio Review No. 9

Time, 15 mins.

Fair Entertainment

This one proves interesting only in some of its subjects, while primarily for scenes in color of life among the Stoney Indians of Northwestern Canada. The tints are remarkably well handled and there are no bad scenes.简单地讲亦能捕捉到一个微小的特征，即在两个当事人和一个旁观者之间形成一种联系。在这里也存在一个预设的"好爸爸"和一个"坏爸爸",他们的交流可能会有悖于常识。这使得观众能够从一个全新的角度来看待这些角色。
SAYS U.S. CAPITAL AIDS BRITISH EXHIBITORS

London—"Without American capital and enterprise half of the exhibitors in England would not be heard of today," declared Walter Paine, chairman of the London Pavilion, Ltd., at a recent meeting of the stockholders.

"Talking pictures," Paine insisted, "are proving more profitable day by day, and it was only due to the American film industry, which has had at its command millions of capital available for production, equipment and exploitation, that talkers have made such progress."

Balancing sheet of the company for 1929 showed an increase of $1,000 over 1928. A dividend of six per cent, plus extras was declared.

Cuban Depression Cut
1929 Receipts Slightly Washington—"The economic depression in Cuba effected a decrease in box office receipts that in this country, in one of the most prosperous, it is reported to the M. P. D. of Commerce. The decline was greatest in the interior of the island. While a number of small theaters in Havana have been forced to close, those remaining have experienced an increase in receipts.

The city has at present 25 houses giving daily showings.

Quarter Million Loss is Reported by Emelka
Berlin—A decline of $255,000 in gross is reported by Emelka for the first half of 1929. The loss is said to be due to adjustments made necessary by the coming of sound. The Emelka Theater Co. suffered a loss of $106,000 during the same period.

F. N. P. Will Distribute 4 B. I. P.-Wardour Films
London—Negotiations have been completed with First National Pathe for the distribution of four British International-Wardour films. They are "Raise the Roof," "The Song of Soho," "Romance of Seville" and "High Seas."

Prices Halt Roumanians
From Buying U.S. Units
Washington Bureau of THE FILM DAILY
Washington—Though American sound equipment is more highly regarded in Roumania than that of any other country, its sale there is being retarded by high prices, according to a report reaching the M. P. Dept. of Commerce, it is said there are few Roumanian theaters so situated financially as to afford buying American apparatus at present levels.

Moss Empires Profits
Suffered Cut Last Year
London—Moss Empires, Ltd., reports a gross profit of $1,000,000 for the previous year. A 10 per cent dividend may be declared in addition to a five per cent bonus. The company announces the appointment of Colonel J. J. Gillespie as head of the board to fill the vacancy caused by the death of William Houlding.

German Studios Idle 263
of 600 Days in January
Berlin—German studios in January were idle 263 out of a possible total of 600 working days, according to figures given out by the Berlin Chamber of Commerce. Nineteen of the 25 studios at the disposal of producers were busy during the month.

W. E. Music Agreement
in Britain Now Final
London—Final papers have been signed in the agreement between Western Electric and British music publishing firms. Signatures have been obtained from 46 companies. The names of the country's most important music publishers fail to appear among them.

Trainine Hind Students to Aid Industry in India
London—At the behest of the High Commissioner for India, the Associated Sound Film Industries have undertaken the training of Indian students in so-called film production at its Wenley studios.

Charles Hubert Husey Dead
London—Charles Hubert Husey, vice-president of the Board of Film Censors, died recently.

Dame Edith Returns to Capitol Program
In addition to its glad hand given Dade Schoeller on his return to a city spot where he has won a flock of fans, special applause is garnered by two unusually enjoyable acts in the current Capitol stage bill, "Colo. Rhythm," produced by Arthur Knorr. One of the numbers is the Small Brothers, three youths with a line of special harlequin and novelty in their footprint that puts them in a class by themselves. The other is June Carr, a neat little comedienne, who does not get all the opportunities that her amusing talents deserve. The Cheater Hale Girls go over exceptionally well in a fancifully devised dance in which the girls, divided into several groups, wear contrasting costumes of changing color. Some effective effects are obtained through the medium of color changes as the ensemble performs its routine. A comedy team is currently taking the place of Art Frank, who was billed but did not appear, cleaned up their share of laughs with some humor that has a lack of polish but makes up in gaiety.

Rambberger Ouits Edibel
London—J. J. Rambberger has resigned as a director of Edibel.

CZECH IMPORTS

Czech Repubuc Imports
Prague—Czechoslovakia imported more films in 1929 than in 1928. Last year the American industry supplied the country's exhibitors with 334 pictures as against 268 during the previous 12 months.

STONE RUSSIAN REVUE

Says Nikita Balieff's "Chauve-Souris" in tabloid form holds the Paramount stage this week, marking the first production at the Strand under an unusual price schedule. In the legitimate theater "Chauve-Souris" proved unusual entertainment and distinctly something out of the ordinary, a dignitary.being two extraordinary beauty and compelling charm. Set on the Paramount stage it still retains all these qualities, but seems slight and lacking in the movement that picture audiences demand in their stage shows. It certainly is something out of the cutting. On the Paramount stage it is like a small boy, lost in the confines of a huge cathedral. However, people who seek class entertainment will find that even in its present form it is worth seeing. At any rate it is something different—that is, for picture houses. Balieff has created some stage pictures stunningly effective and tremendously beautiful. There stands a particular scene with a group of men singing the Volga boatman's song against a sombre sky. The revue closes with the dance of the wooden soldiers—a number that has particularly been identified with Balieff's name. For once you have the pleasure of seeing human beings behaving as if they really were created of wood.

Buy Waterloo House
Waterloo, N. Y.—Seneca Falls Theater Co. has taken over the State and Seneca also operates the Seneca at Seneca Falls.

Miller Now at Utica
Utica, N. Y.—Howard Miller, former manager of the Strand, Carthage, has been appointed assistant manager of the Gaiety here.

AMALGAMATED VAUDEVILLE AGENCY

Attractors for Picture Theaters
Standard Vaudeville Acts
1606 Broadway, New York City
Phone Penn. 3580

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BENEFIT OF COLOR
without
PENALTY OF COST

COLOR is the order of the day. *Sono-chrome* brings it without the penalty of added cost. Sixteen delicate tints and a warm neutral tone are available at the same price as ordinary black-and-white. This, plus the fact that it gives really faithful sound-on-film, accounts for the success of this series of Eastman tinted positive films.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York   Chicago   Hollywood
2 GREAT SONG PUBLISHERS ARE PLUGGING FOR YOU!

"The tunes are catchy enough to keep the jazz bands busy, the 'hot numbers' particularly scoring"—New York Daily Mirror

3 hits from
RED STAR MUSIC COMPANY
"HAPPY DAYS"
by James Hanley & Joseph McCarthy
"A TOAST TO THE GIRL I LOVE"
by James Hanley & James Brockman
"WE'LL BUILD A WORLD ALL OUR OWN"
by James Hanley & James Brockman

2 hits from
DE SYLVA, BROWN & HENDERSON
"MONA"
by Conrad, Mitchell & Gottler
"I'M ON A DIET OF LOVE"
by I. Wolfe Gilbert & Abel Baer

Both organizations are plugging these hits for all they're worth to millions of fans throughout the country—on the RADIO and PHONOGRAPH RECORDS. All of which means that your audience is already made for this Merry Musical Extravaganza that's just loaded with STARS and BO.DYNAMITE!

For detailed musical tie-ups see the elaborate press book prepared for your use—it contains money-in-the-bank aids. Go to it—HAPPY DAYS!

SONG HITS are natural in box office musicals from

FOX HABIT
The Mirror
-a column of comment

AGENTS EMPLOYED by the Copyright Protection Bureau are digging up information on exhibitors who persist in that never-quit-dead practice of bicycling and other illegal stunts as well. And consequently, as you've probably read, about 100 suits charging infringement are pending in courts throughout the country. Level exhibitor organization heads are appealing to their members and those beyond their fold to play the game according to contractual Hoyle. The sensible and fair-minded ones will. The others are likely to get financially hurt when the law courts clamp down on them.

* * *

OUT OF 2,534 subjects viewed by the New York State Censorship Commission during the year ended June 30, 1929, only 8 were finally rejected as unsuitable for exhibition, quotes the annual report just issued.

Not so bad a record for the industry when you consider the variety of sources from which its product comes and also the additional new perplexities confronting it because of censorship of dialogue.

* * *

PICTURE HOUSES continue to multiply and the total is now pinned on the 22,624 mark. An interesting fact, this, in face of the ever-recurring allegations that the exhibition end of the industry is going to the bow-wows. Well, 22,624 theaters, like fifty million Frenchmen, can't be wrong. There must still be gold in them there exhibiting hills.

Greater Number of Houses Are Being Placed in Good Sound Class

Chiefly because of better supervision and a greater interest on the part of managers and operators, the quality of sound reproduction and the number of theaters giving satisfactory results show a steady increase, according to H. M. Wilcox, operating manager of Electrical Research Products, who has closely observed the situation while on frequent trips of inspection throughout the country. Level exhibitor organization heads are appealing to their members and those beyond their fold to play the game according to contractual Hoyle. The sensible and fair-minded ones will. The others are likely to get financially hurt when the law courts clamp down on them.

* * *

RED STAR GETS $500,000 U. K. MUSIC CONTRACT

A contract whereby Campbell & Donnelly will have exclusive United Kingdom rights to all songs in the Red Star catalogue has been closed by Red Star Music Co. through P.

Blow in Theater Quarell Kills Loew Manager

Abraham Michaels, manager of the Loew house at 42nd St. and Lexington Ave., New York, is dead as the result of a blow on the head administered when he attempted to break up a quarrel in the theater. Hospital physicians gave heart disease as the direct cause of death. He was in his 55th year.

1929 Box Office Receipts in Norway at $158,000

Christiania—Picture houses in Norway grossed approximately $158,000 last year. This is almost on a par with 1928 receipts.

Revisions Recommended by Western Penna. Theater Men

Pittsburgh—Radical changes in exhibition contracts are urged by the M. P. T. O. of Western Pa. in communications just sent to distributors. The recommendations were made by the organization's board of managers which hopes to have them included in the revisions now being made to exhibition contracts, following the Thacher decree.

Definite fixing of playdates and elimination of score charges are among the recommendations. They would also give exhibitors a period not longer than 10 days after application to decide to go through with contract.

2 More Warner Houses in Pittsburgh District

Pittsburgh—Two theaters will be added to the Warner chain in this territory. One already under construction at Youngstown, Ohio. The other will be started at Erie, Pa., this spring.

New RCA-Victor Building May House Photophone

When the New RCA-Victor 50-story building at Lexington Ave. and 51st St. is completed, it is likely that the RCA Photophone offices will be moved there. Definite decision on the matter has not yet been made. Work is expected to start at once.

Seek Wage Increase

Chicago—The theatrical janitors' union is starting negotiations with local exhibitors for a uniform wage scale carrying an increase in pay. Eighty cents per hour is being sought for men, 70 cents per hour for women. Thomas E. Burke, union business manager, will confer with J. A. Ouellette and Aaron Saperstein, who will represent the theater men. The present contract, which does not provide a uniform wage scale, expires March 10.

EXHIBS ASK RADICAL CHANGES IN CONTRACT

Says Sound Reproduction is Constantly Improving

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The Broadway Parade

THERE are no long-run pictures scheduled to open on Broadway this week. The newest long-run film is "Song of the West," which has replaced "Son of the Gods" at the Warner.

250 Men Supply Music for 14,000 Theaters

As a result of the talker era, 250 musicians in Hollywood are able to supply music for 14,000 theaters of which have done away with their orchestras, it is declared by Joseph N. Weber, president, the American Federation of Musicians, which is making a national appeal for public sympathy against talker music.

Lupe Velez Signed to Five-Year "U" Contract

Los Angeles—Lupe Velez has been signed to a five-year contract by Universal. Under her new contract Miss Velez shares the featured role with William Boyd in "The Storm."

Midwest Handling Sono in Kansas City Region

Kansas City—Midwest Film Distributors, Inc., will handle distribution of Sono Art-World Wide in this territory.

Petey with RCA in Detroit

Detroit, Mich.—H. L. Petey has been placed in charge of the RCA Photophone office here. Petey was formerly the company at Kansas City.

Flanagan Managing Mystic

Malden, Mass.—Leo Flanagan, formerly of the Riverside, is now managing the Mystic here.

Holdup of Loew's 86th Frustrated by Manager

Attempted holdup of Loew's 86th St. Friday night was frustrated when ohn Judge, assistant manager, refused to obey the command of two gangsters to open the theater safe. A struggle followed, with Judge being hit on the head with a revolver. The thugs, frightened, made their escape.

Chandler Back From Trip for Equipment Interests

Roy Chandler has returned from a trip through Mexico and the West India Islands in the interests of the Carrier Engineering Corp.; Major Equipment Co. of Chicago and the Kilgen Organ Co. for whom he acts as export manager. Chandler is scheduled to sail for Europe Thursday.

British Company Lists 17 Films for Distribution

London—Seventeen films are listed for distribution by British and Foreign Films, according to an announcement by Norman A. Adams, director of the company.

Gets License to Operate Theater

Waterville, Me.—Jesse Bridgman has been issued a permit to operate the Silver here.

Completes Altering House

Derby, Conn.—Remodeling of the Community Hall has been completed. Sound equipment has also been installed by the owners.

The Industry's Date Book

Mar. 5 First Day of Lent.
Mar. 7 Opening of "Case of Sergeant Gritches" at the Globe, N. Y.
Mar. 10 Opening of "Mamba" at the Gaiety, N. Y.
Mar. 11 Opening of "Song O My Heart" in New York at 44th St. Theatre.
Mar. 20 Annual election of Maryland P. M. I.
Apr. 1 Premiere of "Journey's End" at a New York house, not yet decided upon.
Apr. 5 Second annual banquet and ball of the Warner Club, Inc., at the Hotel Commodore, N. Y.
Apr. 6-7 Spring convention of Tri-State M. P. T.O. at Memphis.
May 5-8 S. M. P. E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.
May 25 Fox annual sales convention starts today.
June 2-7 International Cinema Congress at Brussels.

Jannings Preparing to Return

Emil Jannings, who recently completed his first English talking role in the English production of Ufa's German production, "The Blue Angel," is preparing to return to this country with his wife, Gussy Holl, according to cable from Max M. Eddy, Karl M. Dietrich, who was Jannings' leading woman in both versions of "The Blue Angel," also is coming to Hollywood.

Columbia Exchange Expands

Columbia has moved its New York exchange from the sixth floor of the Film Center Building to quarters twice as large on the ninth floor.

Brown Succeeds James

Malden, Mass.—Warren Brown, formerly of the Mystic, has been appointed to succeed Stanley James as manager of the Auditorium.

IN MEMORIAM

In loving memory of JOSEPH R. MILES

who died Mar. 3, 1929.

Lloyd's Film Storage Corp.
THE GREATEST LAUGH HIT OF THE YEAR

"TROOPERS THREE"

HILARIOUS!  HILARIOUS!!

Goofy Rookies in Frantic Antics and Cock-Eyed Blunders with Horses, Horses, Horses!

Spiffy Troopers in Thrilling Action and Brilliant Stunts with Hundreds of Horses!

Young Hearts in Romantic Tangles and Merry Mix-Ups.

ALL-TALKING SHRIEK RIOT

Recorded by RCA Photophone

"Troopers 3" Gallops Away with the Box-Office!

Thrilling scenes of dare-devil riding ... a certain success.

—EVENING WORLD

A barrage of laughter.

—AMERICAN

Can have a lot of fun seeing and hearing it.

—DAILY NEWS

Thrilling and spectacular.

—EVENING TELEGRAM

With

REX LEASE
ROSCOE KARNS
SLIM SUMMERSVILLE
DOROTHY GULLIVER

and

U. S. Cavalry

Directed by Norman Taurog

Written by

ARTHUR GUY EMPEY

1930 IS TIFFANY YEAR

TIFFANY PRODUCTIONS INC.

729 SEVENTH AVE.  NEW YORK CITY
Timely Topics
A Digest of Current Opinion

Urges Industry Organize
To Fight Its Oppressors

EVERYONE will agree that our trade is being battered and pulled about in a dozen different directions. We are not being guided! We have no policy! We are a disorganized band! We have no protector against organized oppression! We have no champion of our freedom and rights! And all because so many of us are grab-all, selfish, short-sighted humbugs—thinking only of today and allowing our immediate greed to distort our long vision. Get-rich-quick methods continue to block the paths of progress, common sense, organization, and lessen our power of resistance to attack. We are all at the mercy of any man, any firm, any official and any body who can put a pistol to our heads! We are a disorganized rabble without a leader.

Sam Harris in "The Cinema," London

Foresees Widespread Use
Of Talkers in Education

THE talking picture can and will be adopted in practically every branch of education. I believe it is only a matter of a short time when complete libraries will be available for use in practically every branch of education and that all of our leading schools and universities will be equipped with talking pictures.

V. C. Arrasping, director of Educational Research, Electrical Research Products

Eisenstein Says Pictures
Should Be Free of All Plot

THE film, like public life, must be free from the sway of personalities. It must liberate itself from plot.

S. M. Eisenstein, Russian director

ALONG THE RIALTO

with

Phil M. Daly, Jr.

MRS. PAT FLAHERTY, who presented her husband with a nine pound boy as a Valentine gift, leaves the hospital on Tuesday. The daddy, as you probably know, runs Red Star Music Corp. for Fox........Harry Lewis, house managing the Colony, was formerly with the Consolidated Amusement Co. in charge of the Mt. Eden. He managed the house when Henry Siegel operated it and is again working for Siegel, who now is managing director at the Colony......

* * *

Bert Adler's in Chicago to meet the Marco of Fanchon & Marco. The pair will railroaed into New York in a day or two. This is Marco's semi-annual visit......

* * *

Herb Pecke, formerly with "Theater Management," now is connected with the "Exhibitors Herald World," and sez the youth, he will handle advertising......Hank Linet the other night received his first golf lesson, he wonders how his score was so low and still managed to come out on the long end of the betting......

* * *

Another radio review, sponsored by the National M. P. League, goes over the air via WPCH today at 3:30 P. M. .......... Five productions will be discussed by Misses Margaret Niccott, Suzanne Hurty and Elvie Hitchings........"The Girl Scout Trail" a talker produced by Visugraphic for Girl Scouts, Inc., is getting quite a run in sound houses of Hawaii, reports Edward F. Stevenson, president of Visugraphic......

* * *

T. J. Martin, auditor of Warners, is receiving the congratulations of his friends upon the arrival of a new member in the Martin family. Miss Joan Marie Martin and Mrs. Martin are reported doing nicely........Irene Delroy, who has been playing the lead here in "Top Speed," is en route to the Coast to fulfil a Vitaphone contract......

* * *

Exploitation plus. The Falstaff Corp. of St. Louis, biggest brewer in town, has decorated the lobby of the Midtown there for the showing of "The Royal Box." And hot wienies, pretzels and near-bear is being dished out free to all patrons, informs A. P. Waxman......

* * *

G. R. O'Neill, director of advertising and publicity for Pathé, hopes to be back at his desk early this week. He sustained several lacerations on the forehead and leg in a motorcycle knockdown.

MARCH 3----MANY HAPPY RETURNS

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

Charlotte Virginia Henry
Louis Weyhraven
Myrtle Stedman
Larry Kent

AND THAT'S THAT

By Phil M. Daly

JOHN EBERSON, leader among theater architects, also takes his place as a leader among automobile owners when his new specially Eberson-designed Duesenberg rides the ways and purrs out into open stream Fifth Ave. The car has the grace of a swan, the dignity of a carriage, the comfort of a home, the power of a battlehip, plus the speed of an airplane. When we were told that it could develop a speed of 80 miles an hour in second within a city block, could do 116 an hour in comfort, we had to be shown. So we were, and how! Next time John Eberson intends to make a flying trip to Chicago all he needs is this car and a passenger to keep his radio programs diversified. Oh, yes, it's the radio, too.

Item on the sporting page says there is an exhibitor in the South who has broken more records bicycling than any other known individual. Vitaphone will get him if he doesn't watch out.

Gordon S. White, strolling up the avenue, met his dentist carrying a suspicions-looking package.

"Looks like a load of glad stuff," said Gordon, with a knowing wink.

"This?" countered the yanker innocently, like when he tells you it isn't going to hurt. "Oh, this is just some specially prepared mouth wash that I'm taking along for home use."

"Is it good stuff?"

"Well, we never spit any of it out."

"While honking through Western New York," writes Cameroon Lenzi from Pittsburgh, where the flivver marathoner stopped over to buy his wife, Celia Lloyd, a new powder puff, "we met an oldtime theater man who is waiting for vaudeville to come back. P. S. He still drives a horse and buggy."

TEN YEARS AGO TO-DAY

Henry M. Hobart made vice president of International Film Service Co.

Mastbaum circuit of Philadelphia is National Pictures franchise holder.

Theater owners say United Artists book on rental basis.

Famous Players reported after site for new house in Detroit.
**NEWS-O-F THE DAY**

**United States**

Los Angeles, Cal.—Western Electric sound system has been put in the 445-seat Ambassador. The Forum has almost completely a W. E. installation.

Petersburg, Va.—The Harris is nearing completion and is expected to open shortly. W. Frank Harris will manage the house.

St. Louis, Mo.—The Embassy, seating 857, and the Easton, with 599 seats, have both installed the Western Electric equipment.

Walnut Beach, Conn.—With installation of W. E. completed, the Colonial has been reopened by Mrs. Martha Gill, owner.

Worcester, Mass. — R-K-O and Warners are reported dickering for the Plymouth here.

Kosciusko, Miss.—Fred Hamilton has been appointed manager of the Kosciusko by Pine Trees Amusement Co.

Wilmingdon, Del.—Francis de H. Janvier recently bought the Elaine theater property at a public auction.

Chicago, Ill.—The Rialto, Randolph and Parkside have installed Western Electric Sound System during the last week.

Medford, Ore.—Walter L. Leverette of this city will build a new theater at Yreka, Cal., to cost approximately $70,000.

Cheyenne, Wyo.—Extensive alterations have been made at the Lincoln.

**Foreign**

London—Basil Dean, appealed to British actors and actresses to take their part in British talkie production. He said that legitimate stage players now have an opportunity of presenting their work to all English-speaking countries through this new medium.

Paris—Gaumont-Franco-Film-Import has been adopted as the name of the firm resulting from the merging of Aubert-Franco-Film with Establishment Gaumont. The new company is capitalized at $4,250,000.

Berlin—Arrangements have been made for the distribution of the Aafa-Robin talker "Dich hab' ich geliebt!" ("Because I Love You") in Japan.

Nottingham, England—Marshall Sound System, Ltd., has been organized here to make and sell talking picture equipment. It is capitalized at $50,000.

London—Gerald Malvern was recently awarded $1,500 damages against British Controlled Films, Ltd., as a result of his suit against the company for wrongful dismissal. He was managing director of the company. Malvern also won a judgment of $9,470 for arrearage of salary.

Oslo—Foreign pictures have been made subject to an entertainment tax by the Finnish government.

Paris—Pola Negri has settled in this city, having an apartment in the Rue Pergolese.

Liverpool—Shortage of silent productions brought about by talking pictures has resulted in the closing of the Century, local repertory film theater.

Sweden—Production has been begun on Selma Lagerlof's novel, "Charlotte Löwensköld," by the newly formed Svensk Filmindustri.

London—"Frankenstein," Mary Woolstonecraft Shelley's book, will be the basis of a talkie to be produced by Gaumont.

Berlin—The Melophon Co. has been formed in Germany as a producing and distributing organization.

London—"The Yellow Mask," an Edgar Wallace story, will be made into a talkie picture by Harry Lachman for British International.

New York

Rudy Kuehn, general manager of the Consolidated circuit, has been home with the grippe for the last few days.

Jimmy Montana, formerly assistant cashier of the Pathé exchange, has succeeded Joe Whitman, as cashier.

Radiotone equipment has been installed at the Catholic Protectory of which Brother Ambrose Victor is in charge.

The Jewish Board of Guardians at Hawthorne has installed sound equipment for its inmates. Pictures are provided gratis by the N. Y. Film Board of Trade.

Utica—Renovations are being completed on the RKO Colonial, managed by M. Robbins.

Binghamton—Kodeco Realty Corp. is remodeling the Stone, which will include increasing the seating capacity to 2,000 and installation of Gran- deur wide screen.

**Mark Goldman New Chief for Tiffany in Cincinnati**

Mark Goldman has been appointed branch manager of Tiffany's Cincinnati exchange replacing H. A. Silver- wrig. The appointment was made by Oscar Hanton, general sales manager.

**Shun Safety Discussion with British Exhibitors**

London—The Manchester Licensing justices recently declined to meet representatives of the Cinematog- raphy Exhibitors Association in a discussion of new rules for the promotion of safety in picture theaters.

**Gluck Heads Continental Office in Los Angeles**

West Coast Bureau, THE FILM DAILY

Los Angeles—William Gluck has been appointed branch manager of the local office of Continental Theater Accessory, which secured the lease on the M-G-M quarters in the old Film Exchange Bldg. here. The new quarters will be ready for operation on or about Mar. 15.

**Grampp At Beloit**

Beloit, Wis.—Harry Grampp, formerly of Lansing, is now managing the Majestic.

**Sound for Mystic**

Petaluma, Cal. — The Mystic is closed while sound is being installed.

**Short Shots from New York Studios**

By HARRY N. BLAIR

Stuart Erwin is not at all excited over the fact that Paramount sent him East to appear at the Long Is- land studios in "Dangerous Nan McGrew." Erwin is a native Californian and pines for the sunshine and comparative quiet of that dear Holly-

When you hear Helen Kane put over "Doggone 'Em, When I Like 'Em, I Love 'Em," credit E. Y. Har- bury and Jay Gorney with this tuneful melody.

In order to get some local color for a Vitaphone Variety, Phil Quinn, assistant director, accompanied by Ed DuPar, cameraman, and Frank Nameegy, designer of stage sets at the studio, journey to Sing Sing prison recently.

Richard Fay, of Warner Bros. casting department, will, together with his brother Irving and the four other members of the Friars' Club, appear in a travesty on the Fay family's vaudeville act, at a dinner to be given Sunday at the Friars' Club in honor of Eddie Foy, Jr.

**WHAT IS THE OUTLOOK FOR COLOR and WIDE-FILM?**

INQUIRE WITHIN

Now Being Distributed to All Subscribers to THE FILM DAILY
Browning Rejoins "U" on Five-Year Contract

Hollywood—Tod Browning has rejoined Universal on a five-year contract. Under his new agreement, Browning will supply the story and dialogue as well as direct. "The Scarlet Triangle" was his first for the company. Browning was formerly connected with M-G-M where he directed several Lon Chaney pictures.

Corinne Griffith and F. N. Break

Griffith is understood to have reached an agreement with Jack Warner to cancel her contract with First National. Under terms of her contract the was to make as her last picture "The Lost Lady," but this has been abandoned, it is reported.

Report Tryon Would Quit "U" Los Angeles—Glenn Tryon is reported to be seeking his release from his contract with Universal.

Hurst in "Cooking Her Goose" Paul Hurst has been signed for a part in "Cooking Her Goose," featuring Mary Astor and Lloyd Hughes.

Fourth Potesters Series Completed

The fourth of the Potesters series of Vitaphone Varieties—"The Gets a Vacation," has been completed.

Fox Title Changed

"Crazy That Wax" has been decided upon as the final title for the Fox production, "In Love With Love," starring from Rennett, Lumsden and Kenneth McKenna under direction of Hamilton McFadden.

Tiffany Title Changed

A. P. Younger’s original for Tiffany has been changed to “Swell Deal.” The picture was formerly known as “Cyclone Hickey.”

Arthur in "Paper Hanger"

Johnny Arthur is the featured player in the Vitaphone Varieties, “Paper Hanger,” previously titled “Penny Wise.”

Al Ray Signed by Columbia

Al Ray has been added to Columbia’s staff. His first assignment will be an adaptation of a story by Colin Clements and Florence Ryerson, tentatively titled "Under Western Stars.”

Badger Working in Sierras

Clarence Badger is filming scenes for First National’s "Under Western Skies" in the Sierras.

Vitaphone Variety Bein Cut

Editing is now being done on "She Who Gets Slapped," a Vitaphone Variety comedy.

Pennsylvania

Changes in Ownership

Browns—Browns, sold to James West by S. L. Patterson; Bridgeport—Broadway, sold to Mrs. Ammon; New Mid-Way, sold to Mr. B. F. Reardon. Conemaugh—New Mid-Way, sold to J. R. King by Mr. Reardon; Coudersport—Coudersport, sold to F. A. Redd; E. Clarvisson; Derry—Victory, sold to Frank Cordi by G. B. Dibon; E. Cannonsburg—Duquesne, sold to Leo Devon by F. A. Castelli; Easton— sold to Stras Feature Co. by Strand Theater Co. Erie—Rally; sold to D. R. Bly by P. D. Demei; Freeholm—Timon, sold to Redholm Thea- ter Co. by D. O. Timmon; Mahonoy City—Eike, sold to Chamberlain Amusement Co., Inc.; F. F. McAlister; Marcus Hook—Globe, sold to George B. Wilson by Marcus Hook Amusement Co.; Philadelphia—Allen sold to John Bagley by B. Hirsch; Becks, sold to Jacob Humber by A. W. Becker; Grand Opera House, sold to Grand Amusement Co.; Pine Grove—Hippodrome, sold to Lewis Pearson by B. H. Sharpville; Ritz—sold to Peter Fatti by Chris Leam. Town City—American, sold to Hawk & Reims by F. M. Wester; Williamsport—Major, sold to sos. Kane by George Robb.


Manning—Garden; Union—Stevenson’s; York—Margaret.

Texas

Changes in Ownership

Browns—Sana, sold to Sol Thomas; Del Rio—Casino, sold to Robb & Rowley; Runge—Lyric, sold to U. B. Hester.

Utah

Changes in Ownership

Grantsville—Opera House, sold to Norma V. Hark by John J. Gillette; Mt. Pleasant—Elks, sold to E. C. Flyer by B. R. Hansen.

Closings

Midford—Opaline; Soldier Summit—Opera House; Salt Lake City—Granada.

Vermont

Changes in Ownership

Burlington—Strand, sold to F. T. Carr by M. F. Carr.

Virginia

Changes in Ownership

Danville—Hippodrome, sold to W. A. Don- ley by Hippodrome Or. Co.; Farmville—Fairfax, sold to J. G. Shippard by W. H. Whitaker; Stuart—Lyric, sold to R. H. Lynn by H. L. Gillett.

Washington

Changes in Ownership

Raymond—New Raymond, sold to B salis & Merscenin by Willia Harper Theaters Company; Seattle—Alaska, sold to W. R. Neal, Ynez Reid by S. W. Bushnell; Paine, sold to B. D. Little, by D. DeBello; Co- nway by A. Funtage; Sequim—Clyde, sold to Howard Taylor by F. A. Proctor; South Bend, sold to Prime by Retser Estate.

New Theaters

Keho—Little, owner—J. H. Twis.

Openings

Seattle—Liberty.
★ Wow! What A Book.
★ Now In Distribution.
★ Complete In Every Way.
★ Larger Than Ever.
★ More Advertising.
★ 1200 Compelling Pages.
★ Covers Everything.
★ Goes Everywhere.

We are talking about the annual Film Daily Year Book—the recognized standard reference, informative and statistical volume of the motion picture industry.
SOUND REPRODUCTION IS CONSTANTLY IMPROVING

(Continued from Page 1)

the country. Last year, Wilcox says, an average of about 75 per cent of the houses that he visited were en-
titled to the classification of "good-
in sound reproduction, while this year the average is running 84 per
cent.

On the theory that the best way to
eliminate trouble is to forestall it,
more than 93 per cent of the calls
made by the ERPI service organiza-
tion are purely preventative, Wilcox
states. In January this staff made
nearly 11,000 calls, of which less than
7 per cent were because of trouble.
More than 105,000 performances were
heard over the Western Electric
equipment in the United States dur-
ing January.

Reverts to Silent Policy

Cleveland—After having a sound policy for several weeks, the Family
has reverted to silent pictures. George
Shenker claims that the increased
costs does not make this policy profit-
able.

Closes Belleville House

Belleville, O.—The Opera House has been closed by O. H. Faust. It is
expected that he will reopen the
house May 1.

More Phonofilm Installations

General Talking Pictures announces
installation of DeForest Phonofilm
in the following houses: Princess,
White Hall, Ill.; Majestic, Hartford,
Conn.; Victor, Columbus; New Lyric,
Spring Harbor, Mich.; Bird's Rivoli,
Grand Rapids.

Lefkowitz to Reopen Detroit

Cleveland—The Detroit, recently
bought by Max Lefkowitz from
Universal, will be reopened and op-
erated only on Saturday and Sun-
day. Sound apparatus is now being
installed.

Weidenhoft Buys Toledo House

Toledo, O.—Chas. E. Weidenhoft
has purchased the Superba from F.
B. Leonard.

Colon (El Paso) Installs W. E.
El Paso, Tex.—Western Electric
equipment has been installed in the
Colon.

Berkeley Strand Equipped for Sound

Berkeley, Calif.—Western Electric
Sound System has been installed in the
Strand.

Complete Lockney W. E. Installation

Lockney, Tex.—Western Electric
engineers have completed the sound
installation at the latter. The house
seats 420.

New W. Va. Corp. Formed

Wheeling, W. Va.—Capitol Enter-
prise Corp. has been formed here with
issuance of 2,500 shares at no par
value.

$8 Per Share in '30 Is Seen for Technicolor

(Continued from Page 1)

the 513,127 no par common shares
outstanding.

In its annual report to stockhold-
ers, Herbert T. Kalms, president,
intimated that the company's present
productive capacity is practically sold
for 1930 and many of the contacts run
into 1931.

Only 12 P. C. of Greater

N. Y. Houses Not Wired

(Continued from Page 1)

press the opinion that "bootleg"
equipment is hurting the smaller the-
aters and that they are gradually
coming to a realization that unless
dependable reproducers are installed,
they will be out of the race.

Red Star Gets $500,000

U. K. Music Contract

(Continued from Page 1)

J. Flaherty, vice-president and gen-
eral manager. The agreement is un-
terstood to involve $500,000.

Says U. S. Producers May

Make Films in England

London—Several U. S. producers
have discussed the advisability of
coming over here to make pictures,
says Jeffrey Bernerd, of W. and F.
Films, on his return from a visit
to the States. Among the factors
influencing the idea is the superior-
ity of so many English actors in the
matter of good speech. One Amer-
ican producer, according to Bernerd,
is likely to establish himself here
this year.

Takes 10-Year Lease on Theater

Milwaukee, Wis.—A ten year lease
has been taken on the Hollywood by
the A. E. A. Corporation, operator of
the theater.

DeForest Sound at Whitman

Whitman, Mass.—DeForest equip-
ment has been installed at the
Empire here.

Burbank Remodeling Franklin

Thompsonville, Conn.—The Frank-
ilin is being remodeled by C. D. Bur-
bank, who is also installing Western
Electric apparatus. William H.
Whyte is the new manager of the
house.

Waldon Installs W. E. Device

Williamstown, Mass.—Western
Electric apparatus has been installed
at the Waldon, states Manager
Arthur S. Thornton.

Watertown House Reopened

Watertown, Mass.—The Watertown
Amusement Co., new owners of the
Coodidge here, has opened the house
after decorating it and installing
sound equipment.

Talkers Assumed

Inasmuch as all United Art-
ists pictures, with the excep-
tion of Charles Chaplin's "City
Lights," are to be all-talkers,
this term is being dropped by
U. A. in future announcements.

Unless a picture is labeled a
non-dialogue production, it is to
be assumed that the film is an
all-talker.

UNDERWRITING SYNDICATE

FOR FOX PLAN ARRANGED

(Continued from Page 1)

cent gold debentures planned for Fox
Film were enclosed with the letters.
Right to subscribe will be held open
for 10 days.

At the same time Fox made an-
other plea to stockholders urging
them that their votes will be needed
at the Wednesday meeting to pre-
vent a receivership.

Successful arrangement of the
syndicate is expected to strengthen
support for the Fox-Lehman plan,
announced as the last court hearing
the question was raised as to whether
the proposed financing would be
fully underwritten.

Halsey, Stuart & Co., who has op-
posed the Fox-Lehman plan, is send-
ing a letter to Fox stockholders,
denying all charges made by William
Fox against the Stuart-Ottersen

group, and stating that a more ad-
vantageous refinancing plan, regard-
less of who sponsors it, will be of-
ferred at the stockholders' meeting on
Wednesday.

The independent stockholders' com-
mittee, headed by Morton F. Stern,
of J. S. Bache & Co., also has writ-
ten stockholders to send in their
proxies to this committee to be voted
for the "best plan." This group con-
siders the Lehman plan to be the
best so far submitted.

Now On Broadway

Actor—"Rogue Song"
Beacon—"Blaze O' Glory"
Canine—"Dark Red Roses"
Capitol—"A Lady to Love"
Carnegie—"Building Drummond," first half
"Alice," second half
Central—"Dyasaki"
Colony—"Underwear"
Criterion—"Vagabond King"
Earl Carroll—"Puttin' on the Ritz"
Fifth Ave.—"The Painted Angel," first half
"No, Rita," second half
Fifty-fifth St.—"Dick Ha' Teh Gelichi"
"(Because I Love You)"
Galey—"Troopers Three"
George M. Cohan—"White Cargo"
Globe—"Hit the Deck"
Hippodrome—"The Last Zeppelin"
Little Picture House—"The Parade of the
West"
Loew's New York—Monday, "Their Own
Desires" Tuesday, "Lucky Larkin"; Wed-
nesday, "No, No, Nanette"; Thursday
"Embarrassing Moments" Friday, "Burgl
Line Up," Saturday, "Her Private Affair";
Sunday, "Party Girl"
Paramount—"Slightly Scared"
Rialto—"Street of Chance"
Rivoli—"The Love Parade"
Roxy—"Let's Go Places"
Strand—"General Crack"
Wadsworth—"Song of the West"
Winter Garden—"Green Goddess"

Paul De Otto Heads New
General Talking Branch

Kansas City—The new office re-
cently opened by General Talking
Pictures in the Educational Film
Exchange building here, will be man-
age by Paul De Otto. Sales will be
handled by C. W. Rodebaugh, for-
merly with Tiffany and Columbia.

Sound for Roxy (N. O.)

New Orleans, La.—Sound equip-
ment has gone into the 464 seat
Roxy. Western Electric system was
installed.

RCA at Santa Catalina Island

Santa Catalina Island, Cal.—RCA
Photophone is installing apparatus
in the New Casino.
Film Stock Values Rose $81,144,289 in February

FOX PRACTICALLY CERTAIN TO VOTE ‘B’ STOCK

1929-30 Production Schedules 78 P. C. Completed

The Director
— has made the grade

By JACK ALICQATE

...HE MOTTO of the Advertising
Hubs of the World is “Truth in Ad-
vertising.” It might well be hung
in the hall of some of our adver-
sers and publicity folk all over
these United States. We have al-
tways believed in the right of
desire, and the need for integ-
ity. Now, in the motion picture business,ours-
elves and or over-enthusiastic ad-
vertisers and our picture men at
a knockout will not make him like
it if it’s a bust, but it will make him
old a grudge against the junk ad-
vertiser for having been taken in.

Thoughts
ND HERE are a few thoughts at
random. That we don’t blame dis-
tributors for worrying because they
have but 22 runs of prints now against
1 before sound. That the sophisti-
cated type of drawing room satire
that pleases Broadway seldom goes
in the smaller towns. That the use
of wide-film is almost here. That
year after year has passed centered in little old New
York. That bootleg, homemade and
any sound equipment is the chief
use of the industry.

10 Companies Report 308 Features Finished, 84 to Come

Feature production schedules of 10 principal companies for the season of 1929-30 are 78 per cent completed, a FILM DAILY survey shows. The 10 producers report a total of 308 features finished and 84 still to come. First National is the only company with its entire list of 36 already completed. Forty-eight of the 84 still to come are from Warners and 12 each from Samuel Goldwyn and United Artists. Others are from other companies.

Hudson Measure Killed

BY NEW COMMITTEE

Resolution condemning the pro-
posed Hudson censorship bill, spon-
sored by Representative Hudson of
Michigan, which would put control
of the entire industry in the hands
of the state’s government commit-
tee, was adopted by a commit-
tee representing the advertising
educational and commercial branch of
(Continued on Page 7)

Piquet Favors Voluntary
Arbitration in Carolinas

Charlotte, N. C.—Setting up of a
voluntary arbitration board here has
been suggested by Charles W. Pici-
quet, president of the Assn. of The-
ater Owners of North and South
Carolina. In commenting on Judge
Thacher’s decree, Piquet cautions
members of the association not to
(Continued on Page 7)

Picture Shares Ranked Third
in Strong Stock Comeback

New Series of 13 Boosts Columbia’s Shorts to 143

Negotiations have been completed
by Columbia for the distribution, be-
inning June 1, of 13 one-reel “Tur-
coities” produced by Wafkins, Inc.

(Continued on Page 7)

Joins Fox Camp

Mrs. Anthony R. Kuser, holder of Fox “B” stock and one of the original parties to bring receivership action against the Fox corporations, has now joined the Fox camp and given her proxy in favor of the Lehman refinancing plan, Samuel Unterman said yesterday in court.

WARNER PLANS SIX MORE THEATERS IN PA. AND N. J.

Plans for the construction of six
more Warner houses in New Jersey
and Pennsylvania were made public
yesterday by Spyros Skouras, manag-
ing director of the company’s chain
of theaters, in New Jersey the cir-
(Continued on Page 7)

BRUNSWICK IS SILENT ON DEAL WITH WARNER

Chicago—Executives of Brunswick-
Balke-Collender were silent yester-
day on the report that negotiations
were under way for the sale of the
(Continued on Page 7)

Klangfilm, Warner Deal
Off as Quigley Leaves

Berlin (By Cable)—Negotiations
between Warners and Klangfilm,
Tobis are reported here as being
temporarily off with the departure of
(Continued on Page 7)

Hot Fight Continues Over
Right to Use Trustee Shares at Meeting

Charters are two to one that Wil-
son Fox will vote his Class “B” stock at the meeting tomorrow when stockholders will pass on the Ban-
ca-merica-Lehman-Dillon, Ref, refin-
ancing plan and any alternative plans,
including one prepared by the Halsey,
Smart-Electrical Research interests,
that may be worked out be fore the
outcome of yesterday’s hearing be-
fore Judge Aaron Levy in the New York Supreme Court on the order to allow the 8 per cent in,
vestors to have the permanent in-
junction should not be granted per-
mitting Fox to obtain possession of
(Continued on Page 7)

ZUKOR EXPLAINS REASON
FOR SEEKING NEW NAME

West Coast Bureau, THE FILM DAILY—
Mr. Zukor, the producer who is
making a big bid to introduce the
acceleration of the world’s product-
ions and our theater operating sub-
sidy, Public, to be known as one,
(Continued on Page 7)

Publix to Acquire More Houses in New England

Lawrence, Mass.—With the an-
ouncement of the creation of an-
other Publix house here, plans have
been made public for the acquisition
(Continued on Page 7)

Meet on Pay Rise

Chicago — Members of the
Illinois Independent Theater Own-
ers, Inc., headed by Aaron Saperstein, will hold a special
meeting tomorrow at the Stev-
ens Hotel here to draw up an
answer to the demands of the theatri cal fogrians’ union for a uni-
form wage scale. The union asks
80 cents an hour for men and
70 cents for women. The meet-
ing was decided upon at a confer-
ce Saturday with the
Thomas E. Burke, business
manager of the union.
ACADEMY SCHOOL SOUND TO START MARCH TENTH

West Coast Bureau, THE FILM DAILY

Los Angeles—First session of the new class in sound recording and production, to be held under the auspices of the Academy of M. P. Arts and Sciences, gets under way here March 26, with Arthur W. Edy, Managing Editor, as the president. There will consist of ten general lectures, one given each week. The enrollment is limited to 250. Sessions will be supervised by the Academy committee on technical education consisting of C. E. Sullivan, H. Keith Weeks, Walter Stern, Roy Power and H. G. Knox.

Columbia Completes Deal for Iberian Distribution

An agreement for the new distribution of Columbia films in Spain and Portugal has been entered into with the Renacimiento Films of Madrid. Milton Schwartz, foreign sales representative, handled the negotiations for Columbia.

Silverberg Appointed Pathe Detroit Manager

Harris Silverberg has been appointed branch manager for Pathe in Detroit, succeeding H. P. Zapp, who resigned, it is announced by Phil Reisman.

“Roadhouse Nights” Clicks

All existing records at the Paramount, New York, were shattered last week when a gross of almost $96,000 was rolled up with the “Roadhouse Nights.” The previous high was New Year’s week which showed a total of $94,000.

Remodeling 2 Publix Houses

Detroit—Two Publix houses here will be remodeled shortly. The LaSalle, recently acquired from the Munz interests, has been closed for this purpose and when it reopens its name will be changed to New Century. The Athens will have new seats installed and also a new name.

Uptown Installs Sound

West Coast Bureau, THE FILM DAILY

San Francisco, Cal.—The Uptown has been equipped for sound and is now showing pictures under its new name. The house is owned by the Golden State Theater Circuit.

Reopens After Repairs

Greenfield, Mass.—The Lawler has been reopened after being closed for some months as result of fire.

Talk by Hays to Feature Westinghouse Broadcast

The Westinghouse salute to the motion picture industry goes on the air tonight over the N. B. C. coast-to-coast network. The chief feature of the broadcast will be an address by Will H. Hays on the motion picture and its place in the life of the world.

Jack Whiting Signed by Warners for Talkers

Latest Broadway comedy star to be signed by Warner Bros. is Jack Whiting, who upon termination of his engagement in “Heads Up” here, will go to the Coast to play in a Vitaphone special, to be followed by other productions.

German Ministry Framing New Import Law

Berlin (By Cable)—The Ministry of Economics here is preparing a new law regarding the limitation of imports.

Columbia’s 1st March Release

“Guilty?” is the first release Columbia has on its schedule for this month. George B. Seitz directed the picture with Virginia Valli heading the cast.

Walt Disney” coarse

Master prints of “Mammie” and “Hold Everything!” have been received from the Coast at the Warner Bros. home office.

Consolidated Affair March 9

The employees of Consolidated Amusement Enterprises will hold a supper-dance and entertainment on March 9.

Supporting Morris Month

Cooperation of the Warner exchange in celebration of Sam E. Morris Month in May has resulted in a first class with large and small theaters supporting the Warner Bros. event everywhere, the company declares.

Stewart Handling Picture

Detroit, Mich.—Bill Stewart, formerly of the Regent, Port Huron, is assisting in the distribution of “Her Unborn Child.”

Seek Sunday Shows

Arlington, Mass.—Two local theaters are seeking permission to give Sunday shows.

AMALGAMATED
VAUDELINE
AGENCY

Attractions for Picture Theaters

Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3580

The Industry’s Date Book

Mar. 5 First Day of Lent.
Mar. 7 Opening of “Case of Sergeant Grisela” at the Globe, N. Y.
Mar. 10 Opening of “Mamba” at the Gaiety, N. Y.
Mar. 11 Opening of “Song O’ My Heart” in New York at 49th Street Theatre.
Mar. 20 Annual election of Maryland M.P. T.O. officers at Baltimore.
Apr. 1 Premiere of “Journey’s End” at New York house, not yet decided upon.
Apr. 5 Second annual banquet and ball of the Warner Club, at the Hotel Commodore, N. Y.
Apr. 6-7 Spring convention of Tri-State M.P. T.O. at Memphis.
May 5-8 S.M.P.E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.
May 25 Fox annual sales convention starts today.
June 2-7 International Cinema Congress at Brussels.

Thomas Improving
Charlotte, N. C.—Howard Thomas assistant manager of the Carolina who was seriously injured recently when assaulted in a robbery of the house, is improving rapidly.

Waxman to Coast Saturday
A. P. Waxman, director of advertising and publicity for Warner Bros. leaves for the Coast on Saturday: a three-week trip. Waxman will confer with Jack L. Warner on his 31 product.

Imperial to Be Improved
Charlotte, N. C.—Following a visit of Eugene Zukor, son of Adolph Zukor, here extensive remodeling of the Imperial has been announced.

Wanted Theaters
For Sale or Lease
Adolph Sofferman
1560 Broadway—New York
Established 1900
Tel. Bryant 3607

Now Available
Sound Studio
In the EAST
Sound on FILM
Sound on DISC
REASONABLE DAILY RENTAL RATES
Complete Facilities for Every Class of Production
Re-Recording of Assured Quality
Metropolitan
Studios
1560 Broadway—New York
Tel. Lackawanna 7511

New York
250 Broadway, New York
BRYant 4712
STIDwell 7940

Eastman Films
J. E. Brulatour, Inc.

Chicago
Hollywood
1727 Indiana Ave 6700 Santa Monica
CALumet 2691 HOLlywood 4121

The Financial

NEW YORK STOCK MARKET

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*LAST PRICE QUOTED*
Coast Wire Service

Hollywood Happenings

BRADLEY KING DEFINES USE OF SPEECHES IN TALKERS

"Speeches must first be adapted to the character making them in order to reserve the changes of the speaker’s nature, temperament and social standing," declares Bradley King, who is directing "Roadhouse," for Fox. "After that is accomplished, continues the director, "speeches must be kept within the limits of the easiness required for dramatic dialogue. Not a word must be employed that may be contrary to the movement of the story."

Juvenile Picture Finished

With a cast mainly composed of juvenile singers and dancers, "The Wedding of Jack and Jill" has been completed by Vitaphone. The short subject is in Technicolor with music by M. K. Jerome and lyrics by Harold Berg.

Davies for "Rosalie"

Marion Davies’ next for M-G-M will be the stage success, "Rosalie."

Edgar Norton in RKO Film

Edgar Norton has been given a role in RKO’s "Cooking Her Goose.""Beaudine for "Those Who Dance"


Block for "Sea Wolf"

Fox has engaged Ralph Block to write the continuity and dialogue for "The Sea Wolf," which Alfred Santell will direct under the supervision of James K. McGuiness.

New Tunes for "Song of Flame"

Additional tunes by Grant Clarke and Harry Akst will be heard in "Song of the Flame," First National film featuring Bernice Claire and Alexander Gray.

Walker for Chesterfield Film

Johnnie Walker has been engaged for the lead opposite Alice Day in Chesterfield’s "Hearts in Bondage."

DeMond Gets New "U" Post

Albert DeMond has been made an associate producer for Universal.

No Bellamy Shorts

Denial that she is to appear in shorts for Powder Bros. is made by Madge Bellamy. "I have never made any arrangements to appear in shorts for any company and have never considered doing so," she asserts.

N-E-W-S O-F T-H-E D-A-Y

United States

Manitowoc, Wis. — The Capitol, valued at $400,000, was sold at a sheriff’s sale. The sale was to recover a third mortgage held by M. H. Dempsey against the George brothers, owners of the house.

Greensboro, N. C.—Publix-Saenger will renovate the National. Work will include re-seating, new projection and lighting equipment.

Parkersburg, W. Va. — Sunday movies will be started here soon as a result of their success at Huntington, Wheeling and Clarksburg.

Foreign

Paris—In an effort to get the banking interests to extend greater support to the French film industry a patriotic organization known as "The Friends of France" has been formed here.

Wembley, England—Carmine Gallone, the Italian director, is at work here on "City of Song" for Associated Sound Film Industries. The picture will be made in English, German, French and Italian.

London—"Escape," the John Galsworthy play, will be made into a talker by Associated Talking Pictures in association with RKO. It will be filmed at the British Lion studios at Beaconsfield.

Seville—The Pathé here and the Cinema, Valencia, have been equipped with Western Electric apparatus. There are now 10 theaters in Spain wired by the American company.

London—Total number of British theaters equipped with Western Electric now stands at 52.

New York

Sam Yellen, manager of the Star, Bronx, is celebrating a six-week Star Super Show Season. Abe Leff and Edmund Mantell are the owners.

Consolidated Amusements is now giving midnight performances at their Oxford Jerome, Luxor, Willis and St. Eden houses in the Bronx. The company is celebrating its 25th anniversary.

Dave Black is leading Herman Glucksman’s sales force in celebration of Capital Exchange’s 12th year.

PLAYERS

WHO they are and WHAT they did

1930 Edition Just off the Press!
LAST MINUTE FLASHERS—
3rd week at State, Detroit
3rd week at Warner's Downtown, Los Angeles
3rd week at California, San Francisco
Looks like 3 weeks at Phila.
25 Key Showings—21 Records

With CONSTANCE BENNETT
in REX BEACH'S
Great story directed by FRANK LLOYD
Screen version and dialogue by Bradley King
TECHNICOLOR SCENES

The SONG OF THE FLAME

A FIRST NATIONAL PICTURES
"Turned away as many people as we showed to,"
Mainstreet Theatre, Kansas City. "Impossible to
handle crowds. Turned hundreds away,
Community Theatre, Miami. "Broke all
existing records at Stanley, Pitts-
burgh." "Exceeded previous rec-
ords established by "Sally" in
New Haven and Bridge-
port and Hartford.
"Broke all records"
Pantheon,
Toledo.

This photo was
taken at Mainstreet
Theatre, Kansas
City. It might have
been taken at any
spot "Son Of The
Gods" has played!
**ALONG THE RIALTO**

**with**

Phil M. Daly, Jr.

Fritz Williams, Shepherd of The Lambs, announces that the annual public gala will be held this year on Sunday night, April 27, at the Metropolitan Opera House. The Colie for the gala will be appointed at a meeting scheduled this week. The entertainment committee already has every stage and picture star in N. Y. lined up...Berner Claire, F. N. prima donna in “Song of the Flame,” will probably attend the premiere of that picture when it opens in New York.

* * *

Al Jolson and Ruby Keeler, Mr. and Mrs. another way of putting it, are expected to arrive here this week. Both will remain in our midst for the premiere of Al’s latest, “Mammy” for Warners...George Arliss in “Disraeli” now is rounding out its sixth month at the Central here, while the same fellow in “The Green Goddess” is proving equally as popular as the Winter Garden. Mr. and just a few caught daunted at the Algonquin last Saturday were Lucille Webster Gleason and Radie Harris, Dudley Murphy, Marc Connelly, Mr. and Mrs. D. A. Doran and Walter Eberhardt.

* * *

William Wellman, Paramount director, has arrived here for a brief stay. Evidently take in 3 or 400 shows and trek back to the Coast, eh what?...Abe Waxman, head of publicity and advertising for Warner Bros., is scheduled to show off for the Coast Saturday. A. P. will get a close-up of the new product lined up for the new season...Betty Blythe is expected in N. Y. to appear in a play, “House Afire.”...Fred Niblo will guide Will Haines through his next for M-G-M labeled “Easy Going.”

* * *

James Beene, formerly of the “Herald-World,” has sold his first story to Satellite, which will appear as “Aquatic Guard.” some time this June...P. A. Parsons will also have a yarn of his published by the Philly National weekly shortly...

Willie Wang, who does a lot of clipping in the M-G-M library department, is not a Chinaman as one may suspect from his cognomen.

* * *

“Mike” Simmons grappled with the mighty pen yesterday, when he assumed his new duties as headman of the Sono Art-World Wide publicity and advertising. And he didn’t send this out...Jack Holt returned to the Paramount lot for a role in “The Border Legion.”

---

**AND THAT’S THAT**

By Phil M. Daly

After much constructive work, our private investigation department has tracked down Larry Darmour’s formula for making those topnotch Mickey (Himself) McGuire and H. C. Witwer comedies.

According to the voluminous report, Larry always has held fast to the opinion that talkers must move just like the silent did. He considers dialogue secondary to action. Stories would appeal to young and old, highbrows and vice versa. Music and stage acts may be used, but only when they do not interfere with the story proper. In short, Larry’s theory is that films are primarily pictures and must appeal to the eye more than to the ear.

So, if you have followed the lesson, you know how to make those good Larry Darmour comedies.

* * *

The special exploitation boys are breaking out with all sorts of cleverness these days. Joe Weil, of Universal, is sending around an “Article of Agreement,” done in fitting legal form, wherein George Sidney, Charlie Murray, Vera Gordon and Kate Price, the “Colens and Kellys” quartette, solemnly swear and declare that they will provide exhibits with side-splitting entertainment until the box offices bust with profits.

Very clever, Joe. And don’t forget that the exhibits will hold you to the contract.

* * *

Then comes William R. Ferguson, of M-G-M, with a window and counter card display, in colors, showing Blanche Sweet supposedly displaying a certain brand of silk but actually drawing attention to the pulchritudinous contents of the stockings instead. Either way, it’s an eye-catcher.

---

**MARCH 4----MANY HAPPY RETURNS**

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

- Dorothy Mackail
- David Bader
- Edward Chandler
- Pierre Gendron
- Robert J. Rubin
- Harry Hornik

---

**TEN YEARS AGO TO-DAY**

Dupont Film Corp. capitalized at $100,000 is incorporated at Dover, Del.

- Gibraltar Pictures to open series of exchanges.
- Paramount after three houses in San Francisco.
- Leon Gaumont develops new color process.
Fox Practically Certain to Vote His Class "B" Stock

(Continued from Page 1)

his 50,101 shares of Film "B" stock and 100,000 shares of Theaters "B" stock which are now held by the Bankers Trust Co, under the voting trust agreement, which in effect made him spokesman for the Stuart-Otterson group from the material considerations involved under the 15-year contract. Said by all clients in connection with future Fox financing and the supplying of sound equipment to the studio, in addition over the voting trust agreement of Dec. 3 and in favor of the proposal of Mr. Levy to withdraw without that agreement being binding on the court.

Mr. Wright said his clients were not willing to see the stock held by Bankers Trust turned over to Fox, because the Stuart-Otterson group desired to vote these shares in favor of a different plan, presumably the one drawn up by Halsey, Stuart, although Wright said he was not interested to divulge the names of the exact parties behind this opposition.

Counsel for the Bankers Trust asked that the court appoint another referee to project the bank whichever way the decision was to go and Judge Levy said he would be done.

There is some likelihood that stockholders favoring the decision will go to court last minute before tomorrow's meeting. The Leone group has already said that it intends to put up for Fox in the last few days the sum of $15,000,000, of which $4,000,000 is to be used to purchase the outstanding stock, with the sum of $5,000,000 in cash. The plan, according to the Leone group, will be voted on.

The Leone group has also asked for approval of the arbitration agreement that will make up the $37,077,504.00 that will be paid for the stock.

Klangfilm, Warner Deal

(Continued from Page 1)

off as Quigley Leaves

(Continued from Page 1)

West Coast Bureau THE FILM Daily

Los Angeles—Harry M. Warner, upon his arrival here had no comment to make in regard to the Klangfilm-Tolisch deal.

Organization Formed to Fight Chain Operators

Cleveland, O.—Minute Men, Inc. of Ohio has been incorporated in Columbus to fight chain systems, it is claimed with local independent theater owners expected to join the organization. Membership dues of $2 a year will be paid for the first year, with the second year's dues paid into a radio station which will broadcast propaganda in the interest of the independent operator in this state.

McCarthy Plans $75,000 House

A new 2,500-seat house of 30-foot, 30-story, and 30-foott theater has been announced by Frank McCarthy, owner and manager of the Grand and Fad here. Upon completion, this house, which is already built and will seat 1,000, the Grand will be remodelled and re-opened. The Fad will continue as a silent house.

Hill Gets Milaca House

Milaca, Minn.—E. H. Hill has acquired the Carson from E. P. Simon.
Max Balaban
one of America's
shrewdest showmen says:
"The finest performance I have
seen in many a day is that of

WARNER BAXTER

in Elinor Glyn's
first love story on the talking
screen

SUCH MEN
are
DANGEROUS

with
CATHERINE DALE OWEN
HEDDA HOPPER · ALBERT CONTI
adaptation and dialog by Ernest Vajda
presented by William Fox

Selected to celebrate
ANNIVERSARY WEEK at the
ROXY beginning March 7th
C. C. Pettijohn Tears New Hudson Bill to Pieces

SHOWDOWN ON FOX PLANS STARTS TODAY

United Artists Plans Seven With Technicolor

Look for Long Battle

Today's meeting of Fox stockholders to vote on a refinancing plan is looked upon by the majority of persons in both factions as just the first of a series of meetings that will be necessary before a conclusion is reached. Stage is all set at 850 Tenth Ave., with the Fox Film meeting due to start at 11 a.m. and the Fox Theaters meeting at 3 p.m.

Hays Office Council Assails Proposed Federal Film Control

A detailed assailment of the new Hudson motion picture bill, recently introduced in Congress, is contained in a memorandum prepared by C. C. Pettijohn, general counsel of the Hays office, in which he sets forth the provisions of the measure and at the same time tears them to pieces. Among his chief objections to the bill are that it would drag the film industry into politics and saddles the business with a tremendous expense

MINN. MAYOR OPPOSES CENSORSHIP IN FILMS

Minneapolis—Local censorship is opposed by Mayor W. F. Kunze, who in an address at the Motion Picture Committee meeting of the Minneapolis Federation of Women's Clubs placed himself unequivocally against censorship of pictures. He said that "The movie is an instrumentality for the

S.M.P.E. to Form Local Chapter at Meet Tonight

A New York section of the Society of Motion Picture Engineers is to be formed at a meeting to be held tonight at the Engineering Societies Building, 29 W. 39th St. According to J. I. Crabtree, president of the society, the new chapter "will be the means of maintaining interest between our semi-annual conventions and will permit of informal discussions which are not always possible at our convention meetings."

2 Grand Rapids Houses Are Wrecked by Bombs

Grand Rapids, Mich.—The Family and Liberty here were partially wrecked when bombs in both theaters exploded, causing considerable damage. Blasts are attributed to dif-

Halsey-Stuart Proposal Expected to Bring Counter Offer

With the new Halsey, Stuart & Co. Fox-refinancing plan, details of which were made known yesterday for the first time, proposing to bring more new money into the Fox corporations at less cost than the Banc-america plan, today's meeting of stockholders is expected to be a counter offer from the Banc-america group, and probably result in a showdown on the cheapest refinancing arrangement. It is expected that the matter will resolve itself into a competitive battle between the two banking factions, as pointed out several weeks ago in THE FILM DAILY, with the bankers approved

UFA MAY BE INCLUDED IN KLUNGFILM, WARNER DEAL

Berlin (By Cable)—The Klang-film-Tobis-Warner deal, which was reported as temporarily off with the departure of George E. Quigley, is again being discussed in local circles with the result that the association now might also include UFA. The timing of the arrangements is desired to be the only stumbling block in the deal. Official announcement of negotiations is expected here some time next week.

Anti-Chain Speakers Formed by Pitts. Exhibs

Pittsburgh—Formation of independent Exhibitors' Sp. Co. Bureau here promises an open battle against the chain movement by local theater owners. Purpose of the or-

W. E. Up to 4,912

There are 4,912 Western Electric installations throughout the world, according to the latest figures given out by Electrical Research Products. The United States has 3,575 of this total.
Financial

NEW YORK STOCK MARKET

High Low Close Sales

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*Columbia Pkt. | 295 25 | 295 25 | 0 0 |
*Fox Thea. | 814 75 | 814 75 | 0 0 |
*Interm. Proj. | 814 75 | 814 75 | 0 0 |
*Loew do stock | 135 135 | 135 135 | 0 0 |
*Loew inc. war | 135 135 | 135 135 | 0 0 |
*Nat. Scr. Sev. | 25 00 | 25 00 | 0 0 |
*Nat. Thea. Sup. | 25 00 | 25 00 | 0 0 |
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NEW YORK BOND MARKET

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*Loew 6s 4 6s | 115 115 | 115 115 | 0 0 |
*Loew 6s 4 6s x war | 98 98 | 98 98 | 0 0 |
*Paramount 6s 4 6s | 101 101 | 101 101 | 0 0 |
*Par, By | 51 51 | 101 101 | 0 0 |
*Pathe 6s 4 6s | 73 73 | 73 73 | 0 0 |

*LAST PRICE QUOTED

The Industry's Date Book

Wednesday, March 5, 1930

E. B. Derr is Re-engaged by Pathé for Three Years

West Coast Branch, THE FILM DAILY

Los Angeles—A new contract has been signed by E. B. Derr to remain as executive vice-president of Pathé for the next three years. He will continue in charge of production at the company's Culver City studio, making his quarters permanently on the coast. Arrangements have been completed by him for the filming of the 30 features and 52 two-reel comedies comprising Pathé's 1930 program.

Three More Butterfield Houses Get Magnascope

Detroit—Three more Butterfield houses have joined the Majestic, Grand Rapids, as being equipped with Magnascope screens. Additional honors in which equipment has been installed are: State, Kalamazoo; Capitol, Flint, and Temple, Saginaw.

Educational Releasing Eight Comedies in March

Eight comedies are scheduled for release by Educational this month. They comprise "Match Play," "Bulls and Bears," and "He Trumped Her Ace." Mack Sennett comedies; "Trouble for Two," "Tuxedo comedy," "Dad Knows Best," "Jack White production," "Polished Ivory," "Lloyd Hamilton feature, and two of the "erry-Toon" series called "Jretzels" and "Spaish Onions."

W. E. for League Body

Western Electric equipment has been installed at the Villa Torlonia, Rome, for the use of the International Educational Cinematographic Institute for the League of Nations.

Reisman Returns

After a five-week tour of western and southwestern Pathe exchanges, Phil Reisman, general sales manager, returned yesterday to the home office.

Films to Make Einstein Easy

Motion pictures will be used to explain the Einstein Theory of Relativity in a lecture tonight at the Bedford branch of the Y. M. C. A.

Colorcraft Broadcasts Laying of Cornerstone

Evelyn Layne, Broadway star, yesterday afternoon laid the cornerstone of the new Colorcraft laboratory in Long Island City, and made a short address which was internationally broadcast by Columbia Broadcasting System from the studio on a short wave length. William Hoyt Peck, discoverer of the Colorcraft process, spoke before the take over a network of 161 stations.

Publix to Build Million Dollar Coast Theater

Sacrocto, Calif.—C. J. Chittenden has announced plans for the building of a new $1,000,000 house here by Publix. An option has been secured on the site at 9th St. between Ninth and Tenth.

Held Second Time on Blue Law Violation

Follansbee, W. Va.—For the second time in two weeks, Floyd Bros., operators of the Rex here have been held by grand jury under $250 each charged with violating the blue law by operating their house on Sunday.

Britons to See Fight Films

London—The British public will see pictures of the Harlequin-Scotti fight, exclusive rights having been secured here by Wardour Films, Ltd., which declare that nothing will be deleted from the original films when screened here.

April Warner Releases

Three Vitaphone specials will be released during April, Sam E. Morris, vice president of Warners, announced. They are: "Under a Texas Moon," "Those Who Dance," and "The Second Floor Mystery."

10,969 W. E. Inspections in Jan.

Service engineers of Electrical Research Products traveled more than 360,000 miles in January in making 10,969 inspection calls upon United States theaters equipped with Western Electric apparatus.

O'Reilly Closes Offices

J. Francis O'Reilly, who conducted a casting office at 135 West 45th Street, has closed his office and is scheduled to leave for the Coast soon.
NEXT!
Your Newest Star—
LAWRENCE TIBBETT

"The Rogue Song" in its 2nd month in New York and Los Angeles at $2 is playing to absolute capacity. The Star Maker, The Hit Maker!

METRO-GOLDWYN-MAYER
Production in East

Who's Who and What's What in Greater New York Studios

Experiment Proves Hard Lights O.K. for Talkies

For the first time since the advent of talking pictures, incidents of sound were discarded in favor of the more brilliant hard lights, which sound experts everywhere have claimed could not be used, because of carbon noises. The use of the powerful sunlights, spots and broadsides were so managed that the slightest trace of buzzing was picked up by the microphone. This experiment took place at the RCA-Victor studio, during the filming of "Kiss Me!" a Chester Aircraft production, featuring Olive Sheen, Forrest Stanley, Donald Meek, Alice Hegeman, Joan Bourdelle and others.

Visegraphic Film Is Used as Evidence in Del. Case

Edward F. Stevenson, president of Visegraphic Pictures, recently took a print of "Happy Landings" to Wilmington, Del., where it was shown as evidence. The case was one in which the Irving Air Chute Co., of Buffalo, was suing a competitive concern alleging infringement of patents. Slow motion photography and close-ups revealed the most minute details of the manufacture and use of parachutes.

Terry-Toon Short Stays

"Caviar," the first Terry-Toon novelty released by Educational Exchange, and produced by Audio Cinema, is now in its fourth week at the Gaiety theater, New York.

Cafe in Algiers Ready

Vitaphone has completed "A Cafe in Algiers" with Edwin Marshall in the lead role. Others in the cast of this short are Allan Gould, Mesil Morris and Helen Gray.

Reed's New Assignment

Daniel Reed, who has just completed directing the dialogue and dubbing of "Young Man of Manhattan," will also act in the same capacity on "Too Much Luck," Maurice Chevalier's next starring picture, to be started during the coming week.

Complete Vitaphone Variety

"At Your Service," Vitaphone short, with Jesse Royce Landis, William Hallam, George Blackwood, William Carey and Paul Biel in the cast, has been completed at the Warner Bros. studio.

Van Beuren Complete Short

Lois Bennett, Francis Luther and Evalyn Knapp, assisted by the James Stanley quartette, are finishing "Love's Memories," the latest Van Beuren song sketch, just completed by Director Oscar Lund, for Pathe release.

Short Shots from New York Studios

Charles Ruggles, who seems to be in high favor with the Paramount forces, not to mention the fans, did a little radio warbling Saturday night. Ruggles sang "The Bride Was Dressed in White," based on an old cowboy ditty which he has produced in the stage "Rainbow," since brought to the screen as "Song of the West."

Stanley Rausch, staff writer of the Warner Vitaphone studio, has entirely recovered from a recent attack of g r a s s  and is now back at his desk turning out bigger and better shorts material.

"Ye Hearte Shoppe," a Photicolor production, just completed under the direction of Bradley Barker, features these "Three Original Song Numbers by Augustus Barrett. This picture was recorded by George Oschmann and Ollie Leach in charge of camera work.

The Smiths and Cohens may dominate the phone book but the good old Irish name of Quinn leads all others at the Warner Vitaphone studio. Besides Phil Quinn and his brother "Chinnah," Bill Quinn, still crackman, is also very much in.

Sandrich Collaborating

Mark Sandrich has engaged Rube Welsh to collaborate with him on a series of two reel comedies featuring the team of Nick and Tony, to be produced by Louis Brock for RKO release. Welsh recently returned from London where he was connected with C. B. Cochran.

Gorney to West Coast

Jay Gorney, musical advisor at the Paramount Long Island studios, will leave Tuesday for a two month visit on the West Coast. He will study recording conditions at the Hollywood studios, as well as write some numbers for Paramount productions.

Olivette For Queen High

Nina Olivette, whose comic antics helped to keep the stage musical "Hold Everything!" on the Music Stem for over a year, has just been signed by Paramount for the film version of "Queen High," an all-Technicolor production, which will shortly go into production at the Long Island studios.

Visegraphic's Radio Service

A complete radio recording service is maintained in a special department opened by Visegraphic Pictures, Inc., New York.

Warner Makes 3 Changes in Exchange Personel

Three changes in the personnel of the Warner Bros. offices in this city are announced by Sam E. Mor, vice president of the company. M. Gustavson has been appointed exchange manager for St. Louis, replacing M. F. Keller, who is now manager of the Portland office. A. Hout, formerly of the Portland exchange, succeeds R. C. Hill at Salt Lake.

Varieties for Two Chains

M. E. Comerford and Ike Lipton, circuits have signed contracts with Vitaphone Varieties, Paul J. Sevans, general sales manager of Vitaphone Corp., announces.

Paramount Stars on Radio

Jeanette MacDonald and Lil Korth are scheduled to be featured by the Paramount radio broadcast March 8, over Columbia network.

Comzy Gets Second House

Atlantic City, N. J. John A. Comzy’s circuits have signed contracts with Vitaphone Varieties, Paul J. Sevans, general sales manager of Vitaphone Corp, announces.

To Convert House Into Garage

Philadelphia, Pa. — The Garrick which has been closed for many months, will be remodeled into a garage.

New Chain of Theater Is Planned by Pantalee

Los Angeles—Alexander Pantalee is planning to establish a new chain of theaters bearing his name, according to an announce ment made by his son, Rodney. Organization of the circuit is being assisted by the multi millionaire's in-law, who has signed a contract for a new theater at the corner of Main and Broadway. The Pantalee circuit is to be composed of five theaters, three of which will be located in Los Angeles and two in other cities.

Japanese Eulogizes "Rita"

"Rio Rita" has been accorded the honor of being shown to the Emperor of Japan. According to a cable received by RKO, the film, states another cable, won the approval of their Majesties from the palace of the Emperor of Japan.

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Lays Office Council Assails
Federal Film Control

(Continued from Page 1)

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Pettijohn de-
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enforced, but the
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socialistic and radical as to consti-
tute a danger to all branches of
industry." Pettijohn says.

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LANG TO THE RIALTO

with

Phil M. Daly, Jr.

IT'S gonna be quite a Hollywood affair—marriage of Edith Mayer and William Goetz slated for March 19 at the Hotel Biltmore in Los Angeles. The bridesmaids will be Marion Davies, Corinne Griffith, May McAvoy, Bessie Love, Carmel Myers and Catherine Bennett, while William A. Seiter, E. J. Mannix, Walter Morosco, Ned Marin, David Selznick and Lew Schneider have been named ushers.

* * *

JOHN TILLER'S Sunshine Girls, now at the Palace, N. Y., have been engaged to appear in Radio Pictures starting May 3. The troupe of 16 dancers is headed by Marjorie Lane. Russell E. Markert, who trains the 32 Roxyettes, was one of the speakers at yesterday's meeting of the Dance Art Guild at the Carnegie Hall Bldg. Tedd Smith, city editor of Pathe News, again is on the job after a slight illness.

* * *

"GENERAL CRACK" will be seen next week at the Beacon. He was doing jury duty, is the way they labeled it, but anyway, Jack Level, head man of the Pathe Sun, the rooster's house organ, is back on the job. She came in as meek as a lamb, sat still for a while, but when she got steamed up, were we sold? "Ask Hortense Schorr, she who thinks 'Columbia the Gem of the Ocean' was her company's cheering song. Who's the fellow known to most of us, does his broadcasting every Saturday, and another guy gets credit?"

* * *

FRANZ LISZT'S 'Les Preludes' will be the orchestral feature of the regular Sunday broadcast by Major Edward Bowes and his Capitol Theater Family. "Sally" sallates into the Strand this week. Consolidated Amusement Enterprises got out a neat little booklet about the company's 25th anniversary. Winnie Sheehan is said to have lined up Rube Goldberg for Fox talkers. "Promotion to a higher position in the organization is not merely a reward for conscientious service in the past. It is an opportunity for greater service in the future." Joe Leo in "Fox Progress," mouthpiece for Fox Metropolitan Playhouses.

* * *

MORRIS SMALL of the Edward Small office is in New York for a brief visit; Murray Roth is now kicking the ice around Broadway after a brief interlude under Florida skies. Rumor has it that Ben Hecht and Hobart Henley will announce definite producing plans upon the completion of Chevalier's next, which Henley will direct.

—AND THAT'S THAT

SAMUEL UNTERMeyer, generalissimo of the Fox legal forces, had one hectic time Monday morning in the State Supreme Court building trying to find a judge who could sit for the injunction hearing in connection with William Fox's Class "B" stock. It was necessary that the judge should not be a holder of American Telephone or Fox or Bankers Trust stock. So Untermeyer went from courtroom to courtroom, upairs and down, until he got his man in the person of Judge Aaron Levy. He has not weighted in yet to see how much pounds he lost.

Speaking of that injunction hearing, it was like a goose that might be called a "Steeplechase stock, who's got the stock?" The Bankers Trust had it. Fox wanted to get possession. And Stuart-Otterson were determined to prevent the removal. So Judy Levy had one of those Solomon cases on his hands—except that in this instance an offer to cut the "babe" in two parts and give each "mother" one-half might not have had the same reaction.

FILM QUEEN—Would you send out a story about the loss of my pearl necklace?

GLEN ALLIVINE—Certainly. Where did you lose it?

F. Q.—In the Savoy-Ritz dining room.

G. Q.—And how much is it worth?

F. Q.—At least a column on the front pages.

The girl friend, relates Lynn Farnol, was on the tenth page of a letter that she was writing from Holland to her best friend in N.Y. "But here I am," she said, "talking only of myself. Now I want to talk about you for a while. Tell me, do you always think of me?"

FAIRY TALES

Once there was a studio watchman who wasn't hardboiled.

MARCH 5——MANY HAPPY RETURNS

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

Houston Branch
Aileen Carlyle
Edwin Carewe
Irving Kahal
Jules Furthman
William H. Jenner
Walter Long

Famous Players Canadian Corp. recently formed will be capitalized at $15,000,000.

New Jersey exhibitor factions divided over Sunday opening question.

Murray W. Garsson, Rene Silz and Paul Fichet form Fine Art Pictures, Inc.

William Cohen plans $100,000 theater in Chicopee, Mass.
Activity on Fox Lot Increases

Activity on the Fox lot is increasing and pictures now in work total seven, with one due to go into production before the end of the week. Four pictures are set for action, awaiting available space. Among recent pictures in work are "Fox Movietone Follies of 1930," "Solid Gold Article," and "Temple Tower." Also in production are "Arizona Kid," "A Very Practical Joke" and "So This Is London." Three of the four pictures to be started soon are "The Fatal Warning," "Common Clay" and "Roadhouse." The fourth will be a special to be directed by Raoul Walsh, tentatively set for production April 1.

Two Associate Producers Named by Universal

Two associate producers have been added to the Universal roster with appointments of E. M. Asher and Albert DeMond by Carl Laemmle, Sr.

Colyer Signed by P-F-L

Paramount has placed June Colyer under a long-term contract.

DeMille Signs Prinz

Leroy Prinz, stage dance director, has been placed under contract by Cecil B. DeMille. He will stage ensemble numbers in "Madame Satan," which DeMille is directing and producing for M-G-M.

Completes Cast on "U" Film

Cast of "What Men Want" has been completed by Universal and now consists of Mary Nolan, Robert Elsley, Hallam Cooley and Ben Lyon.

Schertzinger's Contract Renewed

Paramount has renewed Victor Schertzinger's contract. His most recent production for the company is "Safety in Numbers," with Buddy Rogers.

Complete Casting

Casting has been completed for "The Dawn Patrol," in which First National will star Richard Barthelmess. Howard Hawks will direct.

"The Storm" in Work

Sound and talking version of "The Storm," goes into production at the Universal studio under direction of William Wyler. The cast now consists of Joseph DeGrasse, Tom London, Ernest Adams and Nick Thompson.

Comedy Team Together Again

The comedy trio Marjorie White, L. Brendel and Frank Richardson of Sunny Side Up will again be seen in a "Fox Movietone Follies of 1930" which Benjamin Stoloff is directing.

Minn. Mayor Opposes Censorship in Films

(Continued from Page 1)

Mental and moral education of the people. Its development has been so rapid and so reaching that its farreaching effects hardly have been visualized. No doubt with the movie — as in the case of every good and useful invention — some evils and abuses have crept in. But this does not justify local censorship, as the mayor added, "to which I am unalterably opposed." Other speakers were Merle Potter, drama and picture editor of the Minn. Journal; Capt. David Broderick, police censor, and Mrs. S. A. Saks, president of the Women's Federation.

Pittsburg Musicians Group to Operate Silent House

(Continued from Page 1)

caused by canned music in theaters. The corporation has leased the Gaiety, which will be converted into a silent film house with a 50-piece orchestra to be featured as well as another 30-piece symphonic jazz orchestra. Officers of the company are: Umberto Egizi, president and managing director; Frank Keller, associate; Edward Zimmerle, treasurer, and William Henning, secretary. Board of directors consists of Hook Osborne, James Bandi, J. Jones, James Borelli, Oscar Arbogast and Berry Laurence.

Bijou Wired for Sound

Jeanerette, La. — The Bijou is wired with Western Electric.

United Artists Plans 7 Films with Technicolor

(Continued from Page 1)

the other two will have color sequences.

Following "Whoopie" will come Irving Berlin's "Love in A Cottage," a Dolores Del Rio picture as yet untitled, Joan Bennett in "Smilin' Thru," and another Joseph M. Schenck production, all in full-color, while Howard Hughes' "I'm Angels" and the Arthur Hammerstein picture, "Bride 66," with Jeanette MacDonald, will have color sequences.

Anti-Chain Speakers Formed by Pitts. Exhibs

(Continued from Page 1)

organization is to furnish speakers to address those organizations that are affiliated with anti-chain associations. Expectations of making orations before Rotary, Kiwanis and such clubs and boards of trade in Western Pennsylvania, West Virginia and Ohio are in view. Speakers available are Anthony P. Jim, president of the M.P. T.O. of V. Pa. and W. Va., David J. Selznick, Morris Finkel and Fred Harrington, exhibitor secretary.

Walter Read to Build on Park Avenue Site

(Continued from Page 1)

the beginning of a string of class houses. Leo Brecher, who recently opened the Plaza, for some time has been the only exhibitor catering to the populace of this section.

NOW PLAYING ON BROADWAY
IN THE GEO. M. COHAN THEATRE

White Cargo

The All-Talking Picture of the World's Most Sensational Play

Available For Distribution In All American and Canadian Territories

HAROLD AUTEN
LOEW STATE BLDG., NEW YORK
Telephone: BRytant 3071

New York — Northern New Jersey Distribution by

HOLLYWOOD PICTURES CORP.
ADOLPH POLLAK, Pres.

630 NINTH AVENUE
NEW YORK CITY
Showdown on Fox Financing Plans Starts Today

(Continued from Page 1)

by William Fox standing the best chances of winning out.

Whether or not Mr. Fox will be given the opportunity to permit him to vote the Class B stock controlling the company, is to be decided today, and if he does not vote his Class B stock there will be a showdown on the financing plans.

The funds are required to pay the principal and interest on the Convertible Debentures, the interest on which is now due.

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Importation of Chinese Pictures Shows Increase

STOCKHOLDERS STAND BY FOX M-G-M to Alternate with Sono Art on Denny Films

An Observation — on national advertising

By JACK ALICIOATE

ADVERTISING by the major companies of this colorful and intriguing industry in magazines of national circulation may be the old flag as far as selling stock is concerned but, when measured in dollars and cents, comes far from filling the seats of any theater at a given time and date. We have noted several exhibitors from many parts of the country during the past few days what they thought of this expenditure on the part of the big companies and all are firmly of the opinion that this money might far more advantageously be spent in local tie-up, newspaper,ams running day and date with their play dates. It is stretching the imagination close to the breaking point to vision a happy family sitting around the fireside, after reading a full page magazine advertisement selling the virtues of "Show of Shows" at about grand a page, rushing for their collective hat and coat in haste to take the last show at the local movie house that is on that day owing "Madame X."

Wanted: Better Music

ROM OUR present seat way up on the corner of the grandstand watching this magical and irresistible cinema sound parade wend its way up the avenue we see its weakest exhibit the surely unimportant department of music. Checking over the menu of the first few months we find a great many fine and compelling pictures of few, far too few melodies that could be remembered a half hour after the picture was finished. "Music that charms"— but there is music that will charm and most of that which has been getting lately is anything else. However...

Companies Will Make One Each; Dempsey Being Sought for Lead

Contractual stipulations between M-G-M and Sono Art-World Wide, have been arranged whereby Reginald Denny will divide his time between both companies. Denny recently completed "His Dark Chapter," first series of five for Sono Art and now is scheduled to make one for M-G-M. Negotiations are under way to secure the services of Dempsey as well. (Continued on Page 8)

Not Giving Up

Although the vote of Fox stockholders yesterday was given against the refinancing plan of the Bancamerica group, counsel for the Stuart-Otterson interests and the Trusteeship of Dec. 3 intimated that they would not give up, and that they had other cards up their sleeve to play against the consummation of the Bancamerica plan as it now stands.

M. A. LIGHTMAN CHAIN
NOW COMPLETELY WIRED

Memphis — M. A. Lightman circuit of 25 houses located in Arkansas is now completely equipped with sound apparatus. The company recently installed 10 Vitaphone machines, with these additions the circuit now has 34 full sound apparatus. (Continued on Page 8)

Public Cuts Prices After Survey of Conditions

Rochester, Minn. — Following a survey of local conditions by representatives of the Publix home office, Gordon C. McKinnon, manager of the Chateau Dodge, has reduced admission prices ten cents for evening shows. (Continued on Page 8)

Sunday Pictures Win in Humboldt (Ia.) Election

Humboldt, Ia. — Sunday movies here were carried in a special election by a large majority. Sound will now be installed in accordance with a promise made to the voters.

Chinese Films Only Shown in Three Cities in U. S., Lee Says

GENERAL TALKING SUIT SCHEDULED FOR MAY 19

Wilmington—Opening of the suit filed by General Talking Pictures Corp. against Stanley Co., charging infringement on De Forest Phonofilm, has been set for May 19 by Judge Morris of the District Court here. Darby and Darby will represent General Talking Pictures, while Western Electric, it is claimed, will defend for Stanley.

Bancamerica Refinancing Plan is Approved by 15 to 1 Vote

William Fox yesterday scored a double victory when stockholders of his two corporations, after a long and stormy meeting, voted about 15 to 1 in favor of the refinancing plan sponsored by the Bancamerica group with the approval of Mr. Fox. It was a moral victory and a big personal tribute for Mr. Fox, in addition to the fact that, whereas the Stuart-Otterson group have other cards up their sleeve that they can play, it means Mr. Fox will remain in control of his companies.

Just as the meeting was being called to order, word came that Judge Aaron J. Fox had vacated the temporary order in connection with the Fox "H" stock, thereby making it possible for the stockholders to vote at the meeting. As a result of this, the Fox directors held a hurried conference and emerged with a modification in the Bancamerica plan whereby the proposed issue of refinancing stock was eliminated, thus requiring only the board of directors to pass the plan, and obviating the necessity of a stockholders' vote. The stockholders were asked to vote as originally planned, however, in order to record their attitude for the guidance of Judge Aaron J. Fox, when he holds the next meeting.
Rothafel Designs Special Program for Anniversary
S. L. Rothafel has arranged a special elaborative program for the Rosy, beginning tomorrow, in celebration of the theater's third anniversary. In addition to the screen attraction "Such Men Are Dangerous," Lew White and C. A. J. Parminter will render original music appropriate to the especially designed stage show to embrace "Laugh Clown Laugh," to be sung by Harold Van Duzee; "Pro-

Local S.M.P.E. Members to Hold Informal Meet
Informal meeting of the S.M.P.E. will take place tonight at the Engi-

First National Signs 3 Actors for Starring Roles
(West Coast Bureau, THE FILM DAILY
Hollywood—Three new stars have been added to First National's roster with the signing of Joe E. Brown, Fred Kohler and Lila Lee. The trio have appeared as principal players in recent pictures produced by the company.

Reselling Mineola House
Mineola, L. I.—Adam Ciccarone, who purchased the Mineola for $150,

Nolan Leaves for Home
After making arrangements with several equipment companies to re-

Warner Members to be Dined
Members of the Warner Club will

Eastman Films
J. E. Brubratul, Inc.

Charles Chaplin to Form Own Company for Silents
West Coast Bureau, THE FILM DAILY
Hollywood—Adhering to his belief that there is still a strong market for inaudible pictures, Charles Chaplin is understood considering the formation of a new company to produce several silent pictures a year, selling

Mindlin Opens 450-Seat Playhouse in Cedarhurst
Michael Mindlin, managing director of the Fifth Avenue Playhouse Group, Inc., New York, has opened his first suburban house at Cedar-

"Animal Crackers" Bought for Four Marx Brothers
Paramount has purchased audible film rights to "Animal Crackers," and have selected the Four Marx Brothers, who are now appearing in the play, to star in the screen version. Production will take place at the Astoria studios in about six weeks.

Menjou Bound for U. S.
Paris—Adolphe Menjou, accompanied by his wife, is on his way to New York aboard the Majestic. The actor expects to remain in New York until September.

J. K. Adams in New York
J. K. Adams, New York manager for DeForest Phonofilm, is visiting the home office of General Talking Pictures.

Denny's First Due Next Week
Reginald Denny's first picture for Sono Art, "His Dark Chapter," with Miriam Seegar, Lucille Ward, Harry, and Charles Coleman, is expected to arrive here next week.

 WARNER BOND MARKET
Keith A. O. 6s 24.84 84 20
Low 6s 41w 11415 1142 20
Loe 6s 41 1145 1145 30
Paramount 6s 47 1010 101 108
Par, By 5s 31 10 10
"Pothe 7s 57 69 59 80
"LAST PRICE QUOTED

AMALGAMATED VAUDVILLE AGENCY
Attractions for Picture Theaters
Standard Vaudeville Acts
1600 Broadway, New York City
Phone Payless 3580

Arthur S. FETTER & HOLLINGER, Inc.
EUGENE C. FETTER, Managing-
Pandemonium on Broadway as Personal Appearance of PARAMOUNT Star plus B. O. Draw of "ROADHOUSE NIGHTS" smashes PARAMOUNT THEATRE, N.Y. RECORD BY OVER $7,000!

THE BIG STARS!  THE BIG HITS!

PARAMOUNT
Gentlemen be seated— and listen to what some hard-boiled Philadelphia reviewers have to say—

"Pathe has brought to the screen a living, vibrant story of minstrelsy in the super-production 'The Grand Parade'. It seems to be what the movie audiences want. That at the Erlanger yesterday ate it up."

—Philadelphia Record

"A fine story has been provided for this picture. It has drama, pathos and comedy. There is a pretty romance, too. This reviewer liked 'The Grand Parade' and can recommend it as a pleasant evening's entertainment."

—Philadelphia Daily News

"A poignantly beautiful narration that will appeal with powerful effect to the fathers, mothers, sisters and brothers, and in fact to every picture fan of today."

—Philadelphia Inquirer
THE GRAND PARADE

with HELEN TWELVETREES and FRED SCOTT

written and produced by Edmund Goulding. Directed by Fred Newmeyer

ALL MUSIC • ALL AUDIENCE • ALL BOX-OFFICE!

PATHE
Maureen O'Sullivan is a great glamour girl. 

Only a speck of dust in her past history, but a lot of it in her 

Richard Barthelmess 

Says Sound in Films Gives 

Writer More Chance for Effect 

THEY are a thousand things 

that the novelist cannot touch 

because they cannot be put across 

in narrative on a printed page. 

There are several more thousand 

things that a dramatist is forbid-

den because of the narrow limi-

tions of his three-sided room 

and juggling of entrances and exits. 

But the writer laying out script 

for talking pictures has the reas-

surring knowledge that with 

sound added to the enormous 

flexibility of the silent picture 

he can count on technicians 

to get him any effect necessary 

for his purpose.

Louis Bromfield, Author

RUDY VALLEE pitched in with his services for the benefit 

AARON REUBEN is organizing for crippled children at the 

Majestic theater on March 16. Among those scheduled to 

waffle at the affair, so far, are Jack Donahue, Lily Damita, 

Florence Moore and Gertrude Lawrence. James Hall will 

sparkle with Radie Harris next Monday over WMCA. 

George Abbott will soon leave for the Coast to continue picture 

work. 

FLORENCE ZIEGFELD with her daughter, Patricia, will leave 

for the West Indies where he has been ordered by his 

doctor. After resting, it is probable that Ziegfeld will head for 

the Coast to aid in the filming of "Whoopee." Frank Tours, director of music at the Paramount Long Island, 

is on the entertainment committee for the next Lambs' Gambol 

So you judge how that department will be taken care of. 

HARRY MOSKOWITZ, assistant chief of Loew's engineer-

ing and construction department, now is cruising around 

the various islands of the Bermudas, no, not the onion. Helen Twelvetrees was born in Brooklyn. That's nothing, well 

now she is doing her stuff in Pathé's "Swing High," catch on. 

Pete Higgins on the next RKO hour again will broadcast 

"Molly," the song from "The Grand Parade." 

FROM J. J. McCarthy comes word that tickets for John Mc-

Cormack's "Song O' My Heart" which opens at the 44th 

St. on March 11, are rapidly being taken up. Also that foreign 

critics and representatives will be on hand to cable their re-

views of the premiere. Wonder what the "Dublin Journal" will 

say? "Only the Brave" with Gary Cooper and Mary 

Brian will be ushered in the Paramount tomorrow. 

PATRONS of the Rialto today will be given a break to see 

Fannie Brice in U. A.'s "Re Yourself." Several well 

known Broadway stars are giving voice to the newspaper humor 

in Pathé's Talking Topics of the Day reel. Yoo, aaxin, 

Paramount will feature the w.k. Four Marx Bros. This time 

the opus will be "Animal Crackers," their current stage ve-

cticle. 

WARREN NOLAN hops around so often that by the time 

you read this he probably will be back in town after 

a short trip to Detroit. They tell me that the noise in 1560 

is not from the RKO office, but the M. P. Club fellows still 

talking about the Shartey-Scott dancing lesson. Why does 

an exploitation man always pad the swindle sheet with newspaper 

and stamp items? 

-AND THAT'S THAT- 

By PHIL M. DALY 

A exchange manager in the Middle West, writes Cameron Lenz 

from Chicago, got tired of waiting for a small-town exhib to 

remit for a few of your exhibitors to give us a sample of what kind of contract you would want us to sign if we 

were the exhibitors and you were the distributors. 

Tom Meighan, at a premiere of one of his pictures a few years ago was 

being congratulated by his old pal, John McCormack. The famous tenor 

said he would be a happy man if he could act like Meighan, and Tom 

returned the compliment by declaring he could wish for nothing better 

than to be able to sing like McCormack. 

So now that the distinguished tenor has blossomed forth as a film actor 

will Tom match him again by breaking out as a warbler? 

Eddie O'llinn says he'd like to see: A talker without a backstage 

scene; a director wearing long nightshirts; a theme song minus the word "love," an orchestra leader with a hairpin 

and a female extra who doesn't smoke cigarettes. 

And we'd like to see Eddie in a picture where he doesn't dance, play 

the sax or wear wide college pants.

TEN YEARS AGO TO-DAY 

Producers not worried over exchange situation existing between 

Canada and United States. 

Goldwyn drops plan to open office in Australia. 

New York delegates leave for Utica convention. 

Loew leases San Francisco Hip podrome for 15 years.

MARCH 6--MANY HAPPY RETURNS 

Lee Guglick 

Sam Corso

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birth-

days today: 

A FILM FACT A DAY 

On the basis of 6,000 feet a production, the 11,500 feature 

films distributed from Jan. 1, 1915 to the present day, placed 

end to end, would reach more than half way round the world.
Stockholders Stand By Wm. Fox in Refinancing Plan

(Continued from Page 1)

caring to decide between a receivership or refinancing plan. An appeal from Judge Levy's decision was made by the S. Fox directors a day or two before the hearing on this appeal is expected to be held. It is understood that a Receivership Board of examiners will be appointed by the court to sit in for Judge Levy in judging the facts in the case and he will have the final word on the subject. Mr. Fox, as predicted, put it in his vote on the "Mr. S. Fox held by the Bankers Trust Co. as collateral for the mortgage of Dec. 3 (which now includes the $7,500,000 loan on the securities of the TVC and the $5,000,000 loan on other collateral), but Mr. Fox has withdrawn, protesting that he was not representing any voting interest in behalf of the trusteeship and for the shareholders against any receiver appointed. The actual counting of the ballots and proxies is not expected to be completed until late Wednesday night.

Untermeyer stated last night that out of a total of 602,087 votes at the last annual meeting, 582,000 voted in favor of the mortgage, while more than 13,000 of the Fox Theaters "A" stock also voted for the stock not held by Fox or held by the Bankers Trust, big majority also was present and in favor.

Numerous heated clashes took place between the attorneys for the Fox and Mervyn Halsey, Sr., the latter appearing as counsel for the Fox interests and advising the stockholders to vote against the refinancing plan. Halsey's attorney, Stuart-Telephone, was the one who submitted the refinancing plan and now is opposing the refinancing plan presented by the Bankers Trust Co.

The secret of the refinancing plan lies in the fact that the Fox is the only company in the entertainment field that has been able to finance its operating expenses by the issuance of debentures and that the receipts on these debentures are not only sufficient to meet the interest and本金 payments but also to meet the "pro forma" requirements of the refinancing plan.

The modifications in the Bankamericana plan are outlined in the following letter from Mr. Fox to the Bankamericana group:

"In consideration of the stockholders of Fox Films Corporation now being held, there is submitted to the Board of Directors of the Plan of Financing embodied in your minutes of March 17, 1930, and the holders of a majority of shares of Class A Common Stock in the number of not less than two-thirds of the shares of Class A Common Stock, it is respectfully requested that you be authorized to enter into an agreement with the holders of the shares of Class A Common Stock of said Corporation to the effect that the holders of a majority of shares of Class A Common Stock shall be entitled to participate in the plan of reorganization whole shareholders having given their consent thereto. This proposal is in the interest of the Corporation and is in the best interest of the shareholders. It will be noted that the Board of Directors of Fox Films Corporation has approved the plan and the same is now in the hands of the Bankers Trust Co., New York, as trustees for the shareholders and the plan will be submitted for the approval of the stockholders at the annual meeting of the shareholders of Fox Films Corporation to be held at 3 o'clock on Monday, March 21, 1930.

The Board of Directors of Fox Films Corporation, in consideration of the plan of reorganization whole shareholders having given their consent thereto, now make a request of the Bankers Trust Co., New York, as trustees for the shareholders of Fox Films Corporation, to take the necessary steps to submit the plan of reorganization whole shareholders having given their consent thereto, to the approval of the stockholders of Fox Films Corporation at the annual meeting of the stockholders to be held at 3 o'clock on Monday, March 21, 1930.

The following memorandum, directed to be annexed to the minutes of the meeting of the board of directors, dated at 10:30 a.m. yesterday, gives the reasons for rejecting the plan of Halsey-Stuart plan:

The plan of Halsey-Stuart is rejected as it is in the best interest of the Fox Films Corporation, the shareholders, the management and the public at large.

1. The so-called trustees mentioned in the plan of Halsey-Stuart are not such as would be elected by the shareholders, the management and the public at large.

2. The plan of Halsey-Stuart is rejected inasmuch as it is not in the best interest of the Fox Films Corporation.

3. The plan of Halsey-Stuart is rejected inasmuch as it is not in the best interest of the shareholders of Fox Films Corporation.

4. The presentation and acceptance of the plan of Halsey-Stuart plan is contrary to the best interests of the Fox Films Corporation.

5. The presentation and acceptance of the plan of Halsey-Stuart plan is contrary to the best interests of the shareholders of Fox Films Corporation.

6. The presentation and acceptance of the plan of Halsey-Stuart plan is contrary to the best interests of the management of Fox Films Corporation.

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HISTORY IS REPEATING
WILLIAM FOX DECLARES
(Continued from Page 1)
give the public the best entertainment at the lowest cost. The winning of the present fight again prevents the entrance into the field of a monopoly which the telephone company was trying to establish in talk, as a result of certain patents they own. In the last two months I had the choice at one time of accepting $33,333,000 which was offered to me if I would sell my voting shares to make possible this monopoly.

M. A. Lightman Circuit
Now Completely Wired
(Continued from Page 1)
stalled De Forest equipment in the Dunlap, Clarksville; Majestic, Stutt-
gard and Capitol, Newport, Ark. Lightman is president of the M.P.T.O. of America.

Publix Cuts Prices After
Survey of Conditions
(Continued from Page 1)
performances. Falling off of business to an appreciable extent has hurt box-office receipts. This was followed by a check-up on conditions locally which resulted in the decision to revise the evening scale to 50 cents.

N-E-W-S-O-F T-H-E D-A-Y

United States
Cleveland—Vandals are again busy here with stench bombs after a two months’ respite. Recent houses that have been visited by the offenders are the Knickerbocker, Strand, Cine-
ma, Cedar and Gaiety. Since Sept. 1, approximately 30 theaters have suffered from this unlawful act.

A kron, O.—The Allen is now being managed by Charles Switzer, formerly at the Kent Opera House.

Joplin, Mo.—Work has begun on the $400,000 house planned here. The Midland chain has leased the house for 20 years from the owners.

Washington—Reports to the U. S. Dept. of Agriculture on two films, "Mollie of Fine Grove Va!" and Southern Cattle Yesterday and To-
day," used in the tick eradication campaign have emphasized the effec-
tiveness of this form of appeal, says C. W. Warburton, director of Ex-
tension Work of the department.

Faulkton, S. D.—Levi F. Roberts has, signed for RCA Photophone equipment for his New.

Newark, N. J. — Grand Pictures, Inc. has been formed here with a cap-
ital of $50,000. Officers of the company are: Solomon Greene and Lee Wolkenberg of Newark and Milton J. Gross of Irvington.

New York
Jack Schwartz, owner of the New Law, New 14th St. and Sunshine theaters, is expected back in New York from Florida Thursday. Ac-
companying him is Morris Needle, of the Park West.

Tom Hamlin, publisher of "Film Curb," moves his office to the Film Center Bldg. this week.

Bill Scully, New Jersey manager of M-G-M, returns this week from a sojourn in Havana.

Bookers at the local M-G-M ex-
changes are now wearing new jackets. This is the first exchange to have started a uniform wearing apparel for its employees.

L. C. Wechsler, formerly with Uni-
versal, has been appointed special representative for the local Sono Art World Wide exchange.

Irving Dashkin has joined Consol-
diated Amusements as manager of the New Arena.

M-G-M Will Alternate with
Sono Art on Denny Films
(Continued from Page 1)
Jack Dempsey for the lead in "The Big Fight," from the Belasco stage play, which James Cruze will direct for Sono Art.

With the announcement of Sono Art-World Wide's 56 mm wide film process, it is planned to make "Hon-
eymoon Lane" with the new process early in April. Color also is being considered for a number of new re-
leases, with no definite number yet determined.

French Film Receipts Are
$28,000,000 for Last Year
Paris—Receipts of French film the-
aters reached approximately $28,-
000,000 in 1929. Paris houses accounted for $8,000,000 of this total. Six mil-
ions went for taxes.

Report Publix Seeking
Strand in Providence
Providence, R. I.—That the Strand, a 2,000-seat theater, will be acquired by Publix is reported in theatrical circles here.

To Finance RCA Building
Construction of the 50-story RCA-
Victor Building at Lexington Ave.
and 50th St., New York, will be finan-
ced by the General Realty & Utilities Corp.

Richey Defines Status of
Michigan Organizations
(Continued from Page 1)
a profit and the M.P.T.O., a non-
profit association depending on dues, acts in behalf of the theater owner, protecting him in his rights as such. Cooperative, he declares, supplies ex-
hibitors with the service of experi-
enced men in the buying and book-
ing field, enabling them opportuni-
ties not in the constitution of the M.
P.T.O. However, Richey states, "If
Cooperative becomes a destructive force, the M.P.T.O. will be the first to condemn it as having failed in its purpose."

Rialto at Omaha to be
Converted into Bus Depot
Omaha—The Rialto will soon be-
come a bus depot, it is announced by the real estate interests in control of the house. The theater was closed recently after Publix pur-
chased the Omaha holdings of A. H. Blank of Des Moines.

Opens in Foreign Countries
Sydney — M-G-M's "The Holly-
wood Reveue" had its premiere at the new Roxy here and also at the Wel-
lington, Auckland, New Zealand.

IMPORTATION OF CHINESE FILMS SHOWS INCREASE
(Continued from Page 1)
Exhibitors outside of New York can secure these film through Lee on a percentage arrangement.

Before Chinese pictures can be screened, they must be passed by the National Board of Review, American subtitles supplement those in Chinese and are run that way in theaters here. In Los Angeles a Chinese vaudeville house is converted into a picture house each time a picture is brought out. An agent of Chatham in Chicago tents a theater in the heart of the city's Chinatown every time a picture is available.

Duty tax for such pictures is charged at the rate of one cent per foot, and each picture is about ten reels in length, Lee states. "We must guarantee our Shanghai company $250 on each picture imported and only get 25 cent per foot over that figure."

In New York these pictures are shown only at the Chatham, a 600-seat house in Chatham Sq., on Sunday and Monday. Ad-
mission price scale 25 cents for minors and 50 cents for adults at all times. Lee, who operates the house, says that nearly 1,500 people attend during the two days. Pictures are advertised in a local Chinese newspaper and posters and photos recently with this print are used to decorate the front of the house. During the week, the house is farmed out to a local exhibitor who runs American

CLANCY LOST HIS SHIRT
WERE YOU EVER CAUGHT SHORT

SEE N A T LE V I N E
1650 Broadway
New York City
Western Electric Wins Two Points in Patent Suit

**FOX CASE IS NOW UP TO JUDGE COLEMAN**

**Dep't of Commerce Names Foreign Trade Agent**

Harvey Sheehan Appointed Commercial Agent with Office in New York

Washington Bureau of THE FILM DAILY

Washington—With a view to aiding in the development of markets for films, the Department of Commerce has appointed Harvey Sheehan, of Wickford, R. I., as a commercial agent with headquarters in New York. Sheehan, for several years was Mexican representative for American film interests and has charge of distribution in Latin America, and his appointment to the post in the New York office of the Department of Commerce is expected to prove of great assistance to producers and distributors. The Department states that last year, through the aid of this office, $6,000,000 in new business was obtained from the foreign field.

**PUBLIX ATTENDANCE UP TO 35,000,000 WEEKLY**

Chicago—Weekly patronage for all Publix houses during the past year has increased 6,000,000 over the preceding year when 29,000,000 people attended. Of the 35,000,000 patrons weekly at Publix theaters throughout the country.

(Continued on Page 12)

**GERMANY IS PREPARING TELEVISION PROGRAM**

Washington Bureau of THE FILM DAILY

Washington—Television programs, broadcast by a combination of eight private companies operating in eight parts of the country and all (Continued on Page 12)

New Australian Ministry to Continue Film Contest

Washington—The present Australian ministry has announced it will continue the competition started by the Bruce-Page government with a

(Continued on Page 12)

**Delaware Court Dismisses Injunction Against W. E. Roberts Here for Confab with Pathe Executives**

Charles Roberts, general manager of the Paris office of Pathe International Co., has arrived in New York for conferences with home office executives. Countries of Central Europe prefer dialogue pictures in their native tongue, but would also like Amer-

(Continued on Page 12)

R-K-O REPORTS NET PROFIT OF $1,669,564 FOR 1929

Net profits, after all charges, of $1,669,564.25 are reported by R-K-O in its annual report for 1929, made public yesterday by Herman Zohbel, treasurer of the company. This compares with a loss in 1928 of $457,439. Total assets last year were $91,163,699.36 as against $71,397,699.36 in 1928. Current assets have increased.

(Continued on Page 12)

**Chi Engineers Get Wage Boost in New Contract**

Chicago—Local exhibitors and International Union of Operating Engineers have entered into a two-year agreement fixing salaries of Grade "B" engineers from $30.40 to $70 per.

(Continued on Page 12)

**Fox West Coast Takes Third in San Bernardino**

West Coast Bureau, THE FILM DAILY

San Bernardino, Cal.—Fox West Coast Theaters has concluded negotiations with the San Bernardino Theater Building Co. for purchase of

(Continued on Page 12)

**French Exhibitors Seek Better Sound Projection**

Paris—Aware of the importance of good reproduction to the success of talking pictures, distributors in France have started a movement to improve the quality of sound in the

(Continued on Page 12)

**Sheehan Going to Coast With 50 Plays, Stories**

Having rounded up about 50 plays and stories in New York as a starter, Winfield Sheehan leaves in a few days for the West Coast to confer with Grainger and Sol Walter in next season's lineup pictures for Fox.

728 Educational Films in Germany Last Year

Washington Bureau of THE FILM DAILY

Washington—A total of 728 educational pictures were viewed by German censors during 1929, and they will be accepted by the M. P. Division of the Dept. of Commerce states. This compares

(Continued on Page 12)

**Stuart-Otterson Faction Still Hopes to Block Bancamerica**

In a much milder session than those of the previous days, and despite protests from the groups opposing the Bancamerica plan, Fox stockholders yesterday put through the final formalities in connection with their approval of this refinancing arrangement as an alternative to receivership.

Official reports of Henry E. Menders and Court. F. Hall, inspectors who direct the tallying of the stockholders' votes taken at the Fox meetings on Wednesday, give the final figures as 664,577 shares of Fox Film "A", out of 696,602 represented at the meeting, and 93,745 "B" shares out of 94,905, represented in favor of the Bancamerica plan, while 32,025 of the "A" shares and 1,960 shares of "B" voted against the plan. Total outstanding stock of Fox Film is 820,660 shares of "A" and 99,900 of "B", and of Fox Theaters there is 1,583 of "A" and 100,000 of "B".

(Continued on Page 9)

**FOX SALES INCREASED 46 PER CENT LAST YEAR**

Sales of Fox pictures for 1929 show an increase of 40 per cent over 1928, according to an announcement last week from the Fox offices. Current sales also are running well ahead of last year, and it is predicted by William Fox that the current year

(Continued on Page 12)

**Lawyers Consulting**

Upon being notified yesterday of the favorable action taken by Fox stockholders on the Bancamerica group refinancing plan, Judge Frank J. Coleman said he would hold conferences from day to day with the attorneys of both sides with a view to paving the way for the next formal hearing on the case.
Believe Theater Deal on
Despite Owner’s Denial

Torrington, Conn.—Despite denials by the owners of the American House, that New York theatrical interests were negotiating for the property, the deal is understood to be near consummation. Representatives from various companies have been here inspecting the house and all that remains is the signing of the contract.

Holds Trade Show at Carnegie

A short subject trade showing was yesterday at the American House and Carnegie Playhouse yesterday. A buffet luncheon preceded the screening. The program included "Trapped Her Ace," and "Match Play," both Mack Sennett comedies.

John McCormack to Attend Premiere

John McCormack will be among the speakers at the opening of his first picture, "Song of My Heart," at the Forty-fourth St. Theater, New York, March 11.

Hollywood Theaters Formed

Willington—Hollywood Theaters, Inc., has been formed here. The company will operate picture houses.

American Film Screened

"The Black Journey," through courtesy of Georges Marie-Hard, explorer, was shown last night at the Little Studio in the Warner Bldg. The picture tells of an expedition going through the African jungle and was shown to persons not actively interested in motion pictures.

Marcus to Coast

Lee Marcus, executive vice-president of Radio Pictures, leaves today for Hollywood to open the new studio. He will be gone two weeks.

American Agents to Go to London

Report on "sensational" motion picture advertising, prepared by Maurice D. Kann, Arthur James and Frank Whistler, was read before the American Cinematograph Club last night. A board of directors at a meeting scheduled this Tuesday.

Tiffany’s "Mamba" Sign

Tiffany claims that the election sign for "Mamba" over the Gaiety, where the picture opens Monday, are the largest ever seen on Broadway. Each letter is said to be over 16 feet in length.

Fire Does $4,000 Damage

Purdumont, W. Va.—A $4,000 fire at a chain was suffered by Lloyd Liniger, when the Majestic recently was gutted by fire.

Vitaphone Sales Manager on Trip to Exchanges

Paul J. Swift, general sales manager of Vitaphone Corp., yesterday left on a short visit to several of the company’s exchanges.

Releasing Educational Film

Visagographic Pictures, Inc., will soon release "Bringing the North Pole Down South," an educational picture.

Warner Buys Herbert Operetta

Another Victor Herbert operetta has been acquired by Warner Bros., with the purchase of talking picture rights to "The Serenade.

Vacation for Andrews

Boston, Mass.—LeRoy Andrews, supervisor of projection and maintenance for Neteco in New England, leaves this week on a two-weeks’ vacation in Florida.

Normand Leaves Large Estate

New York, N. Y.—Mabel Normand estate is valued at between $100,000 and $300,000. All her property has been left to her mother.

Erlanger Buys Philly House

Philadelphia—A. L. Erlanger has taken over the Broad St. from Stanley Co. of America. The Erlanger and Garrick here are also controlled by the purchaser.

Renoir Van Couver House

Vancouver, B. C.—Beacon is the new name of the former Pantages. Other Canadian Pantages houses also will have names changed.

Can. Magnascope Installations

Ontario, Ont.—J. P. Nolan is using Magnascope and a wide screen at the Avalon. Gold Diggers of Broadway was first attraction.

Hold-Up at Windsor

Windsor, Ont.—David Krendal, assistant manager of the Capitol was held up and robbed of $1,500 recently, but the money was later found.

Rebuilding Arnprior

Arnprior, Ont.—M. J. O’Brien, Ltd., is rebuilding the Arnprior recently taken over from the Allen’s.

The Industry’s Date Book

Today: Opening of "Casey of Green Island" at the Globe, N. Y. Mar. 10 Opening of "Mamba" at the Gaiety, N. Y.

Mar. 11 Opening of "Song of My Heart" in New York at 6th St. Theater


Apr. 1 Premiere of "Journey’s End" at New York house, not yet decided upon.

Apr. 5 Second annual banquet and ball of the Warner Club, Inc., at the Hotel Commodore, N. Y.

Apr. 6-7 Spring convention of Tri-State M.P.T.O. at Memphis.

May 8-10 S.M.P.E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.

May 25 Fox annual sales convention starts today.

June 2-7 International Cinema Congress in Brussels.

Movietone News Interesting

Prohibition subjects highlight the current Fox Movietone News with other happenings also manifesting considerable interest. Berry Ma Niedfiett, 4, with his whistle and Kaye-Dicks shown in his recent feature, the Silver Bullet.

Two Columbia Films Honor

National Board of Review in selected "Peregrinage" and "Personality" for the Photoplay Guild a popular entertainment for March. Both are Columbia pictures.

Copman with F. N.

Minneapolis—Lev Copman, formerly with Warners, in South Dakota, has succeeded Carl Elbert, F. N. handles F. N. sales in northern Minnesota territory.

Mcauley Returns to Chicago

J. E. Mcauley of the Mcauley Motion Picture Co. returns to Chicago today after a brief business trip to New York.

SALESMAN WANTED

Must be experienced in show business.

Box Office Boosters, Inc.
37 West 33rd Street
GRamer 9731

FOR RENT

ANIMATED CARTOON STUDIO
FULLY EQUIPPED

with lighted cartoon stands, Cooper-Hewitt lights, camera stands, camera, piano and everything necessary for the production of animated sound cartoons.

Will Make Very Reasonable Proposition

CHARLES B. MINTZ
25 West 45th Street
BRYant 9178
Hollywood Happenings

ack Oakie Gets Contract to Star for Paramount

Paramount has signed Jack Oakie to a starring contract. First vehicle under the new arrangement will be "High Society," which will go into production within the next few days under direction of Edward Sutherland. Mary Brian and Skeets Gallagher are also in the cast.

"U" Buys "East is West" as Lupe Velez Vehicle

Universal has purchased Samuel S. H. Gimran's stage play "East is West," the next starring picture for Lupe Velez.

Pathe Signs Mary Lewis

Mary Lewis, Metropolitan Opera star, has been signed by Pathe to take one picture for the company, according to E. B. Kerr, executive vice president in charge of production, was made verbally and photographed and recorded upon sound films.

All Technicolor for Miller

Marilyn Miller's second starring vehicle for F. N. will all be made in Technicolor. The former Ziegfeld star will arrive here in about a month to start work on her next picture, as yet undecided upon.

Columbia Signs Murray

Columbia has signed Charlie Murray and George Sidney for roles in "Around the Corner." The picture will be under the co-direction of Bert Glennon and Patterson McNutt.

Bow Picture Started

Clara Bow has started work in "True to the Navy," in which Fredric March plays opposite her. Frank Capra is directing.

Preparing "Whooppee Girl"

Victor and Edward Halperin are preparing to film "Whooppee Girl" at the Metropolitan Studios. Judith Laurie will be starred.

Martini Makes Screen Debut

Nino Martini, Italian tenor, makes his screen debut in "Paramount on Parade" in which he sings "Torna a Surriento."

A Little from "Lots"

By RALPH WILE

Hollywood

SIGMUND ROMBERG and Oscar Hammerstein are busy writing two new songs for the European version of "Viennese Nights," their first operetta for Warner Bros., now nearing completion.

William Beaudine, who is completing his contract with First National, is seriously considering freelancing, although he has two long-term offers. During the past year he directed five specials for First National.

Donna Grant, the chorus girl with the remarkable memory, who is no relative of "Mr. Sims of Seattle," recently casted actors on Billie Dove's "One Night at Susie's" set.

Speaking of relatives, Harry Redmond and his son, Bill, are dynamite experts at First National.

"Hank" Arnold is authority for the statement that there are 14 duplicates of the famous Ronald Colman moustache in the Colman unit, which is making "Raffles." The owners of the moustaches include George Barnes and Greg Toland, the cameramen; Sidney Howard, the playwright; Louis Bromfield, the novelist; "Lucky" Humberstone, assistant director, and nine other members of the unit.

Ad Schaumer, veteran basketball player, is teaching the finer points of the court game to Dizzy Lee and other Fox contract players, who will participate in a basketball game in one of the forthcoming Fox pictures.

Sennett Starts "Radio Kisses"

With the completion of "Honeymoon Zeppelin" Mack Sennett has started production on "Radio Kisses," starring Marjorie Beebe and George Duryea. Sennett's new color process will be used for the first time in this picture.

"Rosalie" for Marion Davies

Ziegfeld's "Rosalie" will serve as Marion Davies' next picture for M-G-M. The musical comedy will be adapted by Gene Markey.

Fox Signs Stage Director

Fox has signed Guthrie McClintic, stage director, to direct "On Your Back," Rita Weiman story. Howard Green is writing the adaptation while Geo. Middleton will act as associate producer.
Western of Westerns: heralds new era of profit for showme

JOHN BOLES
VIVIENNE SEGAL
JOE E. BROWN
Chorus of 100 Voices

From the famous stage success "Rainbo by Laurence Stallings, Oscar Hammstein II and Vincent Youmans. Scen by Harvey Thew. Directed by Ray Enr.

Another Caravan of New

GEORGE ARLISS
in
"THE GREEN GODDESS"

"HOLD EVERYTHING"
with
Winnie Lightner
Joe E. Brown
All Technicolor

JOHN BARRYMORE
in
"THE MAN FROM BLANKLEY'S"
Romance of Covered Wagon Days

Packed houses at Warner Bros. Theatre where “Song of the West” is playing to capacity at $2.00 top—attest to the public demand for something different in entertainment. This great epic of the plains in glorious song and story—All outdoors—All Technicolor—offers an unprecedented opportunity to reap a golden harvest of dollars—right now—while the demand for Western Entertainment is at its peak.

Available to You Now—
Day and Date With Broadway!

Backed by Tremendous National Advertising Campaign!

UNIQUE SONG HITS

“Come Back To Me”
“The One Girl”
“West Wind”
“Hayfoot, Strawfoot”

Golden Hits on the way!!

AL JOLSON in “MAMMY”
Songs and Story by Irving Berlin

“UNDER A TEXAS MOON”
with Frank Fay, Myrna Loy, Armida
All Technicolor

“GOLDEN DAWN”
with Walter Woolf, Vivienne Segal, Alice Gentle
All Technicolor

“Vitaphone” is the registered trade-mark of The Vitaphone Corporation designating its products.
"GRISCHA" BURSTS ROCKS

THUNDERING TOWARD BROADWAY . . . GLOBE MARCH 7

A Fabulous Fortune Staked on the Genii of Brenon and the INTELLIGENCE of theatre-goers throughout the world... AND RADI DELIVERS!
LIKE BOMBSHELL . . .
NATION STEEPED IN FROTH

Clicks Off Amazing Gross First Week
RKO Woods as Chicago Reels Before
Dramatic Dynamite . . . Baltimore and
Washington Records Go By Boards in
Terrific Assault . . . Stupendous He-man
Show Amid a Welter of Fluff and Pansies.

HERBERT
BRENNON'S
MIGHTY BID FOR GOLD MEDAL HONORS

THE CASE OF
SERGEANT
GRISCHA

CHESTER
MORRIS
BETTY
COMPSON
JEAN
HERSHOLT
ALEC B. FRANCIS . . . GUSTAV VON SEYFFERTITZ . . . AND A
Sweeping Host Of Super-Numeraries
**Timely Topics**

A Digest of Current Opinion

J. L. Warner Sees Director

Of Silent Era Holding His Own

The revolution that shook the industry with the introduction of Vitaphone found directors equal to the new tasks imposed on them. Today, more than two years since the making of "The Jazz Singer," the old, silent film directors are still in command of the situation. Of course a number of capable stage directors have since entered the field, but they are quite in the minority.

J. L. Warner, Vice President in Charge of Production, Warner Bros.

* * *

Thinks American Films Are Technically Supreme

The movies are a mechanical medium. However question-able much of Hollywood's output is from a strictly artistic point of view, the absolute supremacy of Hollywood's mechanical contrivances is not to be denied. It was Europe's lack of production facilities that made so many of the silent films from across the waters something of a trial.

James Goe in "The World, New York"

* * *

Talkers Are Held Ideal For Operatic Productions

The movies are very much by such productions as "The Love Parade" and "The Vagabond King" that the talking screen is an ideal medium for the production of operatic comedy. There is no reason that grand opera with its tragic masque—but with an English libretto, an American setting and jazz score—should not succeed as well. I believe that Hollywood will produce the composer who will write the great American jazz opera for the reason that it has become the home and working place for a majority of the nation's most famous composers.

W. Franke Harling, American Composer

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**ALONG THE RIALTO**

with

Phil M. Daly, Jr.

CLAIRE WINDSOR has been here a couple days and between her shopping manages to find time to listen to some patter from B'way producers. The girl has that yen for the stage and in the event the footlights don't get her, she is scheduled to return to the Coast......They tell us Carl Laemmle Jr. will be in New York for the premiere of "King of Jazz"......Have you seen Julson? He'll be here any day now........

RICHARD DIX has returned to the Radio lot after hiking mountains and such. Just a rest after his latest "Loving The Ladies."......Radio just completed a tie-up with Sanborn Coffee, Inc. Wonder who'll be called the "Big Bean Man."......Alex Grosset, and the other half is Dunlap, after seeing "Grisha" ordered a large run of the photoplay editions......."Rosalie" will be the next M-G-M has for Marion Davies......Adaptation by Gene Markey........

YOU won't be surprised to hear that M. Witmark & Sons are publishing the sheet music for "Song of the West," but some of the hits are the work of Grant Clarke and Harry Akst. Don't call A. P. Waxman at the Warner office tomorrow as he leaves for the Coast......."Hit the Deck" will grace the screen at the Hipp beginning Saturday.......Who's the fellow that wanted to know if he needed a tattooed skin to see "Puttin' on the Ritz."?......Ask George........

At the Capitol today the stage revue will be "Days O' Yore" with feature, "Lord Byron of Broadway." Yasha Bunchuk will conduct the orchestra through "Tschaikowskiana" a compilation of several melodies of the noted Russian composer. Jack Barnastyn of World Wide Publishing Co. received his first copy of "Slightly Scarlet" hot from the press. Famous is releasing the feature......According to Jack 100,000 was the first run, maybe there was more?

"BE YOURSELF" said Fannie Brice at the Rialto while Warner Baxter came back with "Such Men Are Dangerous" at the Roxy, which goes to prove that "Sally will be at the Strand. See the bunch tomorrow, pictures of course.......Well some of the men from Germany are coming over, but it will be a colorful but sound affair, they say.......We'll now go into our daily dozing........

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**AND THAT'S THAT**

by PHIL M. DALY

WILLIAM FOX was surrounded by congratulatory handshakes after the stockholders vote which gave him a majority of steen to one. He had to do so much mitt-squeezing that his right paw was on the way to being ground into pulp.

" Doesn't your arm hurt from all that handshaking?" Phil asked him.

"Yes," Bill smiled, "I feel better in other places. I make up for it."

HAROLD LLOYD (Picking up ticker tape) I'm ruined!

BENNY RUBIN: What's the matter, did you sell Paramount short?

HAROLD: No, I just remember that my wife wrote me from the country yesterday to send her some ribbon by special delivery.

Hazel Hairston used to be a go-to writer down on the "Hollywood Chronicle." Then she got to go to go into pictures. Haven heard that Hollywood wants the place for film aspirants, she hit out for New York. In due course she found herself among the extras for "Dangerous Night." Then she moved to Paramount's L. I. studio. It cured her film ambition, but she wrote this article about her experiences in the "New York Telegraph," in which she was pretty nice to Mfg. St. Clai Eddie Baldwin, Sol Tepper, and other members of the studio gang.

Now she plans to stick to the type writer side of the picture industry.

"I see where John Ekber has radio on that classy new car of his, Aramis Cameron Lenox while stopped over in Miami to change tires and find out what happened to Schiff. "That puts my car in the same class as his, because I have a radio too. Every night I make my wife promise to use the radio and as Celia says, Celia, I think I'm getting nervous. And she replies, 'What's the use? We wouldn't understand their language.'"

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**MARCH 7----MANY HAPPY RETURNS**

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

Colette Merton

Jack Setchen

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**TEN YEARS AGO TO-DAY**

Frohman Amusement Corp. increases capital stock from $500,000 $1,000,000.

Two $500,000 damage suits filed against Hodkinson, Collins and others.

Vivian Martin Pictures formed with capital of $2,500.
**Newspaper Opinions**

"Puttin' on the Rita"  
United Artists  
Earl Carroll, New York

AMERICAN—The photography is excellent, the music and scoring is excellent and there is a marked improvement in the gags. Everything considered, Harry Richman has been bold enough to hold a box-office "Puttin' on the Rita."  

DAILY MIRROR—Excellent acting, fine direction and dialogue will sell this old up as a rather conventional story. A technical "Alice in Wonderland."  

DAILY NEWS—**All-around swell job.**—Single of the back-stage type 40, Broadway.  
**"Boy, O boy," will this one initiatively responsible and rightfully so."  

EVENING JOURNAL—**An entering piece built on the by now very familiar theme in which the producers are able to create the deluge of similar plots it would be too cumbersome to mention. An interesting story ingeniously and effectively told over his songs well, a hit.**

EVENING WORLD—You might wonder why you are reading this review at all. We'll probably agree that it has an enormous box office appeal.

GRAPHIC—The production is not only exceptionally good entertainment, but it is of the beat of the "bouler" talkers which we have been used to, for it includes the show vehicles.

HERALD TRIBUNE—**tulip-stalk styled and well acted comedy—nonsense that is not particularly helped by a plot which is a mere sequence of nothing to do with it, save in production, yet designed to make us laugh. A rather novel and important, it manages to do its end with skill and spirit."**

POST—**remarkable to say, "Puttin' on the Rita" is that very rare type of entertainment highly recognized in the particular interest as it goes along, and its resource of display, with its carefully chosen scenes, its lively temper, its song, its dances and settings were unexcelled in the audience's restrained enthusiasm.**

The producers have spared no expense in "Puttin' on the Rita" and they are described as the most handsomely mounted of the production, the most typical talkies.

TELEGRAM—**a good picture and one that should make it a point to see, because you will enjoy it.**

TIMES—With charming music and lyrics by Irving Berlin, the presence of the talented Joan Bennett, and effective singing by Sunland, "Puttin' on the Rita," will deserve the favor with which it is received by a large audience. It is a fine that possesses much such-admirable—good entertainment.

WORLD—"Toward the end of the picture is a particularly bright spot. In a Tech comedy it is the characteristics of "Alice in Wonderland" come through. Though, they are envisioned in the incalculable manner, in the presence of any little creatures, there is a distinguishable breath of the fresh and clean imagination of Lewis Carroll.

To Handle Devices  
Wilmington — Somerset Amusement, Inc., listing capital at $25,000 as incorporated and will handle devices of all kinds.

Publix N. J. Theaters, Inc.  
New Hope, Pa. — Pictures for Kentucky Theaters, Inc., is a new company formed here to operate houses in the state of N. J.

Remove Stores for Theater  
Nashville, Tenn.—A portion of the old Methodist Church St., will be removed to allow for new Publix house to be erected here.

**Decision on Fox Case Now Up To Judge Frank Coleman**  
(Continued from Page 1)

In the case of Fox Theaters, the count was 74. The remaining 28 were represented at the meeting, and the 100 percent of the voting for the Bancairica plan, and 99,338 shares of "A" stock against the 100,000 shares of "B" stock, was slightly under the 15 to 1 mentioned in the Supreme Court new Wednesday night. The final count, according to the latest figures, includes about 50,000 proxies for the Bancairica plan, which appeared questionable. A big batch of proxies were not be voted because they arrived too late.

The inspectors stated that the votes for the 74 and over 74 stockholders was held in favor of Mr. Fox because "examination of the record" was mailed to the list of stockholders as of the date, March 1, 1930, we find that William Fox is the owner." This stock had been voted by two people, one of those being Mr. Fox and the other by John H. Otterson and H. L. Stuart as trustees under the agreement of Dec. 3. The inspectors further stated that the proxies to be executors of Bankers Trust, as attorney for the majority of the "B" shareholders, on the right to and in behalf of the trustee, and the Bancairica, in respect of the "B" shares, but except as mentioned above they had not received any proxies signed by Mr. Fox or any other parties as trustees under the agreement of Dec. 3.

Richard E. Dwight, counsel for the trustees of Dec. 3, entered protest against the decision, as he had no present right to do so, and the trustees (Otterson and Stuart) had the right to do so. He protested that Otterson and Stuart had not voted this of the proxies in behalf of the trustees in order to refuse a grants in excess of the proxies. He also added that Judge Levy merely had ruled on the injunction and did not have jurisdiction over the legal aspects involved to any which was actually qualified to vote the stock of either party.

Martin Conboy, representing an independent block of stockholders of the Fox Theaters, contended that the meeting could be adjourned only by the action of "B" shareholders. He then raised the point about the four directors have been elected under the agreement.

The meeting of Fox Theaters, at 15:15, p.m. was postponed a second time a few minutes. During misunderstanding, part of the Stuart-Otterson group, were under the impression that the decision was in favor of management and that the scene after everything was over, F. O. Conboy, found the management of the directors held a closed meeting, and it and was the understanding. The directors have not to be immediately transmited to Judge Frank J. Coleman, who in turn is expected to call another hearing, either today or the one which can arrange it, on the receivership application, which the Judge said he would dismiss upon proof that a receivership plan has been made. Fox directors were approved by the stockholders.

Halsey, Stuart’s Statement

Although the Stuart-Otterson side did not make known any development yesterday that may produce a different course of the Bancairica plan from being put into effect, the directors were able to hold that some difficulties were bound to result. Counsel Conboy had stated that the decision of Fox Theaters plan was made valid, the Supreme Court has been clarified by the action taken at the stockholders’ meeting and notice of the meeting has been mailed. He also stated that the Bancairica plan, which provided for the possibility of a receivership, be made effective as long as the trust agreement between Fox, Stuart and Otterson was in effect.

"The Supreme Court has held that the trust agreement which was made and was valid," said Halsey, Stuart’s counsel. "They are now advising us to not take any action except the plan approved by the trustees and not to take an action that will not be approved the Bancairica plan, but, on the contrary, have approved the plan submitted by Halsey, Conboy and Co.," he added.
Graham McNamee
World's Premier Broadcaster
Has Been Signed as the
"Talking Reporter" for the
Los Angeles Times
Universal Newsreel

Hear the News!
See the News!

Graham McNamee
begins his
Newscasting
The Latest News Events
TALKING REPORTER
at Wigwam Theater

The Montana Standard
STARTS AMAZING AND
EXCLUSIVE NEWS
SERVICE

The Evening World
UNIVERSAL NEWSREEL
AT YOUR NEIGHBORHOOD THEATRE
LIKE WILDFIRE!

The Whole World — Newspapers, Exhibitors, and the Photoplay Public — is fired with wild enthusiasm over —

GRAHAM McNAMEE

as the Talking Reporter in the Universal Newsreel.
A MILLION DOLLAR advertising campaign is being run by fifty-two of the greatest newspapers of the country with news space that MILLIONS couldn’t buy.
MILLIONS are listening to McNamee every week and packing theatres to hear him.
And First Run Theatre Exhibitors testify that McNamee draws like a STAR and is applauded after every showing.
FOX SALES INCREASED
40 PER CENT LAST YEAR
(Continued from Page 1)
will show one of the biggest increases in the company's history.
The Fox sales organization of 96 salesmen and four field representa-
tives working out of the home office, under the general direction of James
R. Grainger, has not been affected by the controversy in which the Fox
companies have been involved. It is stated that at no time has there
been any sign of a break in spirit or a letdown in effort on the part of
these men, who at all times had confi-
dence in their organization.
Mr. Grainger leaves tomorrow for the
Coast to the S. S. California by way of the Panama Canal. He is taking
the tropical route for the benefit of a
cold and to get a short rest after weeks of intensive work. He is due in
Los Angeles March 22.

Roberts Here for Confab
with Pathe Executives
(Continued from Page 1)
ited product provided our pictures are
silent, Roberts declares.
"It is the sound feature which
brings in the big money in Europe.
The silent product is only salable in
the provinces and to a few unmoved
city houses. If the American produc-
ning companies want to continue serv-
ing Central European markets there
are only two possibilities left for
them. First, to make synchronized
silent versions without dialogue of the
talkies with the songs in English, which
is permissible or, second, to dub the English dialogue of the talk-
ies into German, Spanish and French."

FRENCH EXHIBITORS SEEK
BETTER SOUND PRODUCTION
(Continued from Page 1)
country's theaters. The first step is
the establishment of a test com-
mittee by the distributors' division of the Chambre Syndicale. This
committee plans to withhold films from
theaters equipped with bad sound apar-
atus or employing incompetent project-
ists.

Theater for Auditorium
Madison, Neb.—William Young-
class, who has leased the Madison
auditorium from Mrs. Amelia Boett-
ner, will open the house shortly as
a picture theater.

728 EDUCATIONAL FILMS
IN GERMANY LAST YEAR
(Continued from Page 1)
with 806 of the previous year. Dur-
ing 1929, a total of 215 firms were
active in educational film production
while in the preceding year this num-
ber was increased by seven. For the
last quarter, the German census
board passed on 198 films, which
compares with 207 for the three-
month period prior to that and 164
for the second quarter. From Janu-
ary to March, inclusive, 159 pictures
were viewed by the board.

GERMANY IS PREPARING
A TELEVISION PROGRAM
(Continued from Page 1)
rolled in the Reichard Komm. gese-
schaft, which acts as a holding com-
pany, are expected to begin shortly in
Germany, according to reports
reaching the Federal Radio Commis-
sion. The system to be used has
been devised by the Telefunken Co.,
the Mihaly-Telehor Co. and the
Deutsche-Fernseh Co.

PUBLIX ATTENDANCE UP
TO 35,000,000 WEEKLY
(Continued from Page 1)
mis, more than 1,000,000 persons
weekly visited the Balaban & Katz
houses here.

"Perfection of screen equipment for
sound pictures," says Sam Katz,
president of Publix, "is largely re-
ponsible for the increase." The com-
pany now controls, and is interested in
approximately 1,200 theaters and is
expected to have 600 more within the
next two years, it is claimed.

FOX WEST COAST TAKES
THIRD IN SAN BERNARDINO
(Continued from Page 1)
the Fox here. Approximately $600,-
000 is understood to have been paid
for the house which was completed
last September. This makes the third
house for Fox in this city.

SEEK TO REOPEN CHELSEA
CHELSEA, MASS. — Owners of the
Chelsea are seeking to open the
house Saturdays and Sundays dur-
ing which time a matron will be on
hand. The house was recently closed
when a complaint of conditions at
the house was made to the mayor,
who ordered the house darkened.

1,800-SEAT N. H. HOUSE
BERLIN, N. H. — Maine and New
Hampshire Theaters Corp. plans a
$300,000 theater here to seat 1,800.

728 EDUCATIONAL FILMS
IN GERMANY LAST YEAR
(Continued from Page 1)
with 806 of the previous year. Dur-
ing 1929, a total of 215 firms were
active in educational film production
while in the preceding year this num-
ber was increased by seven. For the
last quarter, the German census
board passed on 198 films, which
compares with 207 for the three-
month period prior to that and 164
for the second quarter. From Janu-
ary to March, inclusive, 159 pictures
were viewed by the board.

GERMANY IS PREPARING
A TELEVISION PROGRAM
(Continued from Page 1)
rolled in the Reichard Komm. gese-
schaft, which acts as a holding com-
pany, are expected to begin shortly in
Germany, according to reports
reaching the Federal Radio Commis-
sion. The system to be used has
been devised by the Telefunken Co.,
the Mihaly-Telehor Co. and the
Deutsche-Fernseh Co.

PUBLIX ATTENDANCE UP
TO 35,000,000 WEEKLY
(Continued from Page 1)
mis, more than 1,000,000 persons
weekly visited the Balaban & Katz
houses here.

"Perfection of screen equipment for
sound pictures," says Sam Katz,
president of Publix, "is largely re-
ponsible for the increase." The com-
pany now controls, and is interested in
approximately 1,200 theaters and is
expected to have 600 more within the
next two years, it is claimed.

FOX WEST COAST TAKES
THIRD IN SAN BERNARDINO
(Continued from Page 1)
the Fox here. Approximately $600,-
000 is understood to have been paid
for the house which was completed
last September. This makes the third
house for Fox in this city.

SEEK TO REOPEN CHELSEA
CHELSEA, MASS. — Owners of the
Chelsea are seeking to open the
house Saturdays and Sundays dur-
ing which time a matron will be on
hand. The house was recently closed
when a complaint of conditions at
the house was made to the mayor,
who ordered the house darkened.

1,800-SEAT N. H. HOUSE
BERLIN, N. H. — Maine and New
Hampshire Theaters Corp. plans a
$300,000 theater here to seat 1,800.
Coming like a streak!

HIDEOUT

Universal's New Selling Season is on NOW!

The ENTIRE INDUSTRY IS ENTHUSIASTIC IN ITS PRAISE FOR THIS BIG MINE OF INFORMATION.

The Talk of the Industry
1930
Film Daily Year Book
Now in Circulation

REPLETE WITH UP TO THE MINUTE DATA ON ALL FACTS PERTAINING TO MOTION PICTURES.
Worth more because it earns more!

...that is why 4903 theatres have selected the

Western Electric Sound System

Distributed by Electrical Research Products Inc.
250 West 57th Street, New York, N.Y.
Compromise Seen Between Opposing Fox Bankers

COAST PLAYERS NAME ARBITRATION BOARD

11 Paramount Pictures Going in Work This Month

SPOOR-BERGGREN SCREENS FOR FIVE R-K-O HOUSES

Preparations are being made by R-K-O for the installation of Spoor-Berggren wide screens in five of the chain's houses. Installations will be made in five key cities, with the remainder of the 168 theaters to be equipped in rapid order.

R-K-O Profits in January Rise 3-Fold to $723,309

Net profits in January of the current year of $723,309 are reported by R-K-O and its subsidiary companies. This compares with earnings of $225,196 in the same month of 1929.

COLUMBIA EARNED $2.33 IN DECEMBER QUARTER

Earnings of Columbia Pictures for the quarter ending last December amounted to $252,081, or $2.33 a share, against $227,048, or $2.08 a share in the previous quarter.

BOYD NOW SOUTHWESTERN MGR. OF WESTERN ELECTRIC

Memphis, Tenn.—C. F. Boyd, former exhibitor and branch manager, has been named Southwestern manager for Western Electric. An office will be established here shortly.

Bancamerica Going Ahead With Fox Refinancing Plan

A compromise between the opposing Fox bankers looms as the next possible step toward straightening out the affairs of the film and theater corporations. The chances of such a development are looked upon as good because of the efforts being made by Judge Frank I. Coleman to bring the rival parties together in order to avert a receivership.

Judge Coleman, who at present is conferring with lawyers from both sides in an endeavor to clarify some of the involved points prior to calling the next court hearing on the receivership application, has pointed out that unless the two factions get together and arbitrate the differences that have elapsed the legal machinery, it will result in either a long series of costly litigations or an even more costly receivership.

The fact that as far as could be learned up to last night, Halley, Stuart & Co. and John E. Otterson have not yet made any definite outward move to block the refinancing plan approved by the stockholders, is regarded as

ONTOARIO NEWSREEL QUOTA PROBLEM FOR CANADA

Ontario—A vexing problem has been created in Canada as a re-ent of the requirement in Ontario that new events of British or Canadian occurrence form 40 per cent of all newsreels shown in the theaters of the province. At a conference in Toronto recently film producers bound themselves to include in their weekly newsreel releases one newsreel made up purely of British and Canadian news events.

Development of Movies for Chicago World Fair

Chicago—Development of the motion picture industry in display form is being considered as one of the forthcoming attractions at the World's Fair to be held here in 1933, and to be headed under "A Century of Progress." The display will include every step in the various processes from manufacture of film to the projection of finished product.

House Named Paramount

Dallas Sales Manager

Dallas—After acting as sales representative for Paramount for four years, Cecil House has been named

Actors Seek To Eliminate Contract Litigation With Producers

West Coast Bureau, THE FILM DAILY

Hollywood—A board of arbitration, which will seek to eliminate litigation between players and producers in connection with matters arising from the new free lance contract, has been appointed by the executive committee of the actors' branch of the Academy of M. P. Arts and Sciences. Sam Hardy, Monte Blue, Dean Jennings, Jean Hersholt and Mitchell Lewis are the members of the board, and the actors' committee by which they are named, consists of Robert Edeon, Conrad Nagel, Lloyd Hughes, Lois Wilson and Richard Tucker.

J. J. Murdock, E. J. Mannix, M. C. Levee, Fred Beeton and George

R-K-O HOUSES UNABLE TO SHOW "WHITE CARGO"

Because it would be in violation of the Hays producers' agreement that no company shall make or show a picture which has been banned, unless a certain formula of changes is complied with, the R-K-O houses will be unable to exhibit "White Cargo," made by W. P. Film Ltd., in England and now having a special

Quigley and Diamond Arrive in Amsterdam

Amsterdam—George E. Quigley and Martin Diamond arrived here yesterday from Berlin. They probably will go from here to Paris before sailing for New York.

Chaplin To Be Busy

West Coast Bureau, THE FILM DAILY

Hollywood—Charles Chaplin announces that he will direct at least two silent dramas yearly, starring other players than himself, and plans to produce at least five silent features a year.
Congratulations from Elinor Glyn on SUCH MEN ARE DANGEROUS

Cable from London, England to Winfield Sheehan, New York:

DEEP AND GRATEFUL THANKS FOR HAVING SO TRULY UNDERSTOOD THE SPIRIT OF MY STORY AND FOR MAKING SO BEAUTIFUL A PRODUCTION IF I HAD MADE IT MYSELF I WOULD NOT HAVE CHANGED ANYTHING WHICH YOU HAVE DONE AND AS YOU KNOW ME YOU KNOW THIS IS THE HIGHEST COMPLIMENT I THE AUTHOR COULD PAY A THOUSAND CONGRATULATIONS AND ENTIRE APPRECIATION

Elinor Glyn

Now Playing ROXY Celebrating Anniversary Week

Hits are a Habit

1000

with
WARNER BAXTER
CATHERINE DALE OWEN
HEDDA HOPPER
ALBERT CONTI

Adaptation and dialog by Ernest Vajda
Presented by William Fox
**Fanny Brice in "Be Yourself"**

**ALL-TALKER**

United Artists. Time 1 hr., 7 mins.

*GOOD COMEDY WITH FAN-NY BRICE FUN IN FOR ANOTHER FUNFEST. AIMED AT THE APPETITE OF THE CUPCOKET-FAN.*

Fanny Brice is a thorough treat for Fanny Brice worshippers. Her hackneyed plot has been made delectable by the clowning star and able assistance of Harry Tannen as her brother and "section" lawyer. Often the picture borders on the melodramatic, but with the inimitable Fanny to bank on, it very

**"Hello Sister"**

**SONNY ART-WORLD WIDE**

Time 1 hr., 20 mins.

*CONVINCING STORY OF THE LADY WHO MARRIES THE MAN WHOSE ORDER TO RECEIVE INHERITANCE LEFT BY HER GRAND-THAT FAILS TO CLICK.*

Melodrama. Having a cut-and-dried story line, the picture is

**"The Mounted Stranger"**

**ALL-TALKER**

Universal. Time 1 hr., 5 mins.

*RIP-ROARING WESTERN WITH ACTION AND THILLS GALORE. GOOD ENTERTAINMENT TO YOUNG AND OLD ALIKE.*

Western of first-rate calibre. This one is loaded with action. It's on the same level with the best of its type, and when it's all over you know you've seen plenty of movement in an hour. The picture is nothing so much as a succession of punches delivered in rapid-fire order. Though "The Mounted Stranger" is noteworthy chiefly for its dash and go, it has many other qualities to give it high rating among western films. Of romance it possesses a good quantity, and of beauty of background it has more than a fair measure. In humor, too, it shows itself unspiring, and to the child audience the story is enjoyable. That it is full of excitement, the plot concerns a deadly feud between a band of dishonest cattle rustlers and the people who desire to see them smother their victims. Hoot Gibson turns in a good performance.

**"Only the Brave"**

**GARY COOPER, MARY BRIEN**

(ALL-TALKER)

Paramount. Time 1 hr., 7 mins.

*FILM PROGRAMMER OF CIVIL WAR DAYS CHARMINGLY PRODUCED, WITH FIRST- RATE ACTING BY GARY COOPER.*

A pleasant picture going back to the Civil War period for its material and thereby offering a welcome return to the days when the camera had gone into the making of most of the talking films. Though as a motion picture plot it is not exactly new, it comes at a time when the public has become tired of stage talkers. The story has to do with a Northern officer who falls in love with a Southern girl while doing duty as a spy. To have his plans succeed he must arrange to have himself arrested and put away by Southern troops. He does manage to have himself caught but is rescued as he faces the military board. The production has captured much of the tender charm of the South. Gary Cooper plays the spy with fine skill and resource.

**"Lord Byron of Broadway"**

**ALL-TALKER**

M-G-M.

Time 1 hr., 18 mins.

*ENTERTAINING FILM NONE TOO ORIGINAL IN STORY BUT CARRYING A LOT OF POPULAR APPEAL.*

The chief shortcoming of this production is its story. We are given a tin pan alley songsmith of the love-‘en-and-lyric-em class. To him exist whole communities of women, just one woman after another. He describes himself aptly when he says: "Women are just inspiration for my songs," but like all such guys in the films he ends up marrying the little girl whom he never fully appreciated, who but stuck around hoping and hoping. The picture has been given a smart production and some Technicolor sequences with settings of startling effectiveness, and it gains considerably from the humor that has been injected into it. To add to this some nice dances staged by Sammy Lee. Charles Kelsey is the songsmith's journalist too plod-

**"Vengeance"**

**ALL-TALKER**


*FAIR DRAMA OF THE CONGO HANDICAPPED BY UNORIGINAL STORY AND LACK OF THE NECESSARY REALISM.*

Drama of the Congo that just manages to make the grade. Again we are reminded that in the African heat men rot and disintegrate and descend to the level of beasts. This is another of those films inspired by "White Cargo." The present exhibition bears a resemblance to the stage sensation of some seasons ago. A young Englishman is sent to relieve the manager of a trading station which forces his wife to go with him. The horror almost maddens her. His refusal to have her return home throws her into the arms of the man who is about to return to civilization. The husband is killed by the infuriated native after he kills one of their number. The rest is easy to surmise. The film fails to produce the feeling of fright and sweating bodies that the plot suggests. It is aware of Hollywood trying hard to be African. The cast is good.

**"The Co-Optimists"**

**ALL-TALKER**

New Era. Time 1 hr., 20 mins.

*BRITISH SCREEN REVIEW WITH LITTLE SPARKLE AND PROVIDING OUT MILD ENTERTAINMENT.*

This is a little transference to the screen of the famous London stage revue. In its filming it is routine to a degree and devoid of much of the sparkle and spontaneity that entertainment of this sort ought to possess. It is slow in getting started and even then it follows a course throughout only occasionally by a bit of salacious humor or a snatch of effective singing. Never does the thing really come alive. The material is for the most part thin, and only now and again does it reveal flashes of what it might have been, though these moments are worth waiting for. The production has been given a stage setting that is ugly and unimagina-

**"Such Men Are Dangerous"**

*WALTER BAXTER, DORIS DAY.

ALL-TALKER***

Fox. Time 1 hr., 15 mins.

*GOOD GRADE OF ENTERTAINMENT, PRINCIPALLY BECAUSE OF THE PERFORMANCES OF GARY COOPER AND MARY BRIEN. SUPPORTED BY MISS OWEN.*

Warnor Baxter does himself proud in a duality role in this picture. He appears first for a stretch as a big finance (the counterpart of Locot-stein, who disappeared from an air plane) who manages to marry a lovely girl. His ugliness causes her to leave him right after the wedding. He then dives into the gold of the gold mines and eventually emerges a year later under another name and with a handsome remodelled physiognomy performed on him by a fabulous plastic surgeon. Thus arises, he proceeds to win his wife all over again, and succeed. It's a swell plot and Kenneth Hawn has done it fine. Director besides the good acting of Baxter and the attractive support given by Mary Brennan, the picture is worth the price of admission. There are some enjoyable bits of incidental acting.

**"The Film Daily"**

*Eugene Deferry, Charlotte De- Owen, Albert Combs, Helen Hopper, Capt. Miller, Buela Longworth, C. B. Hawks; Author: Elise Gilroy; Adaptor: Ernest Valet; Dialogue: Ernest Valet; Editor: Harold Goddard; Assistant Editor: Cameraman, L. W. O'Connell; George Emslie; Original Story: George Emslie; Camera Direction: Fine; Photography, first-rate.**

Gillett.
HARRISCOLOR

This Speaks for Itself

Craig Hutchinson Productions, Inc.

3818 COMMEND STREET
HOLLYWOOD, CALIFORNIA

March 1st, 1930

Harriscolor Films Inc.
1040 North Larrabee
Hollywood
California

Dear Gentlemen,

We wish to congratulate you on the Rembrandt-like effects you obtained for us in the natural color picture we have just finished off for Mr. And Mrs. Kogan.

Aside from the color work, we would also like to add our appreciation of the prompt laboratory service and courteous business methods in your negotiations.

We also understood that from the recording standpoint, the use of your film allows for very distinct sound tracks - something, we, the street is, without in natural color processes.

It looks like all our products will be in Harriscolor from now on.

Very truly yours,

Craig Hutchinson
Productions, Inc.

Gents
PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

Around the Globe

Reports now coming in to the Colorcraft Corp. show that the cornerstone ceremonies, broadcast last Tuesday, at 2 p.m., from their Long Island plant were heard all over the globe.

It was 9 o'clock that night when received in Johannesburg, S. Africa; midnight in Ceylon and 3 a.m. the next day in Shanghai. England heard the broadcast at 7 p.m.

BROCK BUSY TURNING OUT
RK6 SHORT SUBJECTS

"Off to Buffalo," the second of the Louis Brock comedies featuring the new team of Nick and Tony, will be made this week at the Ideal studios. Mark Sandrich, who wrote the story in collaboration with Rubie Welch, will direct. The Louis Brock comedy, "Hot Bridge," also directed by Sandrich, is now playing at the Globe theater, in conjunction with The Case of Sergeant Grischa.

Both these comedies are released by RKO.

Fleeson Joins Vitaphone

Neville Fleeson, author of "The Gingham Girl," "Bye Bye Bonnie" and other musical comedy successes, has just been added to the writing staff at the Warner Vitaphone studio.

"McGrew" Almost Finished

"Dangerous Nan McGrew," now in production at the Paramount Long Island studios, under the direction of Mal St. Clair, will be completed on Wednesday. Helen Kane, Frank Morgan, Stuart Erwin and Louise Closer Hall are featured.

"Fast Freezing" Shown

"Bring the North Pole Down South," a motion picture showing a new "fast freezing" method of shipping food products from coast to coast, will be released soon by Vitaphographic Pictures, Inc., New York.

Louise Hale to Coast

Louise Closer Hale, upon completing her work in "Dangerous Nan McGrew" at the Paramount Long Island studios, will leave for the Coast to play in Warner Bros. production, "See Naples and Die."

Vitaphone Title Change

"Desert Thrills" is the title of the Vitaphone Varieties sketch previously announced as "A Cafe in Algiers." Edmund Joseph directed with Edith Bartlett, Allan Gould and mes "Mimi" featured.

First Portable Sound Camera Working at Paramount Studio

The newly developed "baby blimp," a sound-proof camera enclosing device, small enough to allow easy transportation, is being used in the East for the first time, at the Paramount Long Island studios, on "Dangerous Nan McGrew."

"The first sound-filming booth," said George Fosley, chief cinematographer at the studio, was a large bellows of leather with an enormous plate-glass front. It was difficult to move and the glass front produced reflections which tended to blur the film. Then the "blimp" was invented, but this provided too little protection for the camera and unwanted microphone sounds crept into the film.

"Now the 'baby blimp' has been developed. It differs from the 'blimp' in that the entire camera, lens and all, is enclosed in a box-like affair, only three feet long by one and one-half feet wide and two and one-half feet deep. The box was made of heavy fiber and other insulating material, with edges protected by strips of durahym. The glass covered aperture, against which the lens was set, was seven inches square. A great advantage of this "baby blimp" is that it can be easily transported and, moreover, it reduces the frequent "re-curtains," to make panoramic or "follow shots," versus where the camera follows the actor as he moves about. These 'follow shots,' highly desirable indoors, are absolutely necessary for the exteriors. Improvements were made on this "baby blimp" before filming began on "Dangerous Nan McGrew," and the result is a picture which permits all the action and ease of transition usually expected in a silent picture, with a new perfection in clear recording of sound and dialogue.

AUDIO CINEMA NOW BUSY ON SERIES OF SHORTS

Audio Cinema, Inc., of Long Island City, have announced that their production schedule for this season will include two different series of comedy shorts. The first Bruce Bannermans' production, built around the adventures of 'Old Bill,' introduced during the War in Bainfather's "The Better Ole," has just been completed, with others to follow.

The "Sheriff Crumpet" series from the pen of William Dudley Fel- ley, is now in production. Both of these series will be in two reel length.

A Terry-Toon cartoon series, also produced by Audio Cinema, will number 26 issues during the present season, the first of which, "Caviar," is now being shown at the Gaiety Theater, N. York City. These will be released by Educational.

Rogin to Edit "Queen High"

Barney Rogin has been assigned to cut and edit Paramount's "Queen High," soon to get under way at the Astoria studios. Rogin has just completed the cutting the French version of "The Big Pond."

New Studio Secretary

Al Wilkie, in charge of the Paramount studio publicity, has engaged Hilda Kay as secretary, succeeding the recently resigned Miss Kay was formerly with the Low theaters in Cleveland.

"Leave It to Lester" Starts

"Leave It to Lester" is the latest title decided upon for the first Public film presentation unit, production which starts Monday. Previous title was "Honeymoon Special."

Finishes "Head Man"

"The Head Man," with Hugh O'Connell and Kitty Kelly, has just been completed at the Eastern Photo studios under the direction of Arthur Hurley. Others in the cast include Frank Pierlot, Arthur Hartley and several prominent principals.

Parachute Technique

Vitaphographic Pictures, Inc., has completed another of its educational pictures, this one dealing with the American parachute, under the title of "Happy Landings." Plots are shown using the parachute under all conditions and at various altitudes. Slow motion photography is used to advantage in these scenes.
THE ROGUE SONG
LAWRENCE TIBBETT'S
sensational success in this
glorious Metro-Goldwyn-Mayer All-Technicolor musical drama has
intensified the rising demand for natural color—Technicolor—among the
theatregoing millions.

Technicolor Hits are the BIG HITS

A new star has risen. Technicolor has gone over the top into the hearts
of theatre-goers from coast to coast. Natural color pictures are the sensation
of TODAY! Box-office receipts tell the story! And while natural color lives on
the screen, it is sweeping the imagination of millions more in the Saturday
Evening Post...conquering the mighty audiences of the fan magazines...whirl-
ing on to greater victories every day. More than 100 pictures, in Technicolor,
will be shown in 1930. Technicolor hits are Big Hits..."all-star" hits that put
the entire city on the line to your Box-Office.

Feature the name, TECHNICOLOR. Headline it...for results!

Technicolor is natural color
DENNIS KING, famous Ziegfeld singing star, in Paramount’s vivid and spectacular All-Technicolor production of THE VAGABOND KING. A Ludwig Berger Production with JEANETTE MacDONALD.

HIT THE DECK, with JACK OAKIE and POLLY WALKER; Radio’s version of Vincent Youman’s hilarious musical success.

DOLORES COSTELLO, lovely Warner Brothers star, is more charming than ever in Technicolor.
are BIG Hits...

UNDER A TEXAS MOON, Warner Bros. first outdoor Vitaphone and Technicolor production. An S. R. O. sensation! FRANK FAY, ARMIDA and MYRNA LOY are in the cast.

SON OF THE GODS — RICHARD BARTHELMES stars and CONSTANCE BENNETT shines in this colorful Rex Beach story of a youth of Chinatown. Another of First National's stand-out attractions in Technicolor.

NANCY CARROLL, fascinating Paramount star, becomes a new personality under the magic wand of Technicolor.
BRIDE OF THE REGIMENT, with Vivienne Segal (First National); BRIGHT LIGHTS, with Dorothy Mackaill (First National); CHASING RAINBOWS, with Bessie Love and Charles King (Metro-Goldwyn-Mayer) Technicolor Sequences; DEVIL MAY CARE, starring Ramon Novarro (Metro-Goldwyn-Mayer) Technicolor Sequences; DIXIANA, with Bebe Daniels (Radio Pictures) Technicolor Sequences; FOOTLIGHTS AND FOOLS, starring Colleen Moore (First National) Technicolor Sequences; GLORIFYING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Morgan and Rudy Vallee in revue scenes (Paramount) Technicolor Sequences; GOLDEN DAWN, with Walter Woolf and Vivienne Segal (Warner Bros.); GOLD Diggers of Broadway, with Winnie Lightner, Conway Tearle, Ann Pennington and Nick Lucas (Warner Bros.); HELL'S ANGELS, with Ben Lyon, Jean Marlow, James Hall, Jane Winton and Thelma Todd (Caddo) Technicolor Sequences; HIT THE DECK, with Jack Oakie and Polly Walker (Radio) Technicolor Sequences; HOLD EVERYTHING, with Winnie Lightner and Joe E. Brown (Warner Bros.); HOLLYWOOD REVUE OF 1929, (Metro-Goldwyn-Mayer), IT'S A GREAT LIFE, starring the Duncan Sisters (Metro-Goldwyn-Mayer) Technicolor Sequences; John Barrymore in GENERAL CRACK (Warner Bros.) Technicolor Sequences; MAMBA, with Eleanor Boardman, Ralph Forbes and Jean Harlow (Tiffany); MAMMY, starring Al Jolson (Warner Bros.) Technicolor Sequences; MARCH OF TIME, with Bette Davis; all-star cast (Metro-Goldwyn-Mayer) Technicolor Sequences; NO, NO, NANETTE, with Bernice Claire and Alexander Gray (First National) Technicolor Sequences; ON WITH THE SHOW, with Betty Compson, Joe E. Brown, Louise Fazenda (Warner Bros.); PARIS, starring Irene Bordoni (First National) Technicolor Sequences; PUTIN' ON THE RITZ, with Harry Richman (United Artists) Technicolor Sequences; POINTED HEELS, with William Powell and Helen Kane (Paramount) Technicolor Sequences; RADIO RAMBLERS, with Bert Wheeler, Robert Woolsey, and Dorothy Lee (Radio) Technicolor Sequences; RIO RITA, with Bebe Daniels, John Boles, Bert Wheeler and Robert Woolsey (Radio); PARAMOUNT ON PARADE, all-star revue (Paramount) Technicolor Sequences; THE ROGUE SONG, with Lawrence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer); SALLY, starring Marilyn Miller (First National); SHOW OF SHOWS, with 77 stars (Warner Bros.); SHOW GIRL IN HOLLYWOOD, with Alice White (First National) Technicolor Sequences; SONG OF THE WEST, with John Boles and Vivienne Segal (Warner Bros.); THE DANCE OF LIFE, with Hal Skelly and Nancy Carroll (Paramount) Technicolor Sequences; THE MYSTERIOUS ISLAND, with Lionel Barrymore, Lloyd Hughes and Jane Daly (Metro-Goldwyn-Mayer); THE VAGABOND KING, starring Dennis King (Paramount); THE VIKING, with Pauline Starke, Donald Crisp and Lenay Mason (Metro-Goldwyn-Mayer); UNDER A TEXAS MOON, all-star cast (Warner Bros.).

BRIDE OF THE REGIMENT, with Vivienne Segal (First National); BRIGHT LIGHTS, with Dorothy Mackaill (First National); CHASING RAINBOWS, with Bessie Love and Charles King (Metro-Goldwyn-Mayer) Technicolor Sequences; DEVIL MAY CARE, starring Ramon Novarro (Metro-Goldwyn-Mayer) Technicolor Sequences; DIXIANA, with Bebe Daniels (Radio Pictures) Technicolor Sequences; FOOTLIGHTS AND FOOLS, starring Colleen Moore (First National) Technicolor Sequences; GLORIFYING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Morgan and Rudy Vallee in revue scenes (Paramount) Technicolor Sequences; GOLDEN DAWN, with Walter Woolf and Vivienne Segal (Warner Bros.); GOLD Diggers of Broadway, with Winnie Lightner, Conway Tearle, Ann Pennington and Nick Lucas (Warner Bros.); HELL'S ANGELS, with Ben Lyon, Jean Marlow, James Hall, Jane Winton and Thelma Todd (Caddo) Technicolor Sequences; HIT THE DECK, with Jack Oakie and Polly Walker (Radio) Technicolor Sequences; HOLD EVERYTHING, with Winnie Lightner and Joe E. Brown (Warner Bros.); HOLLYWOOD REVUE OF 1929, (Metro-Goldwyn-Mayer), IT'S A GREAT LIFE, starring the Duncan Sisters (Metro-Goldwyn-Mayer) Technicolor Sequences; John Barrymore in GENERAL CRACK (Warner Bros.) Technicolor Sequences; MAMBA, with Eleanor Boardman, Ralph Forbes and Jean Harlow (Tiffany); MAMMY, starring Al Jolson (Warner Bros.) Technicolor Sequences; MARCH OF TIME, with Bette Davis; all-star cast (Metro-Goldwyn-Mayer) Technicolor Sequences; NO, NO, NANETTE, with Bernice Claire and Alexander Gray (First National) Technicolor Sequences; ON WITH THE SHOW, with Betty Compson, Joe E. Brown, Louise Fazenda (Warner Bros.); PARIS, starring Irene Bordoni (First National) Technicolor Sequences; PUTIN' ON THE RITZ, with Harry Richman (United Artists) Technicolor Sequences; POINTED HEELS, with William Powell and Helen Kane (Paramount) Technicolor Sequences; RADIO RAMBLERS, with Bert Wheeler, Robert Woolsey, and Dorothy Lee (Radio) Technicolor Sequences; RIO RITA, with Bebe Daniels, John Boles, Bert Wheeler and Robert Woolsey (Radio); PARAMOUNT ON PARADE, all-star revue (Paramount) Technicolor Sequences; THE ROGUE SONG, with Lawrence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer); SALLY, starring Marilyn Miller (First National); SHOW OF SHOWS, with 77 stars (Warner Bros.); SHOW GIRL IN HOLLYWOOD, with Alice White (First National) Technicolor Sequences; SONG OF THE WEST, with John Boles and Vivienne Segal (Warner Bros.); THE DANCE OF LIFE, with Hal Skelly and Nancy Carroll (Paramount) Technicolor Sequences; THE MYSTERIOUS ISLAND, with Lionel Barrymore, Lloyd Hughes and Jane Daly (Metro-Goldwyn-Mayer); THE VAGABOND KING, starring Dennis King (Paramount); THE VIKING, with Pauline Starke, Donald Crisp and Lenay Mason (Metro-Goldwyn-Mayer); UNDER A TEXAS MOON, all-star cast (Warner Bros.).
NEW CENSORSHIP BOARDS APPOINTED IN AUSTRALIA

Washington Bureau of THE FILM DAILY—Washington—Appointment of censorship officials in Australia is reported in a dispatch to the M. T. Division of the Dept. of Commerce. Walter Cresswell O'Reilly has been continued as chief censor. Other members of the board of censors are Colonel Hurley and Gwendoline Hansen. The personnel of the censor appeal board is as follows: Professor John Le Gay Brereton, chairman; John Vincent Gould and Mrs. Mary Gilmore.

GRAMOPHONE DENIES PLAN TO BECOME INDEPENDENT

London—The Gramophone Co., has branded as false the report that it is planning to produce pictures as an independent organization in studios that were constructed solely for its use. At present the company is producing a number of pictures in conjunction with British and Dominions.

SOVIKINO AND KINO-SIBERIA IN SOVIET FILM COMBINE

Moscow—Amalgamation has been effected between Sovkino and Kino-Siberia. Production units now under the direction of the latter company will operate under the Siberian division of Sovkino.

Whiting Making British Silent

London—A silent picture tentatively called "When East Meets West," is being produced at the Worton Hall studio by Edward Whiting. The film will be given a synchronized score when completed. Edward Dryhurst is directing.

Butcher Wires Nine More

London—Nine more theaters have been wired by Butcher. They are Harehills Cinema, Leeds; Super, Congleton; Palace, Port Glasgow; Palace, Armley; Royal Pier Pavilion, Aberystwyth; Palace, Haslingden; King George's Picturesdroome, Gorton, Manchester; Empire, Larkhall; and the Pavilion, Barrhead.

Films in Germany 50% Foreign

Berlin—Of the 32 films released in Germany in January half were of foreign make.

NEW ZEALAND EXHIBITORS ELECT OFFICERS FOR 1930

Wellington—Officers for 1930 were elected by the New Zealand Motion Picture Exhibitors Ass'n at its annual meeting here recently. W. R. Kemball and Q. N. Gillespie will continue as president and vice-president, respectively. W. Braenwert was appointed Dominion executive.

Plan Talkers in Hungary with Government Aid

Budapest—Production of sound films as a national enterprise is contemplated here. The National Hungarian studios are being rebuilt for the purpose. Home Secretary Sztovsky is being mentioned to head the venture.

SOUND FILM PRODUCTION IS STARTED IN NORWAY

Christiania—Nordisk Tonefilm has begun talking picture production, marking the entrance of Norway into the field of sound films. The first ambitious effort in the new medium will be an adaptation of Einar Mikkelsen's novel "John Dale." It will be filmed in Alaska under the direction of Georgie Schneivaig and will have Mona Martenson as its star.

Britain Got $1,360,000 FROM FILM DUTY IN 1929

London—Revenue of approximately $1,360,000 was derived by the British government last year from taxes on films imported from abroad. This compared with an approximate revenue of $1,000,000 last year from the same source.

Du Maurier for "Escape" Lead

London—Sir Gerald du Maurier has been engaged to play the leading role in the talker transcription of Galsworthy's play "Escape" to be produced by Basil Dean in association with RKO.

Oliver Lodge at S.M.P.E. Dinner

London—Sir Oliver Lodge will be a guest at the dinner of the S.M.P.E. at the May Fair Hotel April 10.

To Manage A.B.C. CARDIFF HOUSE

Cardiff, England—Leon Rippin of Bristol has been named manager of the Pavilion, local Associated British Cinemas house.

Plans More Nature Films

London—Another series of six "Secrets of Nature" films will be produced by British Instructional. Ernest Tyler joins "U" Sheffield, England—Ernest Tyler, who recently resigned as manager for Pro Patria in Yorkshire, has associated himself with Universal as representative in this territory.

FOREIGN SERVICE

Through the medium of Trade Papers International, a reciprocal news arrangement in which this publication participates, spot news of all important foreign developments is brought to the readers of THE FILM DAILY as rapidly as modern news-gathering facilities permit.


Many New Film Houses for Suburban London

London—The end of the year will see many additions to the ranks of suburban picture houses. New theaters are planned for Cattford, East Sheen, Finchley, Beckenham, and Bromley. The Sheen Cinema, Sheen, will be closed in May, reopening at the end of the year as a talking picture house seating 2,000.

Aubert-Franco COMBINE WITH PATHÉ-NATAN FINAL

Paris—Merger between Aubert-Franco and Pathe-Natan has become final, it is reported here. The amalgamation is representative of every division of the industry.

May Make "Atlantic" Sequel

London—There is the likelihood that British International will make a sequel to E. A. Dupont's "Atlantic" bearing the title "The Survivors."

A.B.C. Acquires Another

Bristol, England—The Vandyck at Fishponds, Bristol, has been acquired by the A.B.C. circuit. The chain already has three theaters in this city.

Leon Poiret Completes "Cain"

Marseilles—With the completion of "Cain" in Madagascar, Leon Poiret is expected here in the middle of March.

French Film in 2 Tongues

Paris—"Tenderness" is being made at the Rue France studio in German and French under the direction of Andre Hugon.

To Push Films for Young

Paris—An organization to promote films for children has been formed here under the name Infancy Cinema Club.

BRITISH GET NEW PROCESS TO PROTECT FILM STOCK

London—Evolution of a new British process for the protection of film stock has been announced here by Development of Industries, Ltd., the chairman of which is William Evans, joint managing director of Gaumont-British. It is said that under the process a reel can be run any length of time without buckling or becoming brittle. The coating on the film remains unaffected by oil and dirt, it is said. The cost is termed "negligible."

DRIVE SET TO PUSH FILMS OF BRITAIN IN AUSTRALIA

Sydney—Following the merging of British Dominions Films with Greater Australasian Films a concerted drive is about to be launched in Australia to promote British pictures in the commonwealth. The plan of the combined companies is to distribute 52 films in Australia during 1930, half of them American and half British.

TO SEEK MOTION PICTURE CENSORSHIP IN IRELAND

Dublin—Legislation providing for film censorship will be sought in the Irish Dail during the present session by Minister for Industry and Commerce McGilligan.

UFA Signs Dearly, French Star

Berlin—Max Dearly, the French stage star, has been signed by Ufa to play in talking pictures.

Gaston Rondes Held Insolvent

Paris—Gaston Rondes, owner of the Neuilly studios, is reported in bankruptcy.
Seven Under Way On Universal Lot

Line-up Includes Two Specials - Sennett Develops Color Process to Be Used on "Radio Kisses" M-G-M Music Dept. in New Bldg.—Radio Signs Hugh Herbert—Wilks's Paragraphs and Other Coast News

SCHEDULE ALSO INCLUDES

2 SERIALS ON "U" LOT

Production activities at the Universal studio now are being concentrated on seven production, two of which are specials, three others moved on contract and another being prepared for immediate filming. In addition to the group of features two serials are in production. The final episode of the "Sporting Youth" series has just been completed.

Among the seven features are: "King of the Khyber," which Lewis Milestone is directing; "What Men Want," being directed by Ernst Laemmle; "The Storm," under direction of William Wyler; "Czar of Broadway," being directed by William James Craft; "Trigger Tricks," with Hoot Gibson, and "Song of the Saddle," starring Ken Maynard.

The three features completed are: "La Marseillaise," "Carnival Girl" and "Kettle Creek." The two serials in work are "Lightning Express" and "Terry of the Times."

M-G-M Music Dept. Moves Into Private Building

From a scattered collection of 12 temporary buildings, M-G-M has designed the new music department headquarters. It has 31 offices, three vocal rehearsal halls, two individual audition rooms, one chorus girl's lounging room, music store, library, and practice halls. The staff consists of composers and lyricists on the M-G-M roster and includes Arthur Freed, Herbert Stothart, Clifford Grey, Roy Turk, Fred Albert, Lou Alter, Fred Fisher, Howard Johnson, Reggie Montgomery, Andy Rice, Russell Robinson, George Wagner and George Ward.

Radio Signs Hugh Herbert as Writer and Director

Hugh Herbert, who has been with Radio as writer and dialogue specialist, has been signed under a long term contract. He will write as well as direct feature productions for Radio.

Burgess in "Fame"

Dorothy Burgess has been cast for the leading role in "Fame." Belle Bennett and John Halliday will appear in principal roles.

Warner's Renew Two Contracts

Contract of Roy Del Ruth, director, and Joseph Jackson, writer, have been renewed by Warners.

A Little from "Lots"

By RALPH WILK

Hollywood

RALPH HAMMERAS, head of the Fox trick and miniature department, has been signed to a new long term contract. Hammeras was with First National for several years before joining Fox.

That producer of Spanish talking pictures will be able to realize their creative costs on the revenue for their pictures shown in this country, is the belief of Jose Bohr, star of "Sombread Gloria," who has started work on "Things of Life." "Sombreades Gloria" played simultaneously at the Fox San Carlos, Crystal and Jewel in Los Angeles.

Cyril Gardner, for several years a film editor, has been promoted by Paramount and is handling the picture direction on the Spanish version of "The Benson Murder Case."

Do you remember when: Warner Oland toured in "The Yellow Passport"; when Herbert, a former student of the Minneapolis Madison public school; when John LeRoy Johnson was a sport cartoonist on the St. Paul Daily News; when Gerrit Jack Lloyd was a reporter for the old Minneapolis Daily News; when Ben Hendricks toured in "Yon Yonson"?

Roy J. Pomeroy, RKO director, is expected to begin actual production of his first radio picture within the next 10 days. He directed "Interference" for Paramount.

Lenore Coffee, who wrote the scenario and dialogue for "The Bishop Murder Case," has completed her M-G-M contract and will soon announce her new affiliation. Miss Coffee ranks as one of the highest paid television workers in the feminine contingent.

Joseph W. Farnham, veteran title and dialogue writer, has been signed under a new long term contract by M-G-M. Farnham was a New York stage playwright and producer before being hired by Warners.

"The Fair Co-Ed" and "Telling the World" won him an Academy of Motion Picture Arts and Science's prize. He also directed "Big Parade" and "Tell It to the Marines."

Twenty-four of the most expert players in the world gathered at the Midway polo club Friday to play the initial professional cricket match on the West Coast. The game was photographed as a sequence in Ronald Colman's new starring production, "Raffles."

John Stone, veteran Fox executive and writer, is putting out the Havana. The reason is he has become a father for a second time. His newest offspring is a boy.

Edward H. Griffith is becoming an authority on Philip Barry plays. He directed Barry's "Paris Bound" and will soon start work on Barry's "Holiday." Griffith will use Ina Claire in the starring role in "Holiday."

This thief is suffering from hyperbolic and kleptomania, due to the gradual production of the mania protracted in inapropos," said "Professor" Robert Woolsey to "Hypnotist" Bert Wheeler of the RKO "Radio Revels." "O.K., for sound," cried the man.

Cody for RKO Villain Role

Villain role in "The Second Man" has been given to Lew Cody. RKO will make the picture under supervision of William Le Baron.

Berkley to Do "Whoopie" Numbers

Dance and ensemble numbers for "Whoopie," in which Eddie Cantor will be starred, have been assigned to Busby Berkeley. This will be the first film under the Ziegfeld-Goldwyn partnership.

Fawcett in Columbia Special

George Fawcett has been signed for an important role in Columbia's "Ladies of Leisure," under the direction of Frank Capra.

Fairbanks, Jr., Young in F. N. Film

First National has reunited Douglas Fairbanks, Jr. and Loretta Young for featured parts in "Forever After," from the play by Owen Davis. Adaptation and dialogue are being prepared by F. Hugh Herbert.

Writers Completing Score

Musical score for Warners' "Sweet Kitty Belleaire" is being completed by Walter O'Keefe and Bobby Dolan. Alfred Green is directing.

"Dawn Patrol" Starts Soon

Howard Hawks will begin directing Richard Barthelmess in "The Dawn Patrol," for First National shortly.

MACK SENNETT INVENTOR

OF NEW COLOR PROCESS

Mack Sennett has invented a new color process which will be used for the first time in "Radio Kisses," which goes into production immediately under the direction of A. Leslie Pearce. Only normal lighting for black and white photography is used on interior shots, cutting down production costs and eliminating terrific heat said to be generated when other color systems are employed, Sennett declares. In photographic value, the producer claims a complete absence of "fuzz," and a sharper focus, deeper focal length and absolute fidelity in reproduction of colors.

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Short Subjects

**SOUND**

*Match Play*  Educational  Time, 21 mins.

This stands out as a decided achievement in the field of talking comedies. It has all the makings of sweeping popular success. Rating high among comedy of the more intelligent sort, it has enough to satisfy the most critical of movie-goer. Golf enthusiasts will find it doubly entertaining, dealing as it does with a golf contest upon the outcome of which depends whether a young lady shall become the wife of a chap who isn't exactly to her liking. Two of the opponents in the contest are none other than Walter Hagen, and Leo Diegel. How these two boys get themselves out of some tough holes is a treat for golfers. The fun is chiefly dished out by Andy Clyde, Marjorie Beebe and Bud Jamieson.

*Good Old School Days*  Pathe  Time, 6 mins.  Aesop Fable

That "a powdered nose is no guarantee of a clean neck" forms the basis of this Aesop Fable. The scene is set at a country school. When the teacher asks one of her charges to present his composition, the fellow responds with a song-and-dance number. The other pupils follow suit, with the result that the vibrations cause the schoolhouse to collapse. Highly amusing filler.

Sid Saylor in  "French Leave"  Universal  Time, 21 mins.  Fair Comedy

Fairly entertaining comedy with a number of good gags. The story revolves around a pinch hitter who dates up two American doughboys for the same hour and the same place. Sparkle flies when the two rivals come together. When the husband of the matron discovers them in the village cafe with his wife they are forced to run for it. There is enough fun in this one to carry it over.

*He Trumped Her Ace*  Educational  Time, 21 mins.  A Sure Ace

Here is a pip of a comedy. Mack Sennett has teamed Marjorie Beebe and Johnny Burke in a laugh-getter that should gird a big number with exhibitors. In adopting as its theme the tale of the wife who sues for divorce because her husband trumped her ace when everything was at stake, this film falls under the classification of satirical comedy. Its central situation is a tremendously human one, considerably strengthened by expert handling and fine acting. This should be trumped as an ace of comedies.

**Presentations**

*PARAMOUNT STAGE SHOW PROVES A RIOT OF FUN*

*"Titan Type Revers,"* the stage show at the Paramount this week, has an innate quality that makes it a sure fun fest. It is almost all humor from beginning to end, and for the most part, humor of the fast, nonsensical type. Charlie Hill as master of ceremonies has some of the choicest humor of this type. He gets a barrel of fun out of his lines and actions without striving too strenuously for effect. He puts over an amusing and at the same time instructive number in which he demonstrates on the piano how the writer of popular tunes sometimes gets amusing verse songs. Scarcely less entertaining are the Lasitter Brothers, two boys who combine a considerable amount of acrobatics with their comedy. The Three White Flashes constitute some fine work on roller skates. They dance an old ballad songs with a steadiness that belies the fact they have wheels on their feet. Others on the stage are Lora Hoffman and the Book Troupe. This week's show marks the return of Dave Rubinoff to the Paramount following a tour of the Public houses. Besides contributing the orchestral, he plays a number of solos on the violin.

*WESLEY EDDY HIGHLIGHTS OF CAPITOL STAGE SHOW*

The stage show at the Capitol this week, *Days O' Yore,* is notable for two things. In the first place, it has sufficient diversity to make fine all-around entertainment. In the second place, and perhaps most important of all, is the presence of Wesley Eddy as master of ceremonies. This Eddy fellow is easily the highlight of the presentation. Not only because he reveals an ingratiating personality, but also because he proves himself a no mean entertainer. His singing pleases, to be sure, but it is because of several highly amusing impersonations that he proves so great a hit. Among them is one of Helen Kane. Another particularly bright spot is a dancing and singing chorus of ten beef-trust mam-mas—very much like that in the picture *Applause.* These same ladies are used also in a novel number in which they are wheeled onto the stage in bathtubs to the crooning of "Singing in the Bath Tub." Other entertainers on the program are the Lasitter Brothers, who do some tricky acrobatics, and King, King and King, a trio of fast and fancy tap dancers. Also on the program are Charlie Conrad, Thiel and Howard, and Nat Spiro. The revue opens on a southern setting.

*AMALGAMATED VAUDEVILLE AGENCY*

**Attractions for Picture Theatres**

**Standard**

**Vaudeville Acts**

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*For the Roxy's third anniversary, S. L. Rothafel ("Roxy") just spread himself with unusual generosity in the way of a stage show. Every faculty of the big theater, from musical and mechanical to scenic and architectural, are employed in the program. Harold Van Duzee opens the bill with a revival of his "Laugh," because of the height of the art form and his over-all number, with Patricia Bowman and Leonide Massine as the high spots of the dancing items, while Beatrice Velina sings in an upper left box and Margaret "Mickey" McKee does her bird warbling from a similar spot on the right. Russell C. Markert's Roxyettes get a special hand in this act with a diverting rout of flowery stunts. As the high spot, there is a closing get-together called "An Anniversary Party," specially arranged for this occasion, with a rich line of merriment provided by Frank Moulton, Viola Piano, Patricia Bowman, Malinoff Octette, Wally Crisham, Marie Doranelli, The Chief Quartette, the Roxy Unit, and all the Roxy units. All in all, it is a truly eventful show.

*Strand to Be Changed to State*  Sioux City, Ia.—With the arrival here of Harry Kupper, new manager of the Strand, a remodeling program of $15,000 is planned. The name will be changed to State. Sound will be installed.

*Honeck Succeeds James*  Wausau, Wis. — Richard Honeck has assumed duties as manager of the Fox here succeeding W. C. James, who has been made supervisor of 15 Fox houses in Milwaukee.
ALONG THE RIALTO

with
Phil M. Daly, Jr.

REMEMBER "Sweet Adeline," the song, of course, well the same gang of men who were present at the first sale 28 years ago, claims M. Wittmark & Sons, again got together recently for the renewal of the copyright. Yes the event was knocked off with a so-called "Adeline's 28th Birthday Party." Tiffany is getting all set for the opening of "Mamba," which will unfurl itself at the Gaity Monday.

BET he's drinking the ol' tea out there, James A. FitzPatrick just dropped anchor at Colombo, Ceylon. James is gathering material to be incorporated into his TravelTalks. He'll see Miss Liberty some time in May....Samuel Shipman parted with another of his w.k. stage play rights to Universal so that Lupe Velez can be starred in "East Is West." Naturally, it'll be a talker.

AND as usual on Mondays at 3:30 P. M. the 'debies' Misses Josephine King and Inez Geraghty together with Elvira Hitchings will broadcast their opinions on many current productions via Station WPCH....Wesley Eddy this week is doing his stuff at the Capitol....Detroiter also added their praise to "Puttin' on the Ritz" and Harry Richman will leave for Hollywood some time in June for another for United Artists.

SAILINGS scheduled for today (Saturday) include, in addition to J. R. Grainger, Fox generalissimo, D. G. C. Adams of Radio on the S. S. California for Los Angeles and Newton J. Steers, president of DuPont Pathé Film Co. on the Adriatic for a 45-day Mediterranean cruise....The Little Picture House this week is presenting Clive Brook in "The Return of Sherlock Holmes." Yeh, we read about that fellow.

KINOGRAMS, Educational newsreel, now is in its eleventh year. For a short reel it sure is growing fast....Martin Starr, AMPA boy who went West, got himself a sweet break in Hollywood Filmograph. The streamer read "Martin Starr and His Eastern Prize Beauties." But they didn't use his pitchur...."Mike" Ames, formerly of U. of Michigan, now does his stuff as a female in a Warner short, "The Varsity Vamp."

AND THAT'S THAT

by PHIL M. DALY

THOSE six-day bike riders have nothing on Jack Leo. From what we are told, the industrious vice president of Fox is about 199 hours behind on sleep as a result of extra duties incident to the present situation. Jack, we hear, did one stretch of 72 hours on the job without sleep. What an ideal pal he made for Insoxxia!

Fay Marble, with accent on the "e," since her foreign sojourn, visited the RKO studio and watched Pearl Eaton do her stuff. Pearl, who like Fay has deserted the Broadway footlights for the Hollywood kliegs, millions and moguls, was putting a big chorus through some nifty pieces.

"Pearl," said Fay admiringly, "Mr. Webster certainly was right when he described you as a gem." "Which Mr. Webster was that" asked Pearl.

"I don't know his first name," replied Fay, "but you can find his opinion of you in every dictionary.

"Write simply, accurately, concisely, and above all, truthfully. Do not embezzle your syntax with extravagant adjectives or polysyllabic euphemisms."

The foregoing is a random excerpt from the best course we have seen on "how to become a successful press agent." It appeared Wednesday in the "Morning Telegraph," in the form of a "semi-open letter" from Pierre de Rohan, provocative cinema and drama scribe, to Florence Ross on the occasion of her joining the Warner press department. Get it and read it, and after you heed it if you don't increase your space-landing average 133 per cent we will refund your money.

TEN YEARS AGO TO-DAY IN...

Annual meeting of N. Y. State Exhibitors' League opens in Utica.

Hallmark shows first three releases of Leonard series.

Province of Ontario officially sanctioned picture of Willard-Dempsey fight.

Alfred S. Black to build a 2,000-seat house in Cambridge, Mass.
**Theater Equipment**

**New Preservatone Process is Aid to Life of Film, Says Lyons**

Preservatone Film Process, Inc., has been formed here, with John Lyons, president and offers a complete film renovating service, which is claimed to add additional life to films as well as making them scratch-proof.

The process is the invention of S. E. Hartman, German inventor. This new process, according to the company, increases the brilliancy of the picture, protects the sound tracks, eliminates the necessity of washing new prints and can be cleaned in any cleaning fluid without removing the process.

The processing operation, it is claimed, requires five and one-half minutes a reel and is reported to make the emulsion on the film 32 per cent harder without effecting the celluloid. The solution is non-inflammable and harmless and, it is claimed, will add a pastel additional life to prints. The process requires 21 months of research and experimenting and now is declared a finished product. Shortly the company will be in a position to handle 800 reels a day.

**Campbell Engineering Co. Selling New Disc Machine**

Kansas City — A new medium-priced disc equipment is being marketed here by the Campbell Engineering Co. E. W. Campbell, president of the company, claims the machine is built sturdy and entirely eliminates vibrations. In addition the company also distributes the Raco acoustic chambers. Seth E. Barnes, a former projectionist and Howell A. Parker, who has been doing installation work for Pacen and Biophone, are now associated with Campbell.

**National Distribution on Pfeil Automatic Control**

Johnstown, Pa.—John C. Pfeil, president of the Pfeil Automatic Safety Control, shortly expects to have product of his company distributed nationally, according to reports here. Pfeil controls are now being turned out for the McKenna Brass Co., manufacturers of the device for Simplex projectors and by General Engineering Co. makers of the units for Powers machines.

**Four Get Oro-Tone System**

Pittsburgh—Four houses in this territory have been equipped with Oro-Tone disc equipment, according to H. A. Lande, local representative. The houses are the Safety, Bentleville; Auditorium, Berghettaign and the Fair, which is the Paramount, Pinegrove, W. Va.

**Gets Photo-Electric Cells**

Buffalo, N. Y.—Sales rights for Photo-electric cells have been acquired here by M. S. England, local manager, who has been associated with the Simplex. He has now been equipped for any sound-on-film equipment that employs a four-prong base, except W. F. and RCA.

**ARKANSAS**

Changes in Ownership

Crawfordsville—M. G. S. Mullan, owner of the Grand, sold to Mrs. H. L. Bennett, for $6,000. Mrs. Bennett has been in the theater business for many years.

**CALIFORNIA**

Changes in Ownership

Buna Park—Buna Park, sold to Mrs. H. M. Seeger for $1,000. Mrs. Seeger, has been in the theater business for many years.

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**FILM BOARDS OF TRADE REPORT THEATER CHANGES**

**Big Demand for Film on How Talkers Are Made**

Electrical Research Products, Inc., receiving many requests for "Finding His Voice," 1,000 foot talking picture that tells how sound pictures are made. The film is done in cartoon comedy style, illustrating the link of three characters as they go through a black and white ink-drawn sound track, and see how sound enters the camera and then into theater, in the projection room and behind the screen, to prove that it is reproduced in theater. The film is supplied to all houses equipped with Western Electric apparatus.

Charles Barrell wrote the scenario and Max Fleischer created the character, while Frank Goldman did the drawings.

**N. E. Company Offering Low-Priced Apparatus**

Boston—Talking Picture Equipment Co., of New England, is now marketing a new low-priced sound equipment claim to suit small seating capacities. The apparatus is complete and sells for under $900, equipped for two projection machines.

Wide screen for Perth Amboy

Perth Amboy, N. J.—A wide screen installation has been made at the Majestic, Jerry J. Buchbinder, president and manager of the theater, announces.

**FILM CEMENT**

IT JUST WONT BURN

HEWES-GOTHAM CO.

520 West 47th St., New York

Tel. Chickerling 4131

Sunday, March 9, 1930
Compromise Seen Between Opposing Fox Bank Groups

(Continued from Page 1)

giving weight to the report that a get together is underway.

Meanwhile the Rambouillet-Blair Corp., which includes Lehman Bros. and Dillon, Read & Co., is making arrangements for the immediate offering of new securities of Fox Film to stockholders under their refinancing plan.

In July the New York Stock Exchange had decided that holders of Class A stock of Rambouillet-Blair Corp., common and to debenture bonds, will stock will carry a holding on trances beginning March 10 and will not sell rights till further notice.

In a report attached to copies of the Rambouillet-Blair Corp. letter, the exchange, its offer of the current portion of the Fox company in its first for the time, it shows, for the year ended December 31, 1929, $90,739,885 as the total asset liabilities, excluding inter-company items, against combined quick assets of $29,164,396. Together with bonds, obligations of the two special concerns aggregate $161,872,643.

Earnings of Fox Film, reported at 12.67, are on the combined Class A and B stock that will be offered under the company. Current liabilities of the Fox theaters, Corp., which have been increased, according to the company, amount to $65,125,029, including $4,751,904 owing to the New York Board of Rambouillet-Blair Corp. outstanding for $53,148,116 bonds and mortgages and $2,088,885 for an account with a common stockholder of $1,212,242. Current liabilities of Fox Film Corp. total $43,063,768 and bonds total $15,317,209.

Current assets of Fox Film Corp. are $28,261,884, including $2,736,570 cash, $2,518,910 in marketable securities, and $17,742,376 in inventories. Current assets of Fox Theaters Corp. total $5,312, including $1,339,700 cash. Combined quick assets are thus $29,164,396.

Since the plan approved provides approximately $60,000,000 in new money, it will pay off the debenture and stock issues with roughly $30,000,000 current payables and about $5,000,000 in cash between them. Of course this may be improved by current purchases of Fox Film Corp.

Banking group comprising Rambouillet-Blair Corp., Lehman Bros. and Dillon, Read & Co., is proceeding with plans for an immediate offering of new securities of Fox Film Corp. to stockholders under their plan of reorganization.

For the year ended December 28, 1929, new profit of Fox Film was $1,842,262 after depreciation, interest, federal taxes and other charges, equivalent to 12.87 a share on the combined $20,600,000 paid-in capital of Class A and B stock and 6.47 a share on the combined $18,600,000 paid-in capital of Class A stock. Fox Film Corp. also reported $18,600,000 in cash, $5,612,609 in assets and $5,612,609 in liabilities.

New York

Irving Fineeman is now managing the Ozone Park under M. MacLevy.

From assistant to manager of the Capitol, Brooklyn, is the promotion for Irving Grishman.

Fox Metropolitan Playhouses has promoted John Martin, former assistant manager of the Carlton, Bklyn., to be one of the circuit’s up State houses.

Atlantic, Bklyn., is now under management of J. Cohen, who was formerly assistant manager of the Riviera.

A. Sterns has been made assistant manager of the Stratford, Bklyn.

Edward Small has completed the first of four pictures for Artistic Pictures, “Clancy in Wall St.,” with Charles Murray in the title role.

Tarrytown — The Strand will not close during installation of sound apparatus. Edward Pollock is proprietor of the house.

Binghamton — William J. Lavers is managing the Laurel, which re-opens after being completely remodeled.

Watertown — The Palace, formerly known as the Wonderland will be demolished. Stores will replace the theater.

R-K-O HOUSES UNABLE TO SHOW "WHITE CARGO" (Continued from Page 1)

RKO's houses are closed here.

Roadway run at the George M. Cohan show.

The picture had been booked for the Cameo and negotiations were under way between the Polywood Pictures, local distributors, and the R-K-O offices for showings in other houses of this circuit. Meanwhile Captain Auten, manager of the Capitol, who was responsible for the showing of "White Cargo" in this country, stated today, that the feature could not be shown in the circuit's theaters because of the agreement American companies.

With "White Cargo," after its sensational stage career, was banned from screen after a long and arduous campaign, which finally resulted in agreement of American companies. The Hays organization formula, which has been in effect for several years, requires in cases where a play or book has been banned in its original form the story must be rewritten with the elimination of matter that is considered objectionable.

In view of this standing rule, the Hays office states that it was not necessary to close any house in order in the case of "White Cargo."

Captain Auten declares that, inasmuch as the picture was passed by the New York censor, he is taking legal steps to get around the Hays office ruling.

House Named Paramount Dallas Sales Manager

(Continued from Page 1)

sales manager of that exchange by J. B. Dogger, branch manager. Dogger, who has previously been promotions to head booker of the local exchange. He succeeds Ralph Lowman, who resigned to join Pathe.

Arbitration Board Named by West Coast Players

(Continued from Page 1)

Scherzinger, with dialogue and adaptation by William Slavenes Mc-\n

Eastern activity will include Monroe Chevalier in "Too Much Luck," and singing and talking feature "Quein High," first of the Schwab & Mandel musicals, directed by Fred Newmeyer, with Charles Ruggles, Frank Morgan, Ginger Rogers, Stanley Smith and Betty Garde.

Cohen, who constitute the committee appointed by the Ass'n of M. P. Producers to study methods and practices of talent and artists' representatives in Hollywood, plan to hold conferences with agents, actors and others associated, with a view to obtaining cooperation in the effort of doing away with existing evils.

Chelsea Theater Sold

Beauteous Theater Corp. has purchased the Chelsea from the Stiber Holding Corp.
MAINTAINING SIMPLEX SUPREMACY

The new Super Simplex

new Vignette Type

new Pre-Focusing Lens System
Eye Shield
Threading and Framing Lamps

new Rear Shutter

new Oiling System
Lens Mount
Film Trap

Simplex
The International Projector

THE INTERNATIONAL PROJECTOR CORPORATION
90 GOLD STREET, NEW YORK
The **GOLDEN CAL**

with

JACK MULHALL  
SUE CAROL  
EL BRENDEL  
MARJORIE WHITE  
RICHARD KEENE  
WALTER CATLETT  
PAUL PAGE

and a golden array of Hollywood's prettiest girls

Here's an eye-filling, tune-thrilling comedy of love and laughter and pedal extremities. A knockout story with El Brendel and Marjorie White again providing laughs galore. Gorgeous settings! Tuneful music and loads of songs! This one is in the money — BIG!
New Reform Crusade Sponsored by Former Exhib.

B. S. MOSS TO BUILD 40 TALKER HOUSES

First Publix Film Unit Goes In Work Today

Help Wanted
—in the story department
—By JACK ALICOATE

THE OLD CRY of lack of proper story material and seasoned, competent writers, is again being heard in the foothills of the San Bardoos mountains. That a new writing technique must be cut and tailored to suit the sound screen is universally recognized. As has been true of the amusement business since the memory of man runneth not to the contrary, the values of story production material must be constantly on the up-grade. In the present situation the re-vamping of the old silents into talker comebacks will help for a while but it's simply taking the easiest way. Lifting material bodily from the legitimate stage and transplanting it on the talkative celluloid will do only in spots. Probably more than fifty per cent of stage material, both past and present, is utterly unfit for screen use. The problem then resolves itself into one of original material, written directly for the screen and with all of its many and complicated requirements taken into consideration. When this crop of screen writers has fully matured in the production garden and is ready for picking, the talkers will have then established themselves definitely as the world's outstanding and permanent amusement leader.

Mr. Myers Observes

While we have had many a good hang-up argument with our old class-mate Abram Myers and most of the time do not agree with his conclusions regarding this industry we do have the greatest admir-

Fred Eastman Heads New Move To Class Pictures As Utility

Oxtoby Succeeds Lukan as F. N. Seattle Manager

Seattle—Al Oxtoby, at one time manager of First National's Portland office and more recently working as special sales representative, out of San Francisco, has been appointed manager of the company's local office, succeeding L. O. Lukan, resigned.

COLUMBIA TAKES OVER “MOUSE” WORLD RIGHTS

West Coast Bureau, THE FILM DAILY

Hollywood — Columbia has taken over the world rights to the remaining 15 “Mickey Mouse” subjects in the current series, according to Roy Disney, business manager of Walt Disney Productions. Existing contracts held by exhibitors for these cartoon subjects will be carried out by Columbia, Disney states.

E. O. Brooks as Contact on Universal Newsreel

E. Oswald Brooks has been appointed contact man between the Universal home office and the run accounts using the Universal Newsreel. He is now on his way to St. Louis.

David Continues as Head of Portland Film Board

Portland, Ore.—L. E. Davis, First National, has been reelected president of the Film Board of Trade here. Charles Powers, Fox, succeeds.

Publix Makes Managerial Changes in Omaha House

Omaha—Lionel Wasson, house manager of the World, has been promoted by Publix to assistant city manager of Publix theaters here.

Big Chain of Specially Designed Theaters Is Planned

Establishment of a national chain of 40 or more theaters built expressly for the showing of talkers is announced by B. S. Moss, who has been out of the vaudeville and picture field for the last two years. Six of the houses will be located in New York, Moss says, and the first, which will serve as a model, will be built at 23rd St. and 8th Ave. This theater, costing $2,000,000, is to be erected immediately.

Otto K. Kahm Attends Conference in Fox Case

Probability of a compromise between the two groups of Fox bankers was further strengthened Saturday when Otto H. Kahm, of Kuhn, Loeb & Co., who up to now have not been mentioned in connection with the situation, attended a conference with representatives of the other banking groups in the chambers of Judge Frank J. Coleman.

Robertson Is Made Fox Coast Theater Executive

Seattle—H. C. Robertson has been advanced from manager of the Coliseum here to an executive post with Fox West Coast Theaters. In his new position he will handle important secretarial matters involving all companies under Fox West Coast.

$150,000 Theater to Seat 1,200 Planned in Richmond

Richmond—A $150,000 theater to seat 1,200 is being planned here with the financial backing of the Phoenix Amusement Co., which lists among its theaters the Strand and Ben Ali in this city. The project will rise on the site of the Richmond Opera House.
The Broadway Parade

Two important openings are scheduled for this week. Tonight "Mamba" succeeds "Troopers Three" at the Gaity, while tomorrow morning will see the premiere at the Forty-fourth St. of John McCormack's first screen effort, "Song of My Heart".

Picture  Distributor         Theater       Opening Date
"Dassariel"          Warners         Central        Oct. 2
"The Love Parade"    Paramount       Rivoli          Nov. 19
"The Rogue Song"     M-G-M          Astor           Jan. 28
"Greens Goddess"     United Artists   Earl Carroll    Feb. 14
"Puttin' on the Ritz" Paramount       Criterion         Feb. 19
"Vagabond King"      Paramount       Warners         Feb. 25
"White Cargo"         Warners         Warner Bros    Feb. 27
"Case of Sergeant Grisca"  RKO    Globe          Mar. 7
"Mamba"              Tiffany         Gaity           Mar. 10
"Song O' My Heart"   Fox            44th St.        Mar. 11

Help Wanted —in the story department

(Joined from Page 1)

tion for his honesty and integrity in respect to any given situation. In these days of industry strife we were rather impressed with a wholly frank thought of his, recently given in an address before the Bureau of Personal Administration in New York City. We pass it on:

"It is not necessary that the ultimate purpose of a code should be wholly unselfish. Morality is no less commendable because prompted by self-interest. The ancient maxim that honesty is the best policy really smacks of commercialism. One encounters true disinterestedness only in those who have retired from business. The test, therefore, is whether the advantages to be gained by the industry are fairly balanced by the elevation of standards and benefits to the public. If there is an honest effort to arrive at a basis of right action, that effort is not to be condemned because it is made in the hope of reward."

Judea Ready to Release First Two Jewish Talkers

Judea Films, Inc., announced it is ready to release the first two of a series of Broadway plays completely in Jewish dialogue. The completed films are "Style and Class" and "The Shoemaker's Romance." Marty Baretz and Goldie Elian are featured in the first; Joseph Baloff in the other. The head of the company is Joseph Baren, president of Sieden Films. Other officers are Samuel Berliner, treasurer, and Morris Goldman, sales manager.

Jannings in "Great Tenor," Pommer's Next for UFA

Emil Jannings has been signed by Ufa to appear in Erich Pommer's next, tentatively titled "The Great Tenor" (Der Grosse Tenor), according to a telegram received by the New York office of the company.

Agfa in New Quarters

Agfa Raw Film Corp. has moved from 1600 Broadway to new quarters at 1328 Broadway.

Warren Doane Here

Warren Doane, general manager of the Hal Roach studio, is to arrive in New York, where he plans to spend several weeks.

Botsford to Attend Meeting

A. M. Botsford of Publix left Saturday for Chicago where he will attend the managers convention at the Drake Hotel.

Esterle Joins Goodhall

Kansas City—Charles E. Esterle is now representing Goodhall Electric, Inc., manufacturers of the Goodhall synchronizer. He was formerly with Oro-Tone.

Publix Increases Prices

Kansas City—With the showing of "The Vagabond King," Publix has increased admission prices at the Newman.

Poland Joins St. Louis Firm

St. Louis—Jimmie Poland, former distributor for the Polar Air cooling system in Kansas City, has joined the Supreme Heating and Ventilating Co. of this city in a sales capacity.

The Industry's Date Book

Today: Opening of "Mamba" at Gaity, N. Y.
Mar. 10 Opening of "Song O' My Heart" in New York at 44th St. Theatre.
Mar. 20 Annual election of Maryland M. & T.O. offices at Baltimore.
Apr. 1 Premiere of "Journey's End" at New York house, not yet decided.
Apr. 5 Second annual banquet and b of the Warner Club, Inc., at Hotel Commodore, N. Y.
Apr. 6-7 Spring convention of Tri-State P.T.O. at Memphis.
May 5-8 R.M.P.E. Spring Meeting at Wardman Park Hotel, Washington D. C.
May 25 Fox annual sales convention at New York.
June 2-7 International Cinema Congress Brussels.

Pathe Starts 1930 in Mexico

Pathe has begun its 1930 program in Mexico with the opening of "Lucky in Love" in Mexico City. Other Pathe films to be released this month are "The Goddess," "Her Private Affair," and "Red Hot Rhythm."

Dedicate House Wednesday

Sault Ste. Marie, Mich.—Dedication of the Soo, new Butterfield house, will take place here Wednesday.

R-K-O After Albany Site

Albany, N. Y.—R-K-O is report after the Knighted of Columbus ll l on North Pearl St. for the erection of a new 3,200-seat house. Real estate negotiations are under way for the purchase of site.

Schairer RCA Vice President

Radio Corp. of America has named Otto S. Schairer vice president and charge of its patent department.

N. Y. Showing for F. N. Fi

"Murder Will Out" will be given a New York showing by F. N. sh by Clarence Badger directed.

Smith Arrives Today

Stanley Smith arrives in New York today to play the film version of "Queen High," to be made at the Paramount Astoria studios.
ALONG THE RIALTO
with
Phil M. Daly, Jr.

ALBERT HOWSON, scenario editor for Warner Bros., last week was the principal speaker at the Temple Israel Sisterhood, where he spoke on "The Development of the Talking Screen Through Vitaphone"....Yes, and George Bernard Shaw now is a movie fan, according to his comment on seeing "Disraeli," which appears in the London Mirror. Claims he likes the talkers.

DOUGLAS FAIRBANKS, JR., we are told, has just placed a series of stories and caricatures with Vanity Fair.
Fair enough see we....Lady Baden-Powell, head of Girl Guides of England and president of the Affiliated Girl Scout organization of the world, the other day was guest of honor at a showing of James FitzPatrick’s "The Lady of the Lake".

MORE than 35 stars will be present at the Crippled Children’s show which Aaron Reuben is arranging. The event takes place next Sunday..."Hold Everything," new Warner film, will inaugurate the opening of the company’s new Hollywood Theater here. When? That’s another story. Tiffany’s "Mambo" is on tap tonight at the Gaety, so if you’re pushed about the big street, that’s the reason.

TO that inquiry, Eric Von Stroheim has turned actor again and will appear in "Three Faces East." Why is it that Eddie Quillan’s family gets a bigger kick out of a screen activity than he does? Simple, it’s Eddie’s nature.....That RKO bunch burns the wires with the fact that "The Case of Sergeant Grischa" is doing a turnaround business at the Globe, raking in better business on its opening night than "Hit the Deck".

ABE MEYER, who recently returned from the Coast, has been engaged by Morris Press to handle certain portions of the Paramount music dept. work. Meyer, by the way, was associated with Hugo Riesenfeld, former managing director of the Rialto, Rivoli and Criterion.....Now that sound equipment will be installed on the Leviathan, wonder who’ll be the first “head man” in the industry to install same on his yacht?

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Stamped 20,000 Bags to Help Out Theater

H. S. ORR, of the Public-Saenger Theater, Winston-Salem, N. C., got 20,000 advertisements for "Show of Shows" stamped on paper bags used in local stores ahead of and during the run.

The stunt was a sort of co-operative, if you get what we mean. Mr. Orr supplied the stamps, the stores supplied the bags and the employees put in their spare time slapping the bags with the stamp, so it cost the house only the stamps. It is a good idea even where it is necessary to pay for printed bags. If you can get the bags and printing gratis, so much the better.

Red Extra Revived for "Dynamite" Showing

As one feature of the exploitation for the showing of "Dynamite" at Loew’s Valentine, Toledo, W. G. Bishop, exploiter, and J. H. Merriman, house manager, revived the old red extra, using the following copy:

EXTRA! EXTRA! DYNAMITE FOUND IN THEATER
Now Showing Cecil B. De Mille’s First All-Talking Super Motion Picture "DYNAMITE"
Loew’s Valentine

Bishop purchased 3,000 copies of the Toledo "Times," using newsboys to distribute 2,000 in downtown Toledo and 1,000 in East Toledo.

MARCH 10—MANY HAPPY RETURNS

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

William Courtright Melville Brown Jean Girard
Lowell Calvert Frank P. Donovan Stuart Holmes
Gregory La Cava

TEN YEARS AGO TO-DAY

William A. Brady Pictures Corp. formed with Travers Vale, director general.

Character Pictures purchase Florida studio.

N. Y. State Exhibitors’ Convention under way at Utica.

Zukor reported in international combine with Lord Beaverbrook.
LADIES OF LEISURE

featuring the greatest cast of the year... headed by
Barbara Stanwyck
Lowell Sherman
Ralph Graves
Marie Prevost... George Sawtett
Horne O'Neil... Johnny Walker
and Julienne Campion

A FRANK CAPRA PRODUCTION
From a David Belasco Play
by Milton Herbert Gropper

A Road Show Attraction
over-shadowing anything
ever released by Columbia
DENTED
BIG HITS

To Celebrate Columbia's Tenth Anniversary

Ladies of Leisure
A supreme Road-Show Attraction, opening Los Angeles and San Francisco at $2 top

Charles Murray and George Sidney in
Around the Corner
A laugh riot from beginning to end

A Royal Romance
A gem of romance, thrills and laughter
with William Collier, Jr. and Pauline Starke

Dorothy Revier Call of the West Mat Moore
An all-talking Western romance thriller

Aileen Pringle and Ian Keith
Prince of Diamonds
A story of international diamond smugglers

SETS THE PACE!
F. N. Has Three in Work and Eight Ready to Start

Three pictures are in actual production and eight are being prepared for early shooting at the First National studios. Richard Barthelmess is working in "The Dawn Patrol," Bernice Claire and Walter Pidgeon are being featured in "Mile, Mo-diste," and "Under Western Skies," an all-Technicolor production with Sidney Blackmer and Lila Lee.\n
Radio Puts New Power Plant Into Operation

Radio has placed into service its new 3,000-kilowatt electric power plant. The plant supplies power to a capacity of 3,000,000 volt-amps,足够的容量 to light a city of 30,000 people, the company claims. Three huge transformers reduce the current from 30,000 volts to 22,000 volts. This voltage operates the motor-generator sets. Smaller transformers for incandescent stage lighting are also included in the new plant.

"Madame Satan" Starts

Actual production has begun on "Madam Satan," under direction of Cecil B. de Mille. The director has until now rehearsed several scenes in dummy sets on the M-G-M lot.

Tiffany Signs Song Writers

Tiffany has signed Voiloyn and Silverstein, song writers, to do the music and lyrics for its Hot Curves. Norman Taurog will direct.

More Sound Installations Made in Theaters in the U.S.

DeForest sound equipment installations made during the past week include a number of houses: Huck-\n
Columbia Adds Two to Cast

Columbia has added Ulllie Haupt and William Boyd to the cast of "A Royal Romance." Earle C. Kenton is directing with William Collier, Jr., and Pauline Starke in leading roles.

You're for "Right of Way"

Loretta Young will have the feminine lead in "Right of Way," which Frank Lloyd will direct for First National.

Forest Halsey Declares Hollywood Charming

Forest Halsey declares old Spanish spirit and hospitality are to be found in Los Angeles, Mexico. It is a most gorgeous, untouched country, he avers. In bidding farewell to the governor of Los Angeles, Halsey kissed his hand and the governor returned the kiss, much to the astonishment of American onlookers.

By the way, Halsey's hobby is reading palms and on his trip to Hollywood he met Gloria Swanson's leading member of the governor's staff. Halsey has read the palms of the King of Spain, the Prince of Wales, Gloria Swanson, and Cecile Sorel, famous French actress. Incidentally, Halsey is the only scenarist who has an office at the British Government.

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United States

Dallas—Twenty managers of the A & R Circuit attended the semiannual convention held here recently. The conferences, which lasted two days, gave the various managers an opportunity to get acquainted with other and debate questions regarding theaters throughout the circuit.

New Orleans, La.—Magnascope has been installed at the Saenger by C. Zrenner, sound engineer for New Orleans theaters.

Bennington, Vt.—John B. Hartie, owner of the Stark Strand, and three employees were arraigned in court on violation of the Sunday law.

Montgomery, Ala.—William Woliak, formerly manager of the Strand, has been transferred to the Paramount.

Augusta, Me.—Approximately $20,000 will be spent for remodeling the Opera House by the Augusta Theater Co. It is expected that the work will be ready for opening by fall.

Tamaqua, Wash.—The Paramount has been acquired by M. R. Martin and A. O. Strixrud of the M. R. Martin Co. of Tamaqua. Perfecitone equipment has been installed.

Seattle, Wash.—The U. S. Army P. Service has moved its offices to 805 Republic Bldg. The company was formerly located at 2319 Broad Ave.

Baltimore, Md.—J. C. Cremen of Carey has signed up for RCA Photophone equipment. George N. Finin, district manager for RCA, headed the deal.

Foreign

Berlin—Frederick M. Sackett, recently appointed American Ambassador to Germany, was a visitor to Neubabelskirch studio of the Ufa company.

Paris—Talking picture production is starting in earnest at the Joinville Studios. Pictures being made there are Andre Hugon’s “Tendre,” Maurice Tourneur’s “Un Conte dans le Music Hall” and Jocelyn de Baroncelli’s version of the Daudet novel “L’Arlesienne.”

Berlin—“Die Nacht Gehort Uns,” a Tobis talking picture, is drawing crowds to the Capitol here. Eighty thousand saw the film in four weeks.

Munich, Bavaria—“Ludwig II, King of Bavaria,” has been banned here on the ground that it would invite disorder.

London—The Two Worlds,” the A. Dupont film being made in English, French and German, will mark John Longden’s elevation to the board.

Sydney—Fox has purchased “The Russell Affair,” an Australian silent film made in 1928 by De La Ruzé Productions, and will distribute it in Great Britain. It will probably be released as a quota film.

Hartford, England—Fire recently destroyed the Tenge Moor Picturhome near here.

New York

Irving Sher is now managing the Garden, Springfield Garden, for the owners of the building. He was formerly with Fox.

B. Bernard Thomas is now managing the new Loew 175th St.

Fire at the Rialto, Poughkeepsie, operated by Harry Cohen, recently caused the owner $300 for replacing the damaged effects.

Laurelton—The Laurelton is being wired for sound by RCA Photophone engineers.

Rochester—New policy of vaudeville and talking pictures is now in effect at the Piccadilly here.

Watertown—James W. Glover, president of the Seneca Falls Theater Co., has closed a deal whereby he is to operate the State here. Harry E. Jenner will manage the house. The deal was closed with B. B. and M. J. Gustadt.

Nyack—Agents for two companies have been here looking over sites for a proposed house here. While locations have been selected, nothing definite has yet been announced.

Buffalo—George H. Wiley, district manager of RCA Photophone, Inc., with headquarters here, announces the installment of RCA equipment in the following theaters: Strand, Dorgeville; Temple, Fairport; Temple, Geneva; Rialto, East Rochester; and Wedgeay, Schenechaty.

Alexander Here Arranging Showing of “Ingagi”

Bill Alexander of Congo Pictures, Ltd., has arrived here with a print of “Ingagi,” and is arranging for a roadshow as well as a Broadway showing. The picture, produced by Sir Herbert Winstead in the Belgian Congo, took three years to make and is recorded on film and disc. Arrangements are being made to have the picture recorded in ten languages. First showing of “Ingagi” was at the Spreckels, San Diego, where it played three weeks.

Strain Operating Lexington

Milwaukee—John Strain is the new operator of the Lexington.

Thomas Joins Celebrated

Milwaukee—William Thomas, formerly with the Exhibitors Service Bureau, has joined Celebrated Players as salesman.

Thieves Frightened Away

Milwaukee—Thieves broke into the Colonial but were frightened away before they had opportunity to blow the safe.

Butterfly Installs Sound

Palmyra, Wis.—Sound equipment has been installed at the Butterfly.

Desoromeaux Closes Madison

Mineral Point, Wis.—The Municipal here, owned by A. P. Desoromeaux, Madison, is now closed.

New Theaters

Centerville, la.—A new theater will replace the Drake here. Homer Vorderman announces. The house recently burned down.

Tucson, Ariz.—Work will be started in a few days on a new theater to be erected at W. Congress and Plaza streets by A. Kaufman, who has already leased the project to Joe Gross.

Babson, Ga.—Construction will start at once on the new project Warren E. Swain, local capitalist, is building. Mrs. W. F. Collins and Mrs. S. V. Brower, managers of the Appleton, will operate the house.

Cheyenne, Wy.—The new Paramount has opened here.

Green Bay, Wis.—Fox West Coast has opened the new Fox here.

Nashville, Tenn.—Razing of the old Capitol to make way for the new $1,250,000 theater to be erected here by Crescent Amusements has begun. Seating capacity of the new structure will be 2,700.

Los Angeles—Plans are understood to be completed for the new Fox to cost $1,000,000. Site selected is on Pico Blvd. between Robertson Blvd. and Lainson Ave.

Melbourne, N. C.—C. S. Parme, operator of the Majestic which recently was destroyed by fire, will build a new theater here shortly, he announces.

Joplin, Mo.—Approximately $400,000 is to be spent on the new theater project on Fifth St. and Virginia Ave. Completion of the structure is expected Sept. 1.

Binghamton, N. Y.—Reconstruction of the Stone will represent investment of $500,000. David Cohen of the Kodeco Realty Co. announces. Plans are set for work to begin immediately.

Barrus Sells Clinton House

Clinton, Wis.—The Gem has been sold by Floyd Barrus to A. Anderson of Beloit.

What were the TEN BEST PICTURES OF 1929?

INQUIRE WITHIN

Now being distributed to all subscribers to THE FILM DAILY
First Publix Film Unit Goes in Work Today

(Continued from Page 1)

than four reels, is expected to cost as much as an eight-reel feature. "Leave it to Lester" covers the adventures of a newly married couple on their honeymoon trip abroad. There will be a scene laid in each of the principal European countries, requiring some big sets, most of which were designed by Ernest Peppe.

Evelyn Hoey and Lester Allen are featured, with other attractions including Tilly Losch, dancer, the Gaubby girls; five German girl tumbler, who have never before appeared in America, and a chorus of 30 voices, led by Henri Scott, operatic baritone.

Special music numbers have been written for this picture by Paramount staff composers, including Frank Tours, who will direct the musical end. When completed, the picture will run 40 minutes.

Robertson Is Made Fox Coast Theater Executive

(Continued from Page 1)

control. Robertson, in the Seattle theater field a quarter century, has been succeeded at the Coliseum by Dave Himelhoch, who is head of the Seattle board of theater owners.

Publix Makes Managerial Changes in Omaha House

(Continued from Page 1)

George Munroe becomes house manager of the World, and Chester Friedman, assistant manager of the Paramount, has been transferred to the general offices in New York where he will assist in training house managers for Publix.

J. E. Williams Delivers Lecture Kansas City—J. E. Williams, undersea explorer, recently delivered an illustrated lecture on "Beauty and Tragedy Under the Sea" at Mary Institute.

Rialto Joins Sound List Camden, Ark.—The Rialto has joined the list of wired houses. Western Electric equipment was installed.

Former Exhibitor Starts New Reform Crusade

logical seminary, has written a series of articles, which have been issued in pamphlet form and are being sent to all influential organizations, politicians, churches, newspapers, public officials and others who may be of assistance in mobilizing public opinion.

One of the first responses to the campaign already has been reported from Indiana, where Governor Harry G. Leslie is said to have referred the pamphlet to a committee for consideration.

Davis Continues as Head of Portland Film Board

(Continued from Page 1)

Harry Percy as vice president, while E. A. Lamb of RKO has been named second vice president, a newly created office. Lou Ammack, who was assistant general manager, has been named assistant to Percy, and Howard Maples, Star Film Exchange, are member of the board of directors.

Ginsberg Names Juergens Comptroller of Windsor

S. F. Juergens has been named comptroller for Windsor Pictures by Henry Ginsberg. Juergens formerly occupied the same post at Tiffany for a number of years.

Now On Broadway

Astor—"Rogue Song"
Beacon—"General Crack"
China—"China Express"
Capitol—"Lord Byron of Broadway"
Carnegie—"Paris," first half; "Trespass" second half
Central—"Dissolution"
Colony—"Cohns and Kellys in Scotland"
Criterion—"Vagabond King"
Earl Carroll—"Puttin' on the Ritz"
Fifth Ave.—"Woman Trap," first half; "Diggers of Broadway," second half
Fifty-fifth St.—"Dich Hab Ich Gel" (*Because I Loved You*)
Film Guild—"Up the Congo"
Forty-fourth St.—"Song O' My Heart"
(Opening tomorrow)
Gailey—"Mambo" (Opening tonight)
George M. Cohan—"White Cargo"
Globe—"The Case of Sergeant Grischa Hippodrome—"Hit the Deck"
Little Picture House—"Charming Sinne" Love's New York—Monday, "New Nights" Tuesday, "Happy Days" Wednesday, "Heroic Romeo" and "Up the Congo" Thursday, "Bishop Murder Case" Friday, "Not So Dumb" Saturday, "Over O'Brien"
Sunday, "The Great Vile"
Paramount—"Only the Brave"
Rialto—"Be Yourself"
Rivoli—"Love Parade"
Roxy—"Such Men Are Dangerous"
Strand—"Sally"
Warner—"Song of the West"
Winter Garden—"Green Goddess"

= Plath at Enid Criterion
Enid, Okla.—Hugh Plath, former supervisor of public theaters of Dallas, now is managing the theater here.

A New Theatre for the Old One!

REDECORATE—REFURNISH
At moderate cost and in quick time
Atmospheric—Modern—Formal Schemes

The MICHEL ANGELO STUDIOS, Inc.
200 West 57th Street, New York

FOR RENT
ANIMATED CARTOON STUDIO
FULLY EQUIPPED
with lighted cartoon stands, Cooper-Hewitt lights, camera stands, camera, piano and everything necessary for the production of animated sound cartoons.

Will Make Very Reasonable Proposition

CHARLES B. MINTZ
25 West 45th Street
BRYant 9178

FOR SALE
THE "WHITE CARGO" W. P. Films

George M. Cohan, New York

AMERICAN—Save for a very few est-il the action that divides the dialogue, and the division into acts and scenes is apparent. Atmospheric shots are obviously clipped from some antiquated reel, and studio back-drops detract from the product. This is a small at best. The photography leaves much to be desired.

DAILY NEWS—Photography is better than the average English films. The synchronization job isn't very well done. It seems much of the dialogue was spoken after the film was photographed. One can tell this by the fact the lip movement doesn't always keep time with verbal sounds. All in all, "White Cargo" has a fair amount of interest.

EVENING WORLD—The British producers have told their story in a restrained, unconventional manner, and sometimes, because of this, the picture appears slow and tame. Whenever the pace is heightened and the characters show above conversational tones, you can't understand them, for the reason that the RCA recording isn't of the best.

SUN—In any case, the film may probably be described as a fair transcription of the original. The production suffers from a lack of atmosphere and lack of visual variety.

TELEGRAM—* * * creates and sustains a definite mood and is in one of the few of the recent talking pictures in which any real drama has been projected. As the pictures is smoothly directed and splendidly performed, it becomes a puppet and moving tableau group of Englishmen cut off from a civilization on a rubber plantation in Africa.

TIMES—In its situation and in the work of most of the members of the cast the first two-reeler pictorial version of Lenox Gordon's play, "White Cargo," frequently repeats experience with the microphone. This production is virtually a photographic copy of the original, with little in the way of cinematic value.

WORLD—As a piece of convincing melodrama "White Cargo" is a splendid work. The slow degeneration of Englishmen who venture into the tropics as overseers of a rubber plantation is pictured and acted impressively. The present version follows the stage production carefully—almost too carefully, for most of the action is laid indoors and there is far too much dialogue.

Dietrich M. C. at Wisconsin

Milwaukee—Roy Dietrich, formerly with the National Playhouses in Chicago and tenor with the Grand Central Variety company for several seasons, is master of ceremonies at the Wisconsin replacing Max Bradfield.

Mil. Exchanges Move

Milwaukee—"Cargo" Columbia and R-K-O film exchanges have moved to their new quarters at 337 8th Street.

Newspaper Opinions

"White Cargo" W. P. Films

George M. Cohan, New York

AMERICAN—Save for a very few est-il the action that divides the dialogue, and the division into acts and scenes is apparent. Atmospheric shots are obviously clipped from some antiquated reel, and studio back-drops detract from the product. This is a small at best. The photography leaves much to be desired.

DAILY NEWS—Photography is better than the average English films. The synchronization job isn't very well done. It seems much of the dialogue was spoken after the film was photographed. One can tell this by the fact the lip movement doesn't always keep time with verbal sounds. All in all, "White Cargo" has a fair amount of interest.

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Metzger Takes on Work of “U” Sales Direction

15 CHICAGO AREA HOUSES CLOSE IN MONTH

Eastern Exhibs Pass Resolution on Percentage

Small Operators Appeal for More Equitable Selling Method

Philadelphia—A resolution in favor of selling pictures by the percentage method has been adopted by the board of managers of the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware, with notice to this effect mailed to the home office of each national distributing company.

The most equitable percentage was

(Continued on Page 7)

NEW LAB. TO HANDLE 500,000 FEET WEEKLY

Echo Film Lab, Inc., recently organized with A. J. Hart, president, and Herman Gronwoldt secretary and treasurer in addition to supervising sales, has opened offices at 729 S. Broadway.

New Censorship Measure

Looms in St. Louis

St. Louis—Creation of censorship board here looks with a drastic motion picture and theatrical bill short to be introduced to the Board of

(Continued on Page 7)

Sayeg Loses Appeal on Sunday ‘Blue’ Violation

Ennis, Texas—Affirming the case of John M. Sayeg, owner of the Grand here, the Court of Appeals held that the operation of a

(Continued on Page 7)

Ticker Forecast?

Spirited buying of R-K-O and Pathé stock, both of which scored substantial gains yesterday, accompanied a revival of merger reports involving these two companies. Pathe’s “A” made the biggest jump, 3 1/2 points or an appreciation of almost 50 per cent, while Pathé common was up 1 1/4 points and R-K-O advanced 3 points.

Reduced-Price Drive in Seattle

Seattle—Local houses are engaged in a reduced-price campaign for business. The Metropolitan has cut its evening rate from 60 cents to 50 cents, the Liberty is operating at 15-25-35, the Blue Mouse, Music Box and New Orpheum are running 25-cent matinees, and the Fox houses likewise are giving bargain after- noon shows.

WEST COAST CHAIN GETS FOUR MORE IN ILLINOIS

West Coast Bureau, THE FILM DAILY

Los Angeles—Fox West Coast has acquired four more houses in Illinois. They are the Palace and American in Johnson City, and the Lyric and Orpheum in Salina. Tom Reid, district manager of the Illinois division, will operate the houses for West Coast.

Expect New Fox Tucson to Be Ready Next Week

Tucson, Ariz.—Construction of the new $325,000 Fox News is expected to be completed sometime next week. With the opening of this 1,300-seat house, Fox will be well represented in this section, having recently taken over the Orpheum. Albert D. Stetson has been appointed manager with George Dias as assistant.

223 Theaters Wired in Germany During 1929

Washington Bureau of THE FILM DAILY

Washington—Only four per cent of the theaters in Germany were wired up to the close of 1929, advice to the M. P. Division of the Dept. of Commerce indicate. In round figures, 223 houses of 5,267 installed sound devices, which represents 10.5 per cent of the number of houses operating daily, or 2,106 theaters.

CANADIAN F. P. ACQUIRES TWO HAMILTON THEATERS

Hamilton, Ont.—Famous Players Canadian Corp., has taken over the operation of the Capitol and Pan- tages, two of the leading local theaters, owned by Hamilton United Theaters, in which Famous Players owns a large block of stock. The new arrangement was accompanied by a change in the name of

(Continued on Page 7)

Columbia to Release Buck Jones Talking Pictures

West Coast Bureau, THE FILM DAILY

Hollywood—Columbia will release the 16 Buck Jones talkers to be made by Sol Lesser, it is reported here.

Publix May Revise Stage Show Policies in West

Dallas—Split week stage policies at Publix houses here and in Denver and Kansas City may be revised, as the experiment has not proved suc-

(Continued on Page 7)

Henry Henigson Becomes Producer for Inspiration

West Coast Bureau, THE FILM DAILY

Hollywood—Henry Henigson has become associated with Inspiration Pictures as a production manager.

‘U’ Department Being Realigned With Resignation of Van Praag

Consolidated Profited by $2,377,620 in 1929

Net profits of $2,377,620.52 are reported by Consolidated Film Industries, Inc., for 1929. This represents an increase of $1 per cent over earn-

(Continued on Page 7)

Due to the resignation of M. Van Praag, the duties of sales director of Universal have been taken over by Lou B. Metzger, who will handle the work in conjunction with his post as general manager. Metzger will supervise the sales department.

Stiff Talker Competition Mostly Responsible for Shutdowns

Chicago—Due principally to stiff competition from talker houses, 15 theaters in this territory went dark last month, it is reported by the Chica
go Film Board of Trade. In two instances, Lovejoy and Riverton, the shutdowns were due to fires. Other closings were: Austin, Gardner, Kenwood, Prairie and Monogram, Chicago; Liberty, Chicago Heights; Lincoln, Evanston; Lyric, Elgin; Central, Fairbury; Picture Play, Hamilton; Auditorium, Prophetstown; Fargo, St. Anselm, Liberty, Waukegan. Another closing was the Crystal, Butler, Ind.

RECORD AMUSEMENT TAX PAID BY ONTARIO IN ’29

Ottawa, Ont.—The amusement tax collected in the Province of Ontario during 1929 beat all records, the amount being $1,315,655.67, according to the annual financial statement just presented. The increase was due to the general introduction of

(Continued on Page 7)

NEW MOSS HOUSES TO BE BUILT FOR TELEVISION

In anticipation of the early adoption of the wide screen and, possibly television, the theaters planned by B. S. Moss for his announced chain of 40 or 50 specially designed talker chain will be constructed so that they

(Continued on Page 7)

80 P. C. Endorsed

Birmingham—Out of 861 first run films shown here last year, a total of 644, or more than 80 per cent, were endorsed, while 217 were deemed suitable for showing to young people and 22 were banned, according to the annual report of the City Amusement Inspector.
104 Dead, 100 Injured
in Korean Film Fire
Seoul, Korea (By Cable) — Fire originating from a neglected film in a Chinkul naval base, where a picture show was being given at a national celebration, resulted in 104 deaths and 100 injured.

Leff Dickering for Two More Bronx Theaters
Abe Leff, owner of the Art, and interested in the Star, both in the Bronx, is now dickering for two more theaters in that borough. The deal is expected to be closed next week.

Wires So. Norfolk House
So. Norfolk, Va.—The Grand has been equipped for Western Electric apparatus.

Reopens Creston, Iowa
Creston, la.—The newly decorated Iowa has reopened with Western Electric sound equipment. Clayton Bacon is manager.

Rothacker Moves Offices
Eastern offices of the Rothacker Film Corp. are now located at 729-7th Ave., having moved from 424 Fifth Ave.

"Lummox" for Rivoli
"The Love Parade" is to be succeeded at the Rivoli, New York, by "Lummox," directed by Herbert Brenon from the Fannie Hurst novel of the same name. The film marks Winfred Westover's return to the screen after an absence of eight years.

Fourteen Texas Houses Install Sound Devices
Dallas—Theaters in Texas have installed sound devices recently, are the Dixie, Bastrop; Palace, Jackson- ville; Queen, Dallas; La Vista, Monrovia; Queen, Wharton; Liberty, Rising Star; Palace, Pyote; Queen, Tyler; Ritz, Arkansas Pass; Isla, Lockney; Yale, Groesbeck; Star, Hereford; Dixie, Coleman, and Palace, Brady.

Projection Council Picks New Officers on March 25
Annual meeting of the Projection Advisory Council at which new officers will be elected will be held at Town Hall, New York, on Tuesday, March 25.

Lyric to Close for Alterations
Norfolk, Neb.—The Lyric will close for remodeling and redecorating. Sound apparatus will also be installed.

Plans to Reopen Va. House
Roanoake, Va.—Plans are being completed for the reopening of the Academy of Music.

Thieves Get $339
Milwaukee—Burglars forced the sale in the office of the Granada recently and escaped with $339.

Max Milder’s father, Max Milder, central salesman for Warner, died recently in Cleveland.

Union Arts Plans Building
Union Arts Club, Inc., will erect a 22-story building on Central Park West near Columbus Circle. The purpose of the structure is to bring together musicians, writers, players, painters, sculptors and other artists interested in the allied arts.

"La Marseillaise" for Roxy
"La Marseillaise," in which Universal is co-starring Laura La Plante and John Boles, will be pre-released at the Roxy, New York, probably the week of March 28.

Fire Does $1,000 Damages
Sheridan, Wyo.—Fire at the Fox Theater caused the damage of $1,000. Fred Bezdol is manager of the house.

Financial

NEW YORK STOCK MARKET

High Low Close

Am. Seat. 22-2 $212 $210 $206.50
Com. & Ind. 231 $209 $204 $206.30
Com. & Ind. Ind. 247 $221 $216 $215
East. Kodak 233 $225 $227 $225.50
Fox Film 227 $218 $218 $217
Gen. Then. Equ. 44 43 42.50 42
Keith A-O 118 118 118 118
Loew's Inc. 87 $71 $71 $68.50
Me. Ind. 177 $164 $164 $163.50
Mo. Ind. 95 $86 $86 $84.50
Par. Ind. 72 $60.50 $71 $71 $70.50
Pathe Exchange 15 13 13 13
Pathe A 13 11.50 11.50 11.50
Reicher 99 96.50 96.50 96.50
Richardson 75 69 69 69
Univ. Pict. pld. 32 $24 $23 $23.50
Warner Bros. 71 $62 $62 $61.50
Warner Ind. 62 61.50 61.50 61.50
NEW YORK CURE MARKET

Bal. & K. 65 $64 $64 $64
Columbia Pts. 310 304 304 304
Fox Then. "A" 4 279 279
Leith & France 24 279 279
Loew's Ind. 154 150.50 150.50 150.50
Nat. Ser. Ser. 24 24 24
Pathe, Inc. 42 42 42 42
Univ. Pict. 16 16 16 16
NEW YORK BOND MARKET

Keith A-O 86 $87 $87
Loew 75 78 $78 $78
Loew Ind. 125 120 120 $120 $120
Loew Ind. 15 16 16 16
Loew Ind. 41 41 41 41
Loew Ind. 47 47 47 47
Pathe Ind. 53 53 53 53
Pathe 75 75 75 75
*LAST PRICE QUOTED

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Eastman Films J. E. Brulatour, Inc.

Chicago Hollywood
1272 Indiana Ave. 6700 Santa Monica
CALumet 2691 HOLlywood 4121

The Industry's Date Book

Today: Opening of "Song Of My Heart" in New York at 44th St. Theater.

Mar. 20 Annual election of Maryland M. T.O. officers at Baltimore.

Apr. 1 Premier of "Journey's End" at New York house, not yet decided upon.

Apr. 5 Second annual banquet and of the Warner Club, Inc., at Grand Hotel Commodore, N. Y.

Apr. 6-7 Spring convention of Tri-State I. P. O. at Memphis.

May 5-8 S.M.P.E. Spring Meeting at Wardman Park Hotel, Washington D. C.

May 25 Fox annual convention starts touch to-day.

June 2-7 International Cinema Congress Brussels.

Mindlin Quits Fifth Avenue
Michael Mindlin has sold his interest in the Fifth Avenue Playhouse of which he has been partner to Stanley Groves, Jr., of Philadelphia. He plans to devote himself to the establishment of a new type of picture house.

"Cohns and Kelly's" in Chi
Besides playing at the Colony, N. Y., "The Cohns and Kelly's, Scotland" has started a pre-run at the Woods Theater, Chicago, where it is reported to have grosses of $8,000 in two days.

FOR SALE

Bell & Howell SILENCED CAMERAS, Complete Equipment.

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N-E-W-S O-F T-H-E D-A-Y

United States
San Bernardino, Cal.—The Old Brand has been changed to the Ritzy Herbert Jacobson, manager of the Orange Belt Theaters, Inc.

Belfontaine, O.—Same Theater on of Watertown, N. Y., has secured lease on the new 1,400-seat house erected here by the Belfontaine Theater Co.

Grand Rapids, Mich.—Allen Johnson, head of the M.E.T.O. of Michigan, has leased theater from Viller and Boshoven.

Newark, N. J.—Seaside Heights Pier & Amusement Co., of Toms River, has incorporated here with capital stock of $60,000 in preferred and $60,000 in common issues.

Waterloo, Ia.—RKO is reported re-king a site here. Several options have been taken on locations and circuit representatives and contractors have spent several days making observations.

Hartington, Neb.—Automatic doors of projection booth of the Royal reverted fire damage to the theater and panic in the audience when a line caught fire, by immediately closing after the operators leaped out.

Omaha—Gold service pins have been received by Fred Bierman and Ivera Roslund from Pathé. The former has been in the exchange here 10 years and the latter five.

Centerville, Ia.—The Drake Avenue, one of the most pretentious buildings here, was destroyed by fire with heavy loss.

Germantown, Pa.—Bandbox, recently opened by Motion Picture, Ltd., is managed by Clyde V. McFarley, formerly manager of the little theater, Baltimore.

Baltimore—The Parkside, Baltimore suburban house, has been closed and is now for rent.

Pittsburgh—Joseph Lebo has succeeded Jack Cohen as manager of the old Tiffany exchange.

Central City, Neb.—Fred Bredeweg, opened the State here.

Foreign
London—W. A. Mutch has quit as film critic of the "Daily Chronicle."

Washington—Uruguay has requested from the U. S. Dept. of Agriculture 136 educational films, which represents the largest single order from a foreign government for agricultural films.

London—Production has been started by Butcher on the third of its "Cocky Spirit in the War" series.

Brisbane, Australia—"The Love Parade" has opened for an extended run at the Wintergarden here.

London—Edward T. Carr, general sales manager for United Artists, is resting on a Mediterranean trip.

Brisbane—Increase in order for sound equipment has forced Western Electric to enlarge its offices in Queensland.

London—Associated Sound Film Industries, Ltd., is producing at its Wembley studios a series of shorts burlesquing well-known films, the stars of which will be impersonated by marionettes.

Slough, England—The Adelphi has been opened here as a talking picture house.

London—"Suspense" is being produced by Walter Summers for British International Pictures.

Paris—"L’Enfant de L’Amour" has been completed by Marcel L’Herlier.

London—Edible reports installations in Hungary, Belgium, Holland and Spain.

Bristol, England—The Eastville Hippodrome has reopened with Edible equipment.

London—Production has started at Elstree on "Symphony in Two Flats," in which Jacqueline Logan and Ivor Novello have the chief parts.

London—Archibald Nettleford has started production on his first all-talking picture based on the play "The Last Hour." Walter Forde is directing.

New York
The Orient is carrying out its sound picture policy by installing the Western Electric Sound System.

Western Electric has wired the Film Guild Cinema.

The New Law has installed Western Electric apparatus.

Dr. Marston Back From Chicago Child Confab
Dr. William M. Marston, vice president of the Equitable Pictures Corp., recently organized to make pictures for release by the Motion Picture Congress, has returned to New York from a Chicago conference on the emotional life of the child, sponsored by the Chicago Council for Child Study and Parent Education.

Arno Theater Incorporated
So. Bend, Ind.—Papers for the incorporation of the Arno theater have been filed with the Secretary of State. Articles call for a capitalization of 400 shares of no par value stock with Esther Lerman, Sam Suchar, Morris Lerman, Sophie Lerman and Anna Maltz listed as incorporators.

Cushing Going Sound
Cushing, Okla.—Sound equipment is being put in at the American and will be ready in about a week.

Hartwick Sub-Leases Strand
Taunton, Mass.—The Strand has been leased to the Briston Amusement Co. by Frederick J. Hartwick, who has been operating the house for the past three years.

Tunraste Nearlly Completed
Washington, D. C.—The new Tunraste is nearly completed. The house will seat 700.

Buys Spearville Dreamland
Spearville, Kan.—A. M. Gilliatt has purchased the Dreamland.

Sorg to Build New House
St. Francis, Kan.—A new theater will be erected here by Charles Sorg.

Grandeur for Dallas Majestic
Dallas—Grandeur equipment will be installed at the Majestic shortly.

Remodel Borger Theaters
Borger, Tex.—Griffith Bros., have recently built the Big and Tex, having installed sound equipment in both houses.

Charles Murray
Star of "McFadden's FLATS" and "THE COHENS and THE KELLYS"

Edward Small
Producer of Those Two
Money-Making Comedies

NOW OFFER THEIR GREATEST LAUGH PICTURE
"CLANCY IN WALL STREET"
READY FOR IMMEDIATE RELEASE

Nat Levine, Aristocrat Pictures, 1650 B'way
More Sound Installations Made in Theaters of the U.S.

Mandels, Chicago Store, To Honor Lee DeForest

Mandels Bros. of Chicago, leading department store, will honor Dr. Lee DeForest, research engineer for General Talking Pictures, at its 75th anniversary celebration, which will be held during the week of March 17. Besides a radio talk over the store’s broadcasting station and an address before a luncheon at which the city’s business leaders will be in attendance, the Phonofilm inventor’s program during his stay in Chicago will include talks before professional groups and clubs and at the convention of the Institute of Radio Engineers.

Dayton Palace to Be Sold

Dayton, O. — Offers are being taken on the Palace, recently foreclosed.

Morgan Installs Sound Device

Hay Springs, Neb.—Manager Morgan has installed sound equipment in the Star.

INDIANA

Changes in Ownership


Closings

Arcadia—Bend, Ore.; Auburn—Empire; Audubon—Mystic; Carlisle—Star; Clavenda—Bowchale Hall; Cynthia—American; Indianapolis—London; Iowa City—Masonic; Monticello—Strand; Newport—Holly; Russellville—Keystone; Worthington—Holly.

KENTUCKY

Changes in Ownership

Lexington—Mountain, sold to E. D. Burtwood by Dr. L. Whistaker; Harrodsburg—Sold to W. H. Conway; Hazard—Sales; London—Putnam & Lazarus; Madison—Mr. J. P. Conley; Cynthiana—C. C. Elmore; New Albany—Bryant by T. R. Combs; Lebanon—Palace, sold to H. B. Strube; Lebanon—Lambert by W. E. Lamb; Leitchfield—Byerly; Lawrenceburg—Superba, sold to B. E. Byerly; Lawrenceburg—Masonic; London—Mrs. H. H. Walker; Marion—Mrs. H. H. Walker; Mount Vernon—Palace; Russellville—Cheney; Sutton—Commonwealth.

New Theaters

Bowling Green—Joy; Columbia—Morgan.
Coast Wire Service

Latest Hollywood Happenings

A Little from "Lots"

By Ralph Wilk

Hollywood

BRADLEY KING, who wrote the screen play and dialogue for "Roadhouse," for Fox, has been given another assignment at Fox. Miss King's current release is "Son of the Gods.

Do you remember when the following journal (written by Jack McGroarty, at Chicago; C. R. Seeley, at Rutgers; Alan Down, at Notre Dame; Eddie Ruben, E. Bromley and Roger Gray, at Minnesota; Paul Dickey, at Michigan.

Regis Toomey has had his contract renewed at Paramount. Regis flashed into prominence in "Alibi," his first picture. He has appeared in eight pictures.

James Monaco and Cliff Friend, who fashioned the songs for "The Golden Call," are writing two numbers for "The Solid Gold Article." James fashions the music and Cliff the lyrics.

Faron Dean, ace cameraman, prizes an automobile license that was issued to his father 23 years ago, in Washington, D. C.

Proof that Broadway producers are feeling the departure of such famous composers as Harry Tierney, Sigmund Romberg and Rudolph Friml is found in the receipt of a telegram by Tierney from a leading musical comedy producer, requesting the composer to return and prepare a show for him, as virtually his own figure.

Do you remember when: I. H. Ruben ran a clothing store in Des Moines; when Russell Phelps and Joel Swenson worked on the Minneapolis Journal; when Wellyn Totman introduced Ruth Draper to Duluth; when Harry Joe Brown studied law at Syracuse?

"Cock O' the Walk" Completed

"Cock O' the Walk," formerly known as "The Soul of the Tango," has been completed and will soon be ready for release by Sono Art-World Wide. R. William Neil directed with Olive Tull headling the cast. A Spanish version is planned.

Stewart in "Born Reckless"

Roy Stewart has joined the cast of "Born Reckless," which John Ford is directing for Fox. Edmund Lowe plays the part of a gangster.

Current Release

"SONG OF THE WEST"

(Directed by Ray Enright)

Coming Releases

"HOLD EVERYTHING"

"GOLDEN DAWN"

New Firm Plans 12 Films Based on Indian Legends

Red Wing Productions, Ltd., has been formed with Chief Robert Red Wing, president; Dr. F. H. Chamberlain, vice-president; Dr. William Bartosch, secretary-treasurer; J. E. Bowen, general manager; Charles Z. Lester, counsel. The company will produce 12 features based on Indian legends. The productions will be made in color, with sound and dialogue.

Ziegfeld Here April 1

Florence Ziegfeld will arrive here April 1 to begin work with Samuel Goldwyn on "Whoopie," in which Eddie Cantor will star.

Two More for Columbia Cast

Richard Carlyle and Robert Haines have been added to the cast of Columbia's "Guilty," which is being directed by George S. Seitz.

Cook Cast by F. N. Film

Clyde Cook has been cast by F. N. to play a featured role in "Under Western Skies," which Clarence Badger will direct.

Radio Signs Several to Long Term Contracts

Following the completion of "Framed," which he directed, George Archainbaud has been given a three-year contract by Radio Pictures. Among others to have been awarded contracts by the company are: Paul Skone, director; Melville Brown, director; Max Ree, art director; Roy J. Pomeroy, director; Helen Kaiser, Ned Sparks and Pandro Berman.

Added to "Medicine Man"

Dorothy Wobert and Billy Butts have been added to the cast of "The Medicine Man," Tiffany picture being directed by Scott Pembroke.

Path ERECTS New Sign

Path has erected a new electrical sign on its studio, 35 feet in length and seven feet in height.

Big Cast for Fox Film

Two former First National stars will be seen in "A Very Practical Joke," which is being made by Fox, namely Milton Sills and Dorothy Mackaill. Harvey Clark is the latest addition to the cast.

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Path has erected a new electrical sign on its studio, 35 feet in length and seven feet in height.

Big Cast for Fox Film

Two former First National stars will be seen in "A Very Practical Joke," which is being made by Fox, namely Milton Sills and Dorothy Mackaill. Harvey Clark is the latest addition to the cast.

Current Release

"SONG OF THE WEST"

(Directed by Ray Enright)

Coming Releases

"HOLD EVERYTHING"

"GOLDEN DAWN"

New Firm Plans 12 Films Based on Indian Legends

Red Wing Productions, Ltd., has been formed with Chief Robert Red Wing, president; Dr. F. H. Chamberlain, vice-president; Dr. William Bartosch, secretary-treasurer; J. E. Bowen, general manager; Charles Z. Lester, counsel. The company will produce 12 features based on Indian legends. The productions will be made in color, with sound and dialogue.
ALONG THE RIALTO

with

Phil M. Daly, Jr.

MAJOR ALBERT WARNER, v.p. of Warner Bros., returned here after a brief vacation in Havana. J. V. Allen, southern and western sales manager, is expected at the Warner home office today from Seattle. R. C. Griffith, head man for Griffith Amusement Co., out Oklahoma City way, visited the Big City for a few days. Al Herman, said to be the greatest contortionist, is en route to the Coast for RKO's "Dixiana.

MR. AND MRS. HYMAN ROSENBERG, parents of Moe Rosenberg, Warner executive, will celebrate their Golden Wedding anniversary on Mar. 16. The couple came from Russia more than 50 years ago. Lots of luck, Moe and Mr. and Mrs. James Montana, not from the state bearing his name, but still a hard man after 62 years with Pathe, now is head cashier of that company's New York Exchange. Some change.

ADOLPHE MENJOU and Cathrine Carver are expected in today on the S.S. Majestic. Lou Tellegen, for the fourth time, promises to love, honor and obey, as usual. This time Eve Casanova was the lucky one. Congratulations, folks. Gar O'Neill, big man of Pathe's ad and pub. dept., is back on the job. Bele Daniels plays crooked in "Smooth as Satin," of course, you know, a crook role.

ALMA RUBENS resumes her vaudeville activities here, when she opens at the RKO Coliseum today. Among those who have been invited to attend "Song O' My Heart" today at 44th St. are ex-governor Alfred E. Smith, mayor James J. Walker, Grover Whalen, Victor Ridder, Lucrezia Bori, James Curry and a gang of others. "The Great Gabbo" is scheduled at the Film Guild Cinema for Saturday.

EDDIE ("BANJO EYES") CANTOR, whose life is in your hands, leaves for the Coast next week, to appear in the film version of "Whoopee," which Sam Goldwyn will produce. Legit theaters in New York have reduced their prices. Jed Harris is said to be plotting a play in which Lillian Gish will star.

FIVE Irving Berlin numbers will be heard in Al Jolson's latest, "Mammy," for Warner Bros. They are, "Let Me Sing," "To My Mammy," "Looking At You," "Knights of the Road" and "Here We Are." Theatrical Press Representatives will hold their sixth annual benefit performance at the Erlanger, April 19.

MARCH 11---MANY HAPPY RETURNS

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

Oliver B. Garver
Ralph A. Kohn
Scott Seaton
Raoul Walsh

TEN YEARS AGO TO-DAY

**Short Shots from New York Studios**

*By Harry N. Blair*

“AXI, TALKS,” a playlet by Frederic and Fanny Hatton, has been made into a Vitaphone Variety with a Broadway cast including My Method, Katherine Alexander, Berger Pryor, Spencer Tracy, Calvin Kapp, Vernon Wallace and others.

The Chester Becket production, "The Secrets of Parris Island," subject.

Metzger Takes On Work of Universal Sales Director (Continued from Page 1)

through the division of the exchanges into two parts, with a sales director for each. The latter has been promoted to general sales director of the eastern division, and Harry Taylor has been elevated to a similar post in the western division. Under these two will be five assistant directors, who are expected to have their headquarters in New York.

Van Praag, after a week's rest, will announce his newly made plans.

Canadian F. P. Acquires Two Hamilton Theaters (Continued from Page 1)

Pantages to the Palace. The houses have a combined seating capacity of 4,800.

Leonard Bishop, manager of the Tivoli for several years, has been placed in charge of the Capitol and has been succeeded at the Tivoli by Robert Knevels. George Stroud continues as manager of the Palace.

Famous Players also has taken over the Strand here and H. E. Wilson, a former alderman, continues as manager.

**New Ross Exhbits Pass Percentage Resolution** (Continued from Page 1)

rangement thus far suggested is one that requires a small guarantee, allowing the exhibitor his overhead, plus cost of the film, records, short product and 50 per cent of the guarantee figure for profit, and then a 50-50 split.

Sayeg Loses Appeal on Sunday 'Blue' Violation (Continued from Page 1)

motion picture show on Sunday on the contribution or "free will offering" plan was a "subterfuge and evasion of the law which should not be countenanced." Sayeg was convicted recently and fined $35 for operating on Sunday, a decision which he appealed.

Publix May Revise Stage Show Policies in West (Continued from Page 1)

cessful. The Melba, running week stands after the Palace, on a four-day showing, is said to be paying expenses, while the other houses on three and four-day policies cannot show as good results.

W. E. At Wilmington Rialto Wilmington—The Rialto has put in a Western Electric device.

**What were the TEN BEST PICTURES OF 1929?**

**INQUIRE WITHIN**

**NOW being distributed to all subscribers to THE FILM DAILY**

The Ten Best Pictures of 1929:

1. *Miracle on 34th Street*
2. *Wuthering Heights*
3. *The Jazz Singer*
4. *The Torrent*
5. *The Unconquered*
6. *The Women*
7. *The Thirteenth Floor*
8. *The Big Parade*
9. *The Public Enemy*
10. *The生育*
The Best Picture of the Year!

Strong words, but deny them if you can after screening

High Society Blues

with
JANET GAYNOR
CHARLES FARRELL
WILLIAM COLLIER, Sr.
HEDDA HOPPER
LUCIEN LITTLEFIELD
LOUISE FAZENDA
JOYCE COMPTON

Story by Dana Burnet
Dialog and adaptation by Howard J. Green
Words and music by James Hanley and Joseph McCarthy

Made by the trio responsible for SUNNY SIDE UP and the studio that produced THE COCK EYED WORLD

Hear GAYNOR and FARRELL sing
"I’m In The Market For You"
"High Society Blues"
"Just Like A Story Book"
"Eleanor"

Published by RED STAR MUSIC COMPANY
Cameramen Form New Working Hours Agreement

NORTHWEST RECEIPTS UP 100 TO 300 PER CENT

Cleveland Exchanges Discontinue Credit System

Main Street
—is still Main Street—

By JACK ALICOATE

MOST PICTURE folk who are industry-wise in most of their views and whose business as well as artistic inspiration comes from metropolitan centers are too apt to confuse the standards of Broadway, the Loop and Hollywood with that of “Main Street,” in thousands of cities and towns scattered throughout the land. To a typical New Yorker it is hard to see beyond the Palisades, yet here lies that great ninety per cent, the backbone of this great country. We have recently gotten quite a kick out of making as many performances at small houses, far from the main stems, as we could. If any one were to ask us for a few nutshell observations on the small town house, and nobody has, we would opine:

—THAT regardless of the modern and universal trend of progressive thought what they’ll take in the valley of bright lights won’t always go in the small places.

—SOME gags that won’t go over the pit on Broadway are good for big laughs in the little towns and likewise certain sophisticated bits are entirely lost on small town minds.

—THAT the small town theater owner is usually well liked and active in community affairs but the small town chain theater manager is too puffed up with his importance to amount to much, either to the theater or chain he represents.

—THAT sound reproduction is the major problem in the small (Continued on Page 8)

Advance Payment Asked Due to Suspension of Arbitration

Cleveland—As a result of arbitration being suspended, branch managers of the Paramount, RKO, Warner, M-G-M, Educational, Universal, Columbia, First National and Pathé exchanges have sent letters to exhibitors throughout this territory notifying them that the privilege of preferred credits will be withdrawn effective March 15, and payment in (Continued on Page 12)

EXHIBITORS REACH TERMS WITH JANITORS’ UNION

Chicago — Closing of Chicago houses by a threatened walkout of operators and engineers in sympathy with janitors was averted yesterday when exhibitors and the janitors’ union arrived at terms which will form the basis of a new contract to replace the one which expired yesterday.

DETROIT FIRE MARSHAL ISSUES SCREEN WARNING

Detroit—A warning to the effect that there will be rigid enforcement of the fireproof screen requirements in accordance with the building code has been issued by Gabe Goldwater, local fire marshal. The edict against inflammable material also applies to other stage materials.

New Scale Permits Cameramen to Work More Than 16 Hours

Fox Visits Washington on Undisclosed Mission

West Coast Bureau, THE FILM DAILY

Los Angeles—Producers and officers of International Photographers’ Local 659 have made new arrangements regarding working hours whereby cameramen may work more than 10 hours at a stretch provided first cameramen are paid a flat rate (Continued on Page 12)

Contracts Valid

Detroit—Although the Thacher decree has made present contracts not enforceable through arbitration, they can be enforced through the courts, H. M. Richey, general manager of the M-P-T-O of Michigan, states in the current issue of “The Lowdown,” official bulletin of the organization. While Judge Thacher declared compulsory arbitration illegal, he did not deprive producers of the right to take contracts into court and sue on them, Richey says.

300 P. C. JUMP IN SALES REPORTED BY SONO ART

An increase of about 300 per cent, running between $12,000 and $15,000 a week, in bookings and billings of Sono Art-Wide Wide pictures since Jan. 1 is reported by Budd Rogers, director of sales, following a tour of (Continued on Page 12)

PUBLIC INSISTS ON SOUND, CHATKIN TELLS MANAGERS

Chicago—Picture patrons not only have definitely turned from silent to talkers, but are insisting on audible entertainment in preference to the other. David J. Chatkin told a group of about 200 managers and executives (Continued on Page 12)

Exchanges in Minneapolis District Report Big Jump in Trade

Minneapolis—Gains of from 100 to 300 per cent over the corresponding period last year are reported by local film exchanges in their receipts for the first two months of this year. Theaters throughout the Northwest territory are also reporting new tops in box-office grosses.

Practically every local exchange shares in the amazing increase in (Continued on Page 12)

PATHE GETS FILM RIGHTS AT COMING AMERICAN FAIR

Atlantic City — Pathe has been awarded the motion picture rights at the American Fair to be held in the local Auditorium July 17 to Aug. 27, it is announced by Lincoln G.

(Continued on Page 12)

Harry Cohen Resigning From Columbia Pictures

Harry Cohen, foreign manager of Columbia, shortly leaves the company of his own volition. Cohen has long been an important figure in film activities abroad.

“Song O’My Heart”

Based on John McCormack’s box-office draw, this is sure a money picture. It has enough songs to qualify as a concert, which is what McCormack fans want, and in addition it has a fair story sprinkled with plenty of robust comedy, is pictorially beautiful, and is a superb job of recording. McCormack’s voice reproduces with forceful clearness, and his acting is satisfactory. This picture should make thousands of new talker fans.

Gillette.
Main Street — is still Main Street
(Continued from Page 1)

house. On the big streets in the big cities it is perfect. In the little houses, in small places, where proper service is not handily it is causing plenty of grief.

THAT the owner of the small house is inclined to let it run down and become shabby. Paint is probably the cheapest thing we know of around a theater and a little goes a long way.

Unusual Pictures of the Monk Hermit Are Shown

Pictures of the monk hermit who lives under a rock on Mount Athos were shown for the first time last night at the Princeton Club. Capt. Vladimir Perfiliiev spoke of him as the most ascetic of 2,400 ascetic monks on Greece who are buried to women for a thousand years. For 37 of his 80 years the monk has sheltered under the rock which is situated at an altitude of 3,000 feet.

Sunday Case Continued

Bennington, Vt.—John B. Harte, owner of the Stark Strand and three employees, were formally arrested in municipal court, charged with violation of the Sunday closing law. Case was continued for jury trial.

Sound and Radio Outfit

A compact projection machine and radio for the house is a new outfit put in, which has given "Popular Mechanics" makes knowledge. The reproducing device is for disc only and the radio can be played in accommodation to non-talking pictures.

Minn. Salesmen Meet Mar. 15

Minneapolis — All film salesmen will meet at the local Film Bazaar on Monday at 10 a.m. Trade on March 15. Important matters concerning the industry will be discussed at this conference, Tom Burke, president, declares.

Columbia Opens New Office

Columbia exchange in New York, officially opened its new quarters on the ninth floor yesterday with a buffet lunch. Jack Bellman played host to exhibitors and exchanges.

Supreme Court Vacates Neon Sign Attachment

Supreme Court Justice Buir has vacated the attachment for $1,000,000 against the property of William T. P. Hollingsworth, president of the Claude Neon Lights, Inc., obtained in the suit brought by the investment firm of C. T. Bob & Co. on the ground that statements made in an advertisement caused the failure of a stock issue of the Federal Neon System sponsored by the Bob firm.

Columbia to Release 8 Buck Jones Westerns

Columbia will distribute eight Buck Jones, to be produced by Sol Lester. "The Man From Hell's River" will be the first release in the series.

New Names Given to 3 Pantages Can. Houses

Toronto—Names of the three Pantages houses in Canada have been changed so that there is uniformity in the new titles. The house in Vancouver now is known as the Beacon; in Hamilton, Ontario, the name has been changed to the Palace, while the Pantages here has the new name of Imperial.

"Song O' My Heart" in Sept.

"Song O' My Heart," in which John McCormack made his debut in pictures last night at the 44th Street theater, New York, is scheduled for general release in important cities and will be seen in pictures June 27.

6 Educational Releases in April


M-G-M Revue in Australasia

"The Hollywood Revue" is reported in cables received at the M-G-M offices in New York. They have opened to record breaking crowds at the Roxy, Sydney, Australia, and the Columbia, Auckland. New Zealand.

The Industry's Date Book

Mar. 20 Annual election of Maryland M.P.T. O. officers at Baltimore.
Apr. 1 Premiere of "Journey's End" at New York house, not yet decided upon.
Apr. 5 Second annual banquet and ball of the Warner Club, Inc., at the Hotel Commodore, N. Y.
Apr. 6-7 Spring convention of Three-D State M. P. T. O. at Washington.
May 5-8 S.M.P.E. Spring Meeting at the Waldorf Astoria Hotel, Washington, D. C.
May 25 Fox annual sales convention starts to-day.
June 2-3 International Cinema Congress in Brussels.

Carolina Houses Change Hands

Charlotte, N. C.—Recent change of ownership among Carolina theaters are reported as follows: Park, Elk Park, sold to Teaster Bros. by W. T. Tucker; Amuzu, Inman, sold to H. M. Ragan by J. C. Crowe; Carolina, West Asheville, sold to L. W. Williams by J. C. Skidmore; Carolina, West Jefferson, sold to P. T. McNeil by C. C. Parsons.

Financial

NEW YORK STOCK MARKET

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First Popular Priced Engagement at Stillman, Cleveland, electrifies the industry!

LAWRENCE TIBBETT

The Biggest Thing in Talkies

The ROGUE SONG

"Rogue Song" is likely to become the beacon that will shine out in the world of the sound pictures as "The Birth of a Nation" revealed the possibilities of the silent picture."
—Archie Bell, Cleveland News

The Big Ones are always

METRO-GOLDWYN-MAYER

ELECTRIFYING THE AMUSEMENT WORLD!

Telegraphic reports of public preview of Norma Shearer in "The Divorce" herald another M-G-M Talkie b.o. sensation!
Plunges Show World Into Upheaval of Controversy and Debate... Whams New York for Whoopla Business as Critics Pound Machines in Furious Discussion...

Virtual Landslide of Praise From Press of Nation... Lauding Brenon Genius and Radio's Daring and Resourceful Showmanship... Mighty Bid for New Gold Medal Laurels.

"Grischa" is a set-up for a public sated with fluff and pansy drama. Make it an EVENT in your town. It is the DIFFERENT show... for a public that faces life standing up. Get back of "Grischa" and "Grischa" will get back of you at the box-office.
NEW YORK
"A superb performance by Chester Morris. ... Gripping and moving beyond description." ... New York Telegram.
"A distinguished war movie, impressive and eloquent ... Mr. Morris' performance will stand out as the acting job of the season." ... New York Mirror.
"Very human and affecting ... A fine, vigorous, astonishingly courageous finale." ... Morning World.

CHICAGO
"... one of the most unusual and affecting pictures we ever encountered. We unquestionably place it among the achievements of the talkie area. Don't pass up this picture or you'll be missing one of the most sensational talkies thus far." ... Chicago Evening American.

"It's an excellent film, this one about 'Sergt. Grischa' and one that will be remembered a long time after being seen ... a notable picture achievement." ... Chicago Evening Post.

PITTSBURGH
"... a deep, moving powerful and at times terrifying drama ... Herbert Brenon's masterpiece, polling even his 'Beau Geste' and 'Sorrel and Son' ... Ace picture of the present year. Nothing quite like it has ever before been brought to the screen." ... Pittsburgh Post-Gazette.

"It is so much different from 'What Price Glory?', 'The Big Parade', and others this 'Case of Sergt. Grischa'; it undoubtedly will be acclaimed the best of its line." ... Pittsburgh Press.

WASHINGTON, D.C.
"One of those really different productions ... no choruses, no popular theme song, but it is one of those great moving stories that Herbert Brenon, its director, has done once or twice before." ... Washington Daily News.

"The Case of Sergt. Grischa', notable and often powerful ... stands on the merits of its show eloquence, terminating in the most realistic climaxes ever presented in the films." ... Washington Evening Star.

PHILLY ...
"Without a doubt, it is one of the 'best' pictures of the year." ... Philadelphia Evening Ledger.

CHESTER MORRIS
BETTY COMPSON
JEAN HERSHOLT
ALEC B. FRANCIS
GUSTAV VON SEYFFERTITZ
**Timely Topics**

**A Digest of Current Opinion**

Critic Regards Producers' Eager to Tabloid Films

I WOULD like to destroy right away any suspicion that I am trying to whitewash the screen magnates. They are, in the main, ignorant, mercenary and quite magnificent in the power of their weakness. But at least they are not smug. They are terribly filled with an inferiority complex; with the fear that they are too small for the medium they are exploiting and they pray that by doing something good they can justify themselves. Then, too, I cannot see how they are any more mercenary, any more concerned with the turning out of successful trade goods than are the publishers and the theatrical producers. They would really like to make good pictures, and they are so childlike that they can be led with incredible ease by any group with pretensions to culture that would take them by the hand and stroke their heads occasionally.

Richard Watts, Jr., in
"New York Herald-Tribune"

* * *

**Holds Talkers Have Created
A Greater Love for Music**

The greatest achievement of the cinema is probably its universality of appeal. With a unique language it breaks down all barriers of nationality. The talkies are, unfortunately, against its realism has put up those barriers again. The talkie is comprehensible only where it is made, or with audiences who speak the same language. But it has other compensations than realism. These lie mainly in the field of music. It has introduced to foreign audiences the cream of other countries' musicians and orchestras. Melody is more enshrined today in popular taste than ever before.

"To-day's Cinema," London

---

**ALONG THE RIALTO**

with

Phil M. Daly, Jr.

THEY started the buzzing and when the smoke cleared, it was avowed that Sidney Garret and Abe Stern came to a mutual agreement at the M. P. Club. Maybe another merger?... Why does Ruggers Neilson send us the 5-and-10 jokes about Bob Armstrong, who is returning to the Pathe fold?... The Feb. telephone bills for transatlantic conferences between Samuel Goldwyn and Florenz Ziegfeld, relating to the filming of "Whoopie," are reported at $1550.25 That's hot and heavy conversation...

* * *

WANTED 1,000,000 Cuckoo Clocks, apply Radio Pictures.... This is on the up and low, really that Radio gang still is panting from the severe search they have made for these clocks. Reason: Here's the gag, they changed the title "Radio Revels" to "The Cuckoo." We would suggest putting up with the telephone company or street cars, instead of having bells rung, change the tunes to Cuckoo, Cuckoo, Cuckoo.

* * *

TIFFANY had quite a turnout the other night for the premiere of "Mambo" in addition to the executives of the company among the distinguished guests were H. M. Richey, Col. H. A. Cole, Abram F. Myers and Glen A. Crofts... Congratulations to Mr. & Mrs. Oscar Hanson upon the arrival of a baby girl.... No, not the Tiffany Hanson, but the official of the Film Truck Service in Indianapolis,... Grace Moore, soprano, with an M-G-M contract under her wing, left the other night for Hollywood...

* * *

FORTY minutes of broadcasting time, spread over eight stations in different parts of the country, is being accorded Educational's comedy talkers, "Match Play" and "He Tramped Her Ace," as a result of the enthusiasm these subjects received by the reviewing committee of the M. P. Bureau of the International Federation of Catholic Alumni... The Capitol this Friday will feature Greta Garbo in "Anna Christie" while on Sunday Yasha Bunchuk will be presented by Major Bowes in a 'cello solo with the Capitol family...

* * *

"SPANISH Oinions," "Indian Pudding" and "Roman Punch" are the delectable titles for the next three animated sound cartoons in the Terry-Toons which Paul Terry is making for Educational... "Top Speed" they say will be Mervyn Le Roy's next for First National under his new contract... Philip L. Thomson, director of public relations for Western Electric, will be guest speaker at today's session of the Advertising Club...

---

**EXPLOITETTES**

A Clearing House for Tabloid Exploitation Ideas

"Disraeli" Essays Build Business at Vancouver

An essay contest was used to build business when "Disraeli" played at the Dominion, Vancouver. The set-up was arranged with the Vancouver Star to publish essays by school children and to award prizes given by O. B. Allan, local jewelers. Allan also used its principal window for "Disraeli" display during the run of the picture.

* * *

Current News
Always Catchy

BASEBALL with all it's attending fanfare will be soon underwa
Quite a number of towns around the circuit, number big league players among their fans. No one likes publicity and ballyhoo any better than these boys. And the idea of arranging farewell parties to the ones where you can capitalize on their news value.

Arrange to have the farewell testimonial party at your theatre, Speeches, gatherings of old friends a gift; together with a plea from the mayor to "go out for the fame and glory of good old..." are some of the interesting features that can be worked up.

* * *

Made a Two-Day Stunt of Cross-Word Puzzle

GETTING a newspaper reader ride on cross-word puzzle with the answers in the classified ads is not new, but F. C. Croson, of the Pul-i-x Princess, Sioux City, Iowa, put little more kick into it by making run for two days. The first day vertical words were hidden in want ads, and the horizontals given the following day. Got him long run and 1,100 replies for "I have a Great Life," and it boosted business.

With the replies so plainly indicated, neatness was made the deciding factor, with 36 prizes.

* * *

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**MARCH 12----MANY HAPPY RETURNS**

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

Oliver B. Garver
Ralph A. Kohn
Jack Pyser

---

**A FILM FACT A DAY**

American productions are shown in 70 countries, with titles translated into 37 tongues.

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MARCH 12

Tarkington Baker leaves Universal to form own organization.

* * *

National M. P. League in Albi to create demand for clean picture.

* * *

Arcturus Theater Corp. is formed in Indianapolis with capital of $200,000.
I don't often address you in print. But since my return from Europe I have seen and heard things which I believe you should know for the good of your box office.

I have personally screened 10 coming Paramount Pictures. I have received information by telephone or wire almost daily from Mr. Lasky, who is at our Hollywood studio. I have checked carefully every Paramount release. This is certain:

THE FINEST PRODUCTIONS IN PARAMOUNT'S CURRENT GROUP ARE COMING BETWEEN NOW AND AUGUST — AND COMING IN QUANTITY. For example:
"The Vagabond King." Showmen agree it's the finest piece of entertainment yet produced. Business in New York, Philadelphia and Palm Beach, where it has opened $2 runs, backs their judgement. The fact that 35 of America's ace theatres have voluntarily raised admission prices 33⅓% or more, for this attraction speaks for itself.

"Sarah and Son." With Ruth Chatterton rising above even her work in "Madame X" and "The Laughing Lady." One of the real big dramatic punches of 1930.

"Honey." Starring Nancy Carroll, with Lillian Roth, Skeets Gallagher, Harry Green, Stanley Smith and others. A musical comedy with everything "Sweetie" had, and more.

"Roadhouse Nights." Listed by Photoplay Magazine among the 6 best pictures of the month. With a tip to watch the new comedy sensation, Jimmy Durante. Motion Picture News calls him "the Charlie Chaplin of the talking screen."

"Young Eagles." Charles "Buddy" Rogers and Jean Arthur in a second edition of "Wings."


"Ladies Love Brutes." Starring George Bancroft, whom Variety's annual poll names the biggest drawing card on the screen today.

"The Light of Western Stars." With Richard Arlen, Mary Brian and Harry Green. By Zane Grey. Mr. Lasky wires me that this is an even better outdoors all-talker than "The Virginian."

"Paramount on Parade." With every big star on the Paramount payroll in it. A giant musical comedy different from anything this business has yet seen.
"THE BIG POND." Starring Maurice Chevalier in a modern American comedy romance, with songs and Claudette Colbert. This should top "The Love Parade."

"SAFETY IN NUMBERS." "Buddy" Rogers in a musical show with three beautiful girl heroines and six song hits.

"HIGH SOCIETY." Jack Oakie, the comedy craze of the hour.

"DANGEROUS NAN McGREW." Helen Kane and big Broadway cast in a singing comedy-melodrama. (Paramount gives you the new stars while they're hot.)

"THE TEXAN." With Gary Cooper. Companion picture to "The Virginian."

"TRUE TO THE NAVY." Clara Bow and a whale of a Bow title.

"THE RETURN OF DR. FU MANCHU." With Warner Oland and the fine cast that did so well in the first "Fu Manchu" hit.

"THE BORDER LEGION." Richard Arlen, Mary Brian, Jack Holt. By Zane Grey. The demand today is for big action-studded talkers like this one.

"THE DEVIL'S HOLIDAY." Nancy Carroll in a down-to-earth drama written and directed by Edmund Goulding, who made "The Trespasser."

"YOUNG MAN OF MANHATTAN." The best selling novel of 1930 from coast to coast. Claudette Colbert and Charles Ruggles heading the cast.

EXTRA ADDED ATTRACTION. The exclusive motion pictures taken WITH REAR ADimirAL BYRD AT THE SOUTH POLE, including the actual airplane flight over the Pole.
Between March 1st and August 1st you get 27 outstanding pictures, the cream of Paramount’s current season’s line-up. *I say it to you frankly and honestly:*

**IF YOU HAVE PARAMOUNT BOOKED, YOU MUST PREPARE NOW TO HANDLE MORE BIG PICTURES IN THE NEXT 5 MONTHS THAN YOU’VE EVER HAD BEFORE IN AN ENTIRE SEASON.**

If you haven’t Paramount booked, you should protect yourself by inspecting each one of these new pictures when a print arrives at your Paramount exchange. Your own judgment will tell you what to do next.

---

*SJR Kent*
Coast Wire Service

Hollywood Happenings

**A Little from “Lots”**

By RALPH WILK

**Hollywood**

JUGH HERBERT has signed a long-term contract with Radio Pictures by which he will both write and direct features. He has been with Radio Pictures for several months as a writer and dialogue specialist. He writes more than 100 one-act plays, all of which have been produced on the stage and are credited with the script of the first all-talking picture ever made.


Albert DeMond, Universal's newest associate producer, has handled scenarios, titles and dialogue on more than 100 Universal features during his three years with that organization. In addition to Universal, he has also been associated with Harold Lloyd and Pathé.

Next production to be directed by Bing Vidor will be a dramatization of the career of Billy the Kid, the American desperado. Laurence Stallings is preparing the script.

Ivan Ledeff is conversant with eight languages—English, French, German, Russian, Turkish, Armenian, Italian and Greek.

Back in 1924, William LeBaron, then head of the Paramount Long Island studio, gave Paul Sloane his first directorial opportunity. This week, LeBaron now vice-president in charge of RKO production, signed Maeve O'Sullivan, Fox featured player brought over from Ireland to play in "Song of My Heart," for the important lead in "So This Is London," Bill Rogers' starring vehicle.

Claire Not to Leave F. N.

Bernice Claire, who is being sought by theatrical producers to play on the legitimate stage, will not desert pictures. First National has plans for her appearance in future productions after her legitimate appearance.

Barrymore to Remake Silent

Lionel Barrymore will remake "Never the Twain Shall Meet" into a talking picture for M-G-M.

Columbia Adds Two

Additions to the cast of "Prince of Diamonds," have been made with the selection of Tyrrell Davis and Claude King for important roles in the Columbia picture.

Pitts with Nancy Carroll

Paramount has cast Zasu Pitts to play with Nancy Carroll in "The Devil's Holiday," which will be under the direction of Edmund Goulding, author of the story.

Paramount Changes Title

"The Two Black Crowthers" has been changed to "Anybody's War" by Paramount. The picture stars Moran and Mack and was directed by Richard Wallace.

Jack White Doing Away With Slipstuck Comedy

Jack White Productions announces that it has "eliminated almost entirely broad and slapstick forms of comedy. With the adoption of a policy of legitimate and logical forms of entertainment, the change was prompted by the fact that "the newer form of entertainment is proving highly successful."

Exteriors for "Dixiana"

Being Filmed in South

While interiors are being filmed by Luther Reed on the RKO lot in Hollywood, exterior scenes for "Dixiana" are being "slate"ed, away, along the Mississippi, north of New Orleans, by Fred Fleck, assistant director of the film, in which Bebe Daniels is being starred.

Joan Peers Signed

Columbia has signed Joan Peers under a long-term contract. She will begin active work in two weeks.

"Fu Manchu" Sequel in Work

Paramount has put into production "The Return of Dr. Fu Manchu," which is being directed by Rowland V. Lee. The cast includes Warner Oland, Jean Arthur, Neil Hamilton, O. P. Heggie and William Austin.

Irish Find Gets Second Role

Maureen O'Sullivan, Fox featured player brought over from Ireland to play in "Song of My Heart," has been cast for the feminine lead in "So This Is London," Will Rogers' starring vehicle.

Four N. Carolina Houses

Sued By First National

Charlotte, N. C.—First National has filed suit in Mecklenburg superior court against four North Carolina theaters for $1,815. Alleged breach of contracts formed the basis of the action instituted. The Dixie and Carolina at Hamlet, the Aeron at Goldsboro, and the Antoina at Wadesboro are the houses named in the litigation.

Scott at New Wis. House

Black River Falls, Wis.—The new Scott has been opened. Earl Scott is manager of the new theater.

Sound for New Idle Hour

Phillips, Wis.—De Forest equipment is to be installed in the New Idle Hour.

Chapin Managing Lyric

McIntosh, S. Dak.—The Lyric has been reopened with sound. William Chapin is manager.

Billows to Open State

Central City, Neb.—C. Billows will open the new State here.

Opens With Sound Policy

Lake Providence, La.—The Ace has opened up with sound with Western Electric equipment.

Duncan Equips American

Cushing, Okla.—The American has been equipped for sound pictures. Hiram Duncan is owner of the house.

Western Electric Gets

11 Contracts From Chile

Western Electric has received contracts for 11 sound installations in Chile. One house, the Teatro Carrera, Santiago, already has been equipped and opened a few days ago with "The Broadway Melody."

More DeForest Installations

Dallas—DeForest equipment has been sold in the following Texas towns: El Reno, Clackwell, Ada, Duncan, Anadarko, Erick and Crescent.

Eagles Wired

St. Bernard, O.—The Eagles has been wired by Western Electric.

Photophone for Milo

Cleveland—The Milo has installed Photophone equipment.

Sound for La Paloma

Encinitas, Cal.—Sound equipment has been installed at the La Paloma. L. R. Mathews is manager.

Blair House Goes Sound

Blair, Wis.—J. S. Johnson has installed sound equipment at the local theater here.

Alamo Installs W. E.

Fayette, Mo.—The Alamo has installed Western Electric apparatus.

Installs Sound

Foxboro, Mass.—Engineers are now at the Orpheum, wiring it with Western Electric apparatus.

**WHAT TECHNICAL PROGRESS**

Has Been Reported for 1929

by the S. M. P. E.? 

**INQUIRE WITHIN**

Now being distributed to all subscribers to THE FILM DAILY
NORTHWEST RECEIPTS UP 100 TO 300 PER CENT

(Continued from Page 1)

business. Columbia’s branch here, managed by Ben Marcus, is said to lead the entire U. S. in percentage of quota reached to date. Contracts show a 300 per cent jump, while weekly collections are running 202 per cent ahead of a year ago. As a result of this showing, W. A. Ronning, booker, has been made office manager, while Irving Marks has been appointed booker in the poster department.

Tiffany’s sales also are around 300 per cent ahead of last year, according to A. Fischer, M. E. Montgomery, Pathé branch manager, has been notified by the home office that his exchange is running fourth in volume of trade throughout the country. The local branch of United Artists led the country in February in played and exhibited films with Tiffany’s office manager, receiving a home-office commendation as a result. Tom Burke, branch manager, has led an aggressive sales campaign that also put U. A. in the top class for volume of sales.

Paramount, Warner, M-G-M, Fox, RKO, Fine Art National, Educational and Sono Art also are making good showings. Future prospects are considered most encouraging.

Releasing “Rogue Song” to Forty Key Theaters

M-G-M announces “The Rogue Song,” starring Will Rogers and Dorothy Mackaill, will be released for popular showing during this month and next in 40 key houses throughout the country. On Saturday the film is scheduled to open at the following first-run houses: Loew’s, Buffalo; Loew’s, Dayton; State, Syracuse; Valentine, Toledo; Fain, Little Rock, and Providence, and State, Louisville.

300 P.C. Jump in Sales Reported by Sono Art

(Continued from Page 1)

the company’s Mid-West exchanges. Chain operators are more receptive than ever to the independent producer’s selling story, Rogers states, and are on the alert for product that has merit.

Texas Houses Go Sound

Dallas — The following houses in this vicinity have installed sound equipment: Austin, Nacogdoches; Strand, Honey Grove; Dixie, Bos- trop; Palace and Lyric, Brady.

Hanibal, Mo. — Harry Schiedger, general manager of the Hanibal Theateer Co., has been elected president of the Capital Chamber of Commerce.

Arlington at Manhattan, Kan. — Duane Arlington has been named manager of the Miller here.

Fox Visits Washington on Undisclosed Mission

(Continued from Page 1)

as yet from the conference being held by Fox bankers at Judge Frank J. Coleman’s Chambers at 1305 Stuart & Co., upon being questioned as to what proceedings they contemplate, said it appears to be up to Fox and the Banamericas group to make the next move, and that Judge Coleman calls a hearing the quasii, Stuart group will state its position at that time.

Meanwhile the Brooklyn Supreme Court today will hold a hearing on an incidental suit brought last week.

EXHIBITORS REACH TERMS WITH JANITORS’ UNION

(Continued from Page 1)

terday. The janitors have come out partly in sympathy with the members of the janitors’ union during the past week for those who were getting less than $30 weekly and an increase of $4 for those earning more than $30. Originally the union demanded 80 cents an hour for men and 75 cents for women on an eight-hour and a- day basis. The compromise was made by Jack Miller and approved by 400 janitors at a special meeting yesterday morning.

Sound Films Meet With Approval in Shanghai

Shanghai — Telling pictures have found so much favor with the people here that it is almost impossible to get tickets with a show on the same day. Attendance at local theaters has been so large that patrons have had to reserve their seats three and four days in advance. Contributing toward the reasons for success of sound pictures is the musical revue. Foreigners of all nationalities, including French, German, and English, join the Chinese in attending sound shows.

Pathe Gets Film Rights at Coming American Fair

(Continued from Page 1)

Dickey, manager of the exposition building. The Films of Commerce Division of the Pathe Exchange is going to conduct an industrial theater, located in the big ballroom of the Auditorium, where films of America at work will be shown. New programs from this industrial show will be broadcast from Station WPG.

Golden to Operate Irving Brightmore, Mich.—Operation of the Irving here will be taken over by John G. Golden April 1. The house will be completely redecorated and renovated. Western Electric sound apparatus will be installed.

Stebbins to Get Detroit House

Detroit — Leslie J. Stebbins, who has been operating the 2,500-seat house for the past two years, will take over by S. J. Stebbins, who has formed a new company for this purpose. W. J. Klatt has been operating the 2,200-seat house for the past two years.

STOP CREDIT SYSTEM AT CLEVELAND EXCHANGES

(Continued from Page 1)

advances or on delivery will go into effect at that time. Preferred credit policies have been in effect locally for several years, but only as a matter of practice.

Leading exhibitors here are continuing their efforts to find a suitable substitute for the credit system. J. Schwartz has proposed that every theater owner put $500 in the Cleveland M. P. Exhibitors’ Ass’n, which in turn would guarantee payment to distributors in case of dispute over a picture.

On the Ass’n, through its secretary, George W. Erdmann, also is urging its members to consider film contracts binding, and attempts to break contracts are being discouraged. Exhibitors are being asked to pay for their films and then, if they have any complaints, to seek redress from branch managers, and to submit matters to the association as a final resort. Erdmann says he has settled 90 per cent of the disputes he has handled this way.

New Working Agreement Formed by Camera, Union

(Continued from Page 1)

of $12.50 an hour for overtime, with second cameramen, still men and assistants also being paid an overtime rate. Double pay will apply for holidays.

Under the old arrangement cameramen could not be worked more than 16 hours at a stretch except in emergencies, and much friction arose between producers and cameramen over emergency cases.

Former Detroit Exhibs Open Realty Company

Detroit—Madison Realty Co. is the name of the new firm recently formed here by John H. Kunsky and George W. Trenkle, former exhibitors. The company now is located on the third floor of the Madison Theater Bldg.

For Rent

ANIMATED CARTOON STUDIO
FULLY EQUIPPED

with lighted cartoon stands, Cooper-Hewitt lights, camera stands, camera, piano and everything necessary for the production of animated sound cartoons.

Will Make Very Reasonable Proposition

CHARLES B. MINTZ
25 West 45th Street
BRYant 9178

Price of Popularity

Vienna (By Cable) — Emil Jannings, arriving here to act in a play, was surrounded by a mob of enthusiastic fans, who hoisted the star up in the air to carry him to his auto. But in the jostling, the actor dropped from under Jannings and he fell to the ground. Upon emerging, besides being badly trampled, the souvenir hunters had taken his hat, collar, tie and all the buttons on his coat.

PUBLIC INSISTS ON SOUND
CHATKIN TELLS MANAGED

(Continued from Page 1)

atives at the opening session of Public’s convention being held at Drake Hotel here. The public become so “sound-minded,” Chatkin said, that when a silent short comes on the audience usually become fidgety.

Speaking of material for talkies Chatkin declared the producers had a number of opportunities and novels on hand in addition to the taller possibilities of dozens of former successful silents so there will be no shortage of ideas is anticipated.

A. M. Botsford, director of vertising and publicity, speaking the second session, said that the producers favored by screen fans are money and adventure, and that these three years all pictures will be color as well as sound.

More Outdoor Pictures Be Made by Fox in Utah

Salt Lake City—Plans have been announced by Fox that it will shoot exteriors on a number of product here. At present the company is making “The Arizona Kid,” sequels “In Old Arizona,” virtually the same which was filmed here. Next summer it is due to take local atmosphere that is “The Oregon Trail.” Other than this type will be put into work shortly, it is understood.

FOR RENT
M. P. T. O. A. Will Tackle Arbitration Problem

PROPOSED STATE TAX ON CHAINS FAILS

30 Loew Theaters Equipped With Wide Screen

The Mirror
—a column of comment

THE survey made by Electrical Products of reproduction Western Electric-equipped houses to be regarded as any criterion, the calibre of the record is seldom at fault when the pictures being played are the product of the major companies, as generally speaking, recording in their studios is reached to a high degree of consistent quality. Poor reproduction, to cheap, inadequate equipment of operators, or both, is hurting in some cities. It’s a crime to play a cracker-jack picture on your screen and then look at the box-office figures as the distorted reproduction.

FRANKE HARLING, who has been a good bit of composing himself, sees the talking screen as an additional and important tool for the present and the future.

Universal Makes Wittman Assistant Sales Manager

Sig Wittman, recently manager of the Universal exchange in Philadelphia, has been promoted to assistant Eastern sales manager of the company.

JERSEY EXHIBITORS FIGHT BILLBOARD TAX MEASURE

Trenton, N. J. — Introduction of Assembly Bill 22, proposing a tax on all billboard advertising, has met with opposition by exhibitors of this state. The measure provides for a tax of five cents per square foot, but the Amendment Committee has reduced it to three cents. Newspapers are fighting for the measure. On the first vote the bill failed to pass, and its sponsors have had it held over for the next session of the legislature.

N. L. Nathanson Denies Negotiations for Merger

N. L. Nathanson, in a telegram from Toronto TO THE FILM DAILY, denies the daily newspaper reports that he is negotiating a sale or merger between Famous Players and Canadian Corp. and Paramount. Any such negotiations, Nathanson says, are without foundation.

$180,000 Loss Reported by French Photophone

Paris — A loss of approximately $180,000, after allowing for depreciation, is reported by French Photophone, Ltd., for the past year. The company has an installed capital of $1,000,000.

PARAMOUNT WILL BEGIN SALES MEETING MAY 16

Paramount will hold its annual eastern sales convention at Atlantic City beginning May 16 and winding up on May 19. Western divisions will

Arbitration To Be Discussed at Coming M. P. T. O. A. Meet

An effort to work out a plan of arbitration conforming to requirements of the Thacher ruling and acceptable to all parties concerned will be made at the meeting of the board of directors of the M. P. T. O. of America, to be held in New York within the next few weeks, it is stated by M. P. O'Toole, secretary of the organization, M. A. Lightman, president, and Edward M. Fay, chairman of the board, now are consulting with

How "Mergers" Start

asked what started the latest rumors about a merger of Warners and Paramount, an official of one of the companies said: "I suppose one of our executives happened to say "Hello" to an executive of the other company on the street, and the Times Square scots immediately interpreted this as a merger conference."

Demand Pictures

Buffalo—Declaring that failure to reopen the Jubilee, a Schine house, Niagara St. near Hamilton St., is giving the community a black eye, the Black Rock Business Men's Ass'n has sent a formal protest to the Schine home office and notified the chain operators that unless they open the house soon the business men of the district will build and operate a theater of their own.
HEARING TODAY ON WRIT OVER FOX’S “B” STOCK

Judge Frank J. Coleman yesterday granted William Fox a federal court order, returnable today, compelling H. L. Stuart and John E. Otterson to show cause why they should not be enjoined from exercising their rights as co-trustees under the Dec. 1 voting trusteeship with William Fox.

At the same time Stuart and Otterson must show cause why a preliminary injunction should not be granted restraining them from exercising the proxies of the Fox “B” stock held by the bankers trust.

Educational Has Neon

Golf Film Press Book

Educational’s press book on “Match Play,” all-talker short comedy serial distributed by Mack Sennett, contains six pages of useful publicity material. Two special pages are devoted to publicity matter, one page to exploitation stunts and the rest to feature stories. Pen sketches of the principles are printed in two colors on the covers.

A. B. C. Chain Acquires

Three More in Britain

London—Three theaters have been added to the Associated British Cinema chain as the result of negotiations with the Beau Nash Cinema Co., Ltd., of Bath, and the Triangle and Whiteladies Picture House Co., Ltd., of Bristol.

Taking Vote March 26 on RKO Stock Increase

A special meeting of RKO stockholders has been called for March 26 to vote on the proposed increase in authorized Class “A” stock from 1,500,000 to 4,500,000.

Pathé Exchange Wins Trophy

A silver lighthouse trophy, known as the M.P.D. and of America Conservation Trophy, has been awarded the Pathé exchange in Salt Lake City by “Good Housekeeping,” as having the best record for “keeping its house in order.” A. J. O’Keefe is branch manager of that office.

10 Technicolor Films

Out of 18 on Broadway


4 Stars on Publix Hour

Among Paramount stars on the March 15th Paramount-Publix radio hour will be Nancy Carroll, Skettes Gallagher, Lilian Roth and Little Mitzi Green. The program will be broadcast over the Columbia network.

Wilson Being Remodeled

Wilson, N. C.—Workmen have been busy here remodeling and redecorating the New Wilson, Publix house.

Hubert Voight Honored

Hubert Voight, F. N. publicity director on the coast, has been elected a member of the Los Angeles Junior Chamber of Commerce. Other picture members are Ben Lyon, Carl Laemmle, Jr., and John Mack Brown.

Destroys Chiriton Theater

Chiriton, Ia.—Lincoln theater and building was recently destroyed by a fire reaching menacing proportions necessitated dismantling the walls of the picture house by firemen.

Pacent Installs Two More

Cleveland—Pacent now has five downtown installations with the wiring of the Columbia and Oriental.

Roman Atmosphere in New Fox

West Coast Bureau, THE FILM DAILY

Hollywood—Architectural features originated in the Roman amphitheater will be followed in the new Fox theater going up here.

The Industry’s Dates Book

Mar. 20 Annual election of Maryland M. T.O. officers at Baltimore.
Apr. 1 Premiere of “Journey’s End” at New York house, not yet dated.
Apr. 5 Second annual banquet and ball of the Warner Club, Inc. at Headlodge, N. Y.
Apr. 6-7 Spring convention of Tri-State E.T.O. at Washington.
May 5-8 S.M.F.P. Spring Meeting at Wardman Park Hotel, Washington, D. C.
May 25 Fox annual convention at 10-day.
June 2-7 International Cinema Congress, Brussels.

Barrymore Print Arrives

Master print of “The Man in Blankety’s” starring John Barrymore, has been received in the Warner Bros. office here from the Co.

Gish Returns to Stage

Lillian Gish will return to stage shortly. She will appear in Tchekoff’s “Uncle Vanya,” in N. Y. Her last screen work was in “One Romantic Night” for U. A.

Warner Special Booked

Sixty-five theaters have also dated “Under a Texas Moon,” Warner Bros. special, to be released April 1.

ELMER PEARSON

Business Counsel and Producers’ Representative

17 EAST 45TH STREET N. Y. C.

THE MADISON

1100 Avenue Overlooking Boardwalk and Ocean

“A Hotel Distinctively Different”

UNEXCELLED COLONIAL HOSPITALITY

JUST COMPLETED IN ATLANTIC CITY

Now Ready for YOU!

From $4.00 Daily.
European Plan.
From $7.00 Daily.
American Plan.

FETTER & HOLLINGER, Inc.
EUGENE C. FETTER, Manager
BIG AND SMALL!

EXHIBITORS ALL PLAY & PRAISE » »

PATHÉ NEWS (sound & silent)
PATHÉ audio REVIEW
Grantland Rice Sportlights
Van Beuren Song Sketches
Talking Topics of the Day
Aesop's sound Fables

PATHÉ ONE-REEL SHORTS
Presenting THREE MORI

WARNER BROS. present

UNDER A TEXAS MOON

Selected as the premiere attraction for Warner Bros. Winter Garden

"The SECOND FLOOR MYSTERY"

featuring

Hollywood's Most Romantic Couple

GRANT WITHERS; LORETTA YOUNG


Hold Everything . . .

for

"HOLD EVERYTHING"

with

WINNIE LIGHTNER · JOE E. BROWN
SENSATIONAL MONEY-MAKERS!

will be hailed as one of the season's greatest pictures. It's a fascinating tale of a gay two-gun Lothario who makes the famous heart wreckers of history look like boy scouts. A glamorous singing, talking Technicolor production with FRANK FAY, RAQUEL TORRES, MYRNA LOY, NOAH BERRY, FRED KOHLER, ARMIDA, TULLY MARSHALL. And hundreds of ravishing senoritas. Adapted by Gordon Rigby from the story by Stewart Edward White. Directed by Michael Curtiz.

"THOSE WHO DANCE"
TIMELY—VIVID—GRIPPING
with
MONTE BLUE

LILA LEE • BETTY COMPSON • WILLIAM BOYD • DE WITT JENNINGS • WILLIAM JANNEY • WILFRED LUCAS


Coming!
AL JOLSON
in "MAMMY"
A Box-office Combination that can't be beat.
That's the Sign First National Showmen are using these days. They're keeping it handy for the

SONG OF THE FLAME
Alexander Gray, Bernice Claire, Noah Beery, Alice Gentle. All Technicolor. 5000 in the color

BRIDE OF THE REGIMENT
With one of the greatest singing casts including Vivienne Segal, Allan Prior, Walter Pidgeon, Louise Fazenda, Ford Sterling, Myrna Loy, Lupino Lane. All Technicolor

SHOW GIRL IN HOLLYWOOD

FIRST NATIONAL
You'll find this sign on theatres that are playing

**RICHARD BARTHELMESS**

*In The Supreme Box-Office Sensation Of The Century*

**SON OF THE GODS**

*With CONSTANCE BENNETT*

Topping attendance records, box-office records, playing time records, every possible kind of records every day. From Rex Beach's Great Story. Part Technicolor

**MARILYN MILLER**

"The Queen Of The Box-Office" in

**SALLY**

*With ALEXANDER GRAY, JOE E. BROWN, PERT KELTON*

All Technicolor Extravaganza. Unmatched Grosses! Unbelievable Profits! Extended runs everywhere.

**NO, NO, NANETTE**

*With ALEXANDER GRAY, BERNICE CLAIRE, LOUISE FAZENDA*

Screen's best-singing love team in the fastest girl-and-music show ever produced. Part Technicolor. With some of the most stupendous stage settings ever devised.

26 Records in the first 34 Showings tell the box-office story of "Son Of The Gods."

Now drawing biggest crowds of year to New York Strand after seven smashing weeks on Broadway at $2.00.

Showing more show men, more crowds and more profits than they have seen this season.
Short Shots from New York Studios

By HARRY N. BLAIR

STANLEY SMITH, Paramount's rising young juvenile, has earned himself the title of the "candy kid" by appearing in both "Sweetie" and "Honey," recently released. His next assignment is in "Queen High," now in rehearsal at the Long Island studios.

"Business in Great Waters," produced by Western Electric and scored and synchronized by Audio Cinema, has been booked solid by the Loew Circuit. This two reel special depicts the dramatic struggle with the elements in laying a cable between Newfoundland and the Azores. Charles W. Barrell directed.

"Kiss Me!" the Chester Beergart production, gives the "lowdown" on social life in a girls' academy. Rob- ert R. Snoddy, who wrote and directed the picture, proves he knows his women—but why shouldn't he? Bob had an early start, being "born and brought up with" one hundred girls! You see, his folks ran the Welland dormitory for girls at Oswego, N. Y.

Bette Garde, who scored in "The Lady Lies," for Paramount, will return to the screen when "Queen High" is filmed at the Astoria studios, beginning next Monday.

Rasch Ballet Completes Number One The Rasch Ballet has completed "The Showman," a new dance creation which is being used in M-G-M's "The March of Time."

Sloman's First for Columbia Edward Sloman's first assignment for Columbia will be the direction of "Soldiers and Women." The picture will go into production shortly.

Murphy to Write for Pathe Ralph Murray will write original scripts for Pathe, according to E. B. Derr, executive vice president in charge of production.

Peterson in "Madame Satan" Elsa Peterson will make her debut in talking pictures playing a featured role in Cecil B. de Mille's "Madame Satan," for M-G-M.

Light on Camera Tells When Film is Slipping Another problem incidental to taking pictures has been solved at last through the ingenuity of Henry Sharp, M-G-M cameraman. By means of a flashlight attached to the motion picture camera, Sharp has made it possible to tell when film is "buckling" or going "out of line," things which hitherto have been impossible of detection because of the sound-proof housing of taking picture camera.

4 Added to Bow Picture Additions to "True to the Navy," in which Clara Bow will star for Paramount are Adele Windsor, Rex Bell, Eddie Fetherston and Charles Sullivan. Frank Tuttle is directing.

Bridgely in Fox Film James Bridgely has been cast for a part in "A Very Practical Joke," directed by Berthold Viertel for Fox.

Land Making More Song Sketches Oscar Lund is making two additional Song Sketches for Pathe release. They are "Deep South" and "High Hopes."

Sidney, Murray in "U" Special George Sidney and Charlie Murray will be seen in "The King of Jazz," Paul Whiteman's revue for Universal.

Collier, Jr., Signed by Fox Fox has signed William Collier, Jr., for an important role in "Fox Movieland Follies of 1930." Benjamin Stoloff is directing.

Borden in Paramount Role Olive Borden will play the feminine menace in "High Society," for Paramount.

M-G-M Starts "High Road" M-G-M has placed "High Road" in production with Ruth Chatterton in the principal role. The film is based on the Frederick Lonsdale play. Sidney Franklin is directing.

Corday in "Hawk Island" Marcella Corday has been added to the cast of "Hawk Island" at the Radio studios.


Character Role for Sills In "A Very Practical Joke" Lillton Sills plays the first character role since his recent illness. Bert Viertel is directing.

Adapting Columbia Picture Adaptation of "The Last of the Wolf," for "Columbia is to be made by J. G. Hawks.

Wellman Back at Coast William Wellman has returned from his studio visit to New York, where he died Charles Rogers in "Yo Eagles."

Leila Hyams in "Big House" Leila Hyams has been cast for chief feminine role in M-G-M's "Big House," now in production at the direction of George Hill.

Two Added to "Abraham Lincoln" In addition to Walter Huston, playing the role of Abraham Lincoln, being produced by D. W. Gith for U. A., Kay Hammond and Jason Twombly will appear as William H. Herndon, Lincoln's law partner.

Fims Swanson Rehearsal Dress rehearsal of Gloria Swanson's "What a Widow!" was completely filmed and recorded in hours that analysis and review might be afforded to furnish the actual picture. Allan Dwan directed the rehearsal and word will be made of the picture.

Cast for "Call of the West" Matt Moore and Dorothy and Ray will be featured by Columbia in "Call of the West," to be directed by Ray.

Helen Virgil in "Good News" Helen Virgil will be making her second film debut in "Good News," with Edgar MacGregor and Nick Greco directing for M-G-M.

Halperins Set on Wide Film After completion of "Who Girl," at the Metropolitan studio, Victor and Edward Halperin will present themselves in wide film feature productions.

Lewis Stone with Garbo Lewis Stone will have a feature role in "Romance," Greta Garbo's next picture for M-G-M.
Vore Sound Installations 
Made in Theaters of the U. S.

Columbia Plans Beauty Contest in Fan Papers
A beauty contest to be held in conjunction with 13 of the country's leading fan publications is planned by Columbia Pictures Corporation with its advertising campaign which will mark the company's tenth anniversary in April. The winners will be designated as "Miss Columbia" and will be posed as the Columbia trade mark. Judges will be the editors of the publications and directed by two officials of the film company.

Medford House April
Mr. Englatti, owner, has the present rate of progress, it is expected that the new Holly, being erected at Sixth and Holly Sts., will be completed by April 1st. According to Assistant Manager Earl Davis.

Florida Board of Trade Report
Additional Theater Changes

LOUISIANA

Changes in Ownership

New Orleans—Metairie, sold to Johnson & Leonidas J. Alamo, sold to Eugene Pouchaire by L. J. Langlois.

CLOSINGS

Arcadia—Dixie; Fordehie—Ford; Gil-†Ramilo.

MARYLAND

Changes in Ownership

Baltimore—Lodgites, sold to State Amuse- ment Co. by Mr. Brynn, Scanned, sold to Belanger by Harry Reddy. Reddy—Overholser—Overholser to Max & Ben cluster by L. Tunkel.

MASSACHUSETTS

Changes in Ownership

Andover—Colonial, to Colonial Theater of Andover, Mass., Inc., by S. Resnick; Leominster—Plymouth, sold to Plymouth Amusement Co. by Mcglovin Amusement Co.; Baldwin—Ampitheater, sold to George Ramsdell by Dr. Hunt.

MICHIGAN

Changes in Ownership

Berkeley—Harkaway, sold to M. L. LeCocq by Stuart Woodbridge; Clinton—Temple, sold to Henry Evans; Grand Rapids—Bandbox, sold to Frederick Weisman by Hyman Coffman, Castle, sold to Sellers-Lees Saas Co. by John M. Lewis, Charles, sold to Steven Mroczylski by M. Robitaille, DeLuxe, sold to DeLuxe Theater Co. by Amsterdam Theaters Corp. Dix, sold to J. B. Kruel by M. Kolesa and E. L. Lomask, Greenfield, sold to Dan Fucik by Michael H. Hilgard, Park, sold to Earl W. Wright by Woodward Theater Co. Library, sold to Alvin Schadel by Herbert L. Taylor, Norwood, sold to Earl Wright, Woodward Theater Co., Plaza, sold to I. Grass by Alex Schraeder, Republic, sold to W. W. Wright, Woodward Theater Co. Vorn, sold to Frank Davie & David Felts by W. Wil- liams, Victoria, sold to Andrew Kamin- ski & A. Kiehl by Louis Rose, Woodward N. Y. sold to Joseph Fox, Woodward F. Koppen Co.; Flat Rock—Flat Rock, sold to George Bunte by Frank Hawley; Grand Ledge—Grand, sold to Elist M. Rice, Altoona, Grand Rapids, sold to Savoy Theater Co. by Temple Co.; Empire—Empire, sold to Alton Weil by Parul Parsons by A. J. Ellis; Mentone, sold to Frank M. Arthur by C. P. Noble; Astor—Astor, sold to R. E. Hardy by F. R. Dodge.

New Theaters

Grosse Pointe Farms—Punch and Judy, owner, M. J. K. Cohn; River Rouge—Viager, owner, J. J. Pannell.

MISSOURI

Changes in Ownership


MICHIGAN

Changes in Ownership

Elberio—Orpheum, sold to Palace—Fairplay; Halliville—High School, Kansas City— Indian; Macon—Valencia, to Newshape Para-mount; Rockville—Community—St. James—Atlanta; St. Joseph—Charwood, Rivoli; Steelville—Gem; Summer—Star.

TRESPASSERS

Amoret—Amoret, owner, A. L. Mahaffey.

MONTANA

CLOSINGS

Ronan—Giasi, St. Ignatius.

NEBRASKA

Changes in Ownership

Bassett—Knox, sold to A. M. Cunningham by J. M. Sutherland; Blair—House, sold to Mrs. Robinson by H. R. Robinson; David City—Community, sold to Inter-State Theater, Inc., by J. Jenkins; Gering—Muse, sold to Ernest Holcomb by L. J. Cross; Harvard, sold to J. V. Frank by C. C. Pookerton; Hill City—Opera House, sold to Maso J. Ewing by J. E. Kurka; Kirkland—Lumor, Lodgeside—Owen, sold to A. F. Grusht by C. D. Morthead.

MADISON—Auditorium, sold to William Vummel; Morse—Bluffs—Liberity, sold to O. M. Moss by O. J. Klemmer; Riverton—New, sold to E. E. Thomas by W. H. Cline; Seneca—Idle Hour, sold to H. F. Taylor; Washington—Grand Ledge—Grand, sold to Joseph F. W. Powell by Johnson & Groschau; Show, sold to Kenneth Powell by Johnson & Groschauld.

CLOSINGS

Amber—Community—Larneston—Raraton; Bruning—Opera House; Columbia—Opera House; Edinburg—Sunday; Elk Creek—Elk; Ewington—Oscar—Owner, Quality; Hardy—Liberity; Kirkland—Lumor; Virginia—Virginia.

OPENINGS

Alexandria—Lyric; Anley—Paramount; Bayard—Movie; Carlton—Auditorium; Eddyville—Opera House; North Bend—Star.
ALONG THE RIALTO

with
Phil M. Daly, Jr.

JEROME BEATTY is going West on a month's jaunt and will spend about two weeks in Hollywood gathering material for a quartette of articles which "The American Magazine" has commissioned him to write. During his absence, the Technicolor publicity tasks will repose entirely on the sturdy shoulders of Blake McVeigh. Incidentally, Mrs. Natalie Kalms, who was due to come East recently, has changed her plans and is remaining on the Coast, where Eddie Cantor's "Whoopie", the latest Technicolor production, is on the verge of going in work.

THY'RE off; Charlie Goetz and Mrs. Harry Goetz and wife, Mrs. Anna Laskin as well as Mrs. D. Dorson, both sisters of the Goetz boys, leave today for the Coast to attend the wedding of William Goetz. Now you guess who gets Goetz..... Arthur J. Newman has arrived from Albany and will serve as a special representative in the metropolitan area for Vitaphone due to the illness of Harry Danto......Charlie Penser has been made special short rep for Columbia.

MACAULEY CO., book publishers, gave Herb Crocker, of First National a break. He let them publish "The Hollywood Murder Mystery," his latest. Herb also aided the printing by sending a carload to his Coast friends....."Cohens & Kelly's" will be held over at the Colony for another week......Here, catch this, William Stoermer, vice president of Colorart Corp, sorry we forgot your birthday the other day. Get a load of these congratulations.

THE Johnsons in "Across the World with Mr. and Mrs. Martin Johnson" will be at the Little Carnegie Playhouse tomorrow...George J. Rubin, formerly assistant manager of Loew's 46th St., Bklyn, now assistant manager at Loew's New York. James Risk now is manager of Loew's Circle......Here's another from Mike Simons, a left handed bloke. Who has some old shoes?......Dave Apollon will be master of ceremonies of the Capitol show which gets under way tomorrow.

ROGER FERRI'S latest "Dynamo" hits forth with this, "We'll Have Decks Clear"....Wonder if he means Radio's "Hit the Deck"......Charles Rosensweig of Radio leaves today for a trip to the company's southern exchanges......"Sarah and Son" was previewed yesterday at the Criterion and it looked like a good idea......Quite a gang turned out, enjoyed the picture as well as the eats....or at least so many of the boys claimed......The picture will open at the Paramount tomorrow.

MARCH 13---MANY HAPPY RETURNS

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

Paul Fix
Lloyd Mosley
Henry Roquemore
A. C. Martin
Carroll Johnson

EXPLOITETTES

Thirteen Ads for "Thirteenth Chair"

GETTING an ad for each of its chairs used to advertise its "Thirteenth Chair" at the Publix Saenger Theater at Durham, N. C., Manager Terry McDaniel's furniture store to make a window display of thirteen chairs. The chair carried sales copy for both the picture and the picture at the Paris, but it was different chairs. Chair 13 in a row, each with a different advertisement, looked strange to the people stopping to read all about it.

Zet's...

Masked Woman Used for "Madame X" Stunt

WILLARD OSBORNE, manager of the Springfield, O., Regent, arranged a tie-up with a newspaper and a department store to exploit "Find the mysterious Madame X" stunt. Masked woman appeared at the store window and on the stre. It included a stunt, a large poster advertising, "The Life of Madame X's car is a short one. It consists of four figures. They try to escape the police...the number 15. The difference between the number made by the first two figures and number made by the last two is seventeen." Passes were given the first ten to figure out the combination.

M-C...

"Marriage Playground" Mailing Card and Ring

SENDING out 1,000 wedding rings to advertise the "Marriage Playground," Phil Fourmont, of the Paul Rialto, Denver, attached them to wedding cards. The name of the card appeared on one side, with a stamp sized portrait inscribed in writing, as the cards were distributed and not mailed. The rev carried the sales message. The rings were attached by means of a pin, which seemed to work.
Film Daily Releases
Twelfth Year Book

Film Daily’s Year Book of Pictures for 1930, the true bible of the still infant industry, is once more finding its place on the desk of practically every executive and exhibitor in the business, for there is probably no one above the grade of office boy who does not, at some time, and in most instances very frequently, require the information made so readily accessible through intelligent compilation and indexing. It is so comprehensively laid out that it covers practically every phase of picture making and showing and does it accurately, concisely and intelligently.

Now in its twelfth season, the Year Book is at once an epitome and encyclopedia of the picture business and fills a need that is met by no other publication. We know of no other line of business more completely served by its annual. Few are so fortunate as to have the necessary trade information so completely and compactly assembled. This season there has been added a mass of valuable information on sound pictures, bringing this new field down to the date of publication.

The Year Book is included in the FILM DAILY SERVICE

Subscribe Now
Price $10.00

Film Daily Service
includes

\[ A \text{ COMPLETE YEARLY SERVICE AT A} \]
\[ $10.00 \text{ SUBSCRIPTION RATE INCLUDES} \]
\[ \text{THE FILM DAILY} \]
Every Day Except Saturday and Holidays
\[ \text{THE WEEKLY FILM DIGEST} \]
Every Sunday
News, Reviews of All Features—Short Subjects
Presentations, Sound, Equipment, Eastern Studio Data,
West Coast Productions, Etc.
\[ \text{DIRECTORS’ ANNUAL AND PRODUCTION GUIDE} \]
Every June—A Great Production Reference Book
\[ \text{SHORT SUBJECTS QUARTERLY} \]
All About Short Subjects
\[ \text{FILM DAILY YEAR BOOK} \]
Filmdom’s Recognized Book of Reference
1100 pages covering every branch of the industry

FOREIGN SUBSCRIPTIONS, $15.00 PER YEAR

Date

To

THE FILM DAILY,
1650 Broadway,
New York City.

Gentlemen:

Herewith my check for $10.00—Start my yearly subscription to Film Daily service immediately.

NAME

STREET

CITY, STATE.
ERLANGER THEATER CHAIN TO CONTINUE EXPANSION

(Continued from Page 1)

out for his organization, it is announced by the A. L. Erlanger Amusement Enterprises, and the erection of another Chicago house will be the first activity. Former Justice Mitchell L. Erlanger, brother of the late theater operator, has been elected president of the corporation with the following directors consisting of Charles B. Dillingham, Florence Ziegfeld, Marcus Heiman and Saul J. Baron. Among the associates and allies of the Erlanger organization are the Stanley Co. and Fred Nirdlinger. Quite a few of the Erlanger houses have been wired for sound, and installation of equipment is in others is under way.

Orpheum Reports Gain of $142,830 Last Year

Net profit of $142,830, after all charges, is reported by the Orpheum Circuit, Inc., for 1928, as against a net loss in 1928 of $8,931. Last year Keith-Albee-Orpheum Corp., suffered a net loss of $2,362 taxes and charges. This company, with earnings of $356,907 in 1926.

Reopens After Alterations

Orange, N. J.—After remodeling and installation of sound equipment, the Brighton, East Orange, has been reopened.

Reopens Sioux City House

Sioux City, Ia.—This city's theater, the New State, has reopened after being completely remodeled. It was formerly known as the Strand.

Midnight Show in W. Va.

Parkersburg, W. Va.—Midnight shows are now being offered at the Lincoln.

Picher House Sold

Picher, Okla.—The new Baxter has been purchased by the Midland Theater Co. from J. D. Wineland.

Estimates on Philly House

Philadelphia—Estimates are being taken for the new Warner theater to be erected at High St., near Gray, West Chester, and George W. Rapp are the architects.

650-Seat House for Tucson

Tucson, Ariz.—Seating capacity of the new Palace, which will be completed in 60 days, will be 650. A. Kaufman is owner of the structure being built at a cost of $60,000.

Sound for Ladysmith

Ladysmith, Wis.—With renewal of lease on the Unique, C. E. Miner of the Miner Amusement Corp. plans to install sound apparatus.

New Fox Wired for W. E.

Green Bay, Wis.—The New Fox, seating 2,000, has been wired for sound by Western Electric.

N. L. Nathanson Denies Negotiations for Merger

(Continued from Page 1)

would be carried on between Adolph Zukor and J. W. Killam, who are a majority of the voting trustees of the Canadian company. "The matter of a sale or merger has never been discussed with me by either of the two voting trustees," Nathanson states.

Universal Makes Wittman Assistant Sales Manager

(Continued from Page 1)

pany, it is announced by Lou B. atzger, who has taken charge of the sales division along with his other duties. Wittman is the first of five assistant sales managers to be appointed. He will have headquarters in New York.

Proposed State Tax on Virginia Chains Fails

(Continued from Page 1)

ed the measure back to the House with the recommendation that it be not passed. Another chain tax bill, put through in Indiana at the last session of the legislature, recently was declared discriminatory and unconstitutional by the U. S. District Court.

Remodeling Pittsfield Bijou

Pittsfield, Me.—Work on remodeling the Bijou has begun. Additional seats will be installed and the entrance will be enlarged.

Cox Opens New N. C. House

Asheboro, N. C.—K. D. Cox has opened the new movie house here. J. F. Whyte, Jr., manager of the Capitol, will also act in a similar capacity at the new house.

Riva Leases Tilton Pastime

Tilton, N. H.—Mrs. C. A. Riva has leased the Tilton Pastime to William Reeves of Portland. Sound equipment was recently installed.

Altering House for Sound

Syracuse, Cal.—The Bijou is undergoing alterations for installation of RCA sound apparatus.

Webber Remodeling Ellinwood

Ellinwood, Kan.—Renovating the Ellinwood is under way. Manager Warren Weber will also remodel the lobby.

W. E. at New England


Adopts Sound Policy

Tooele, Utah—The Strand has adopted talking pictures policy, W. E. equipment is being installed.

Wiring Bethlehem House

Bethlehem, Pa.—Western Electric equipment is being installed at the State.

Geller Installing RCA Photophone

Louis Geller is installing RCA Photophone at the 86th St. Playhouse, New York.

E. F. ALBEE'S FUNERALS WILL BE HELD SATURDAY

Funeral of Edward F. Albee, former president of Keith-Albee-Orpheum, will be held at 11 o'clock Saturday morning from the Cathedral of St. John the Divine, with burial in Kensico Cemetery. The body of the noted vaudeville and film theater operator, who died Tuesday night in Palm Beach of heart disease, will arrive in New York tomorrow morning and lie in state in the Chapel of St. Angarius, St. John's Cathedral, from 2 to 6 p.m. Albee withdrew from the industry about two years ago following the organization of the present R-K-O enterprises.

M.P.T.O.A. Will Tackle the Arbitration Problem

(Continued from Page 1)

the other matters for the purpose of setting the exact date for the conference.

Other matters to be discussed include changes of different kinds within the industry, music tax and legislative activities in various states.

Falmouth Equipped with Pacent Equipment

Falmouth, Ky.—Messrs. Shoemaker and Kinney have equipped the Falmouth here with Pacent equipment.

Improved Oliver Reproducer

Cleveland—A new Oliver reproducer de luxe has been placed on the market by E. E. Oliver, president of the company bearing his name. The new equipment offers a synchrononos motor and a silent chain drive.

Handling "U" Akron House

Cleveland—Charles Davie is now in charge of Akron sales for Universal with headquarters in that city. Davie was formerly branch manager of the company's Omaha branch.

Colonial to Show Talkers

Milford, Conn.—Sound pictures will be shown at the Colonial over the Western Electric Sound apparatus.

Lobby Golf Draws

Boston—A golf course in the lounge of the Metropolitan is proving quite a drawing card. Daily prizes are awarded in putting contests for both men and women, and as a special feature there are demonstrations and lectures by a professional.

PARAMOUNT WILL BEGIN SALES MEETING SATURDAY

(Continued from Page 1)

will convene at San Francisco four days starting May 24. G. Schaefer will supervise the east coast while Johnnie Clark handles the Western meet. Sid Kent will preside at both meetings.

Pearson Joins Ad. House

Elmer Pearson is now associated with Lennen and Mitchell at 17 E. 45th St.

Toldeo Galena Closed

Toldeo, O.—The Galena has been closed by Alfred Berger.

Sound for Southland

Bossier City, La.—The Southland, a 492 seater, has just installed Western Electric Sound System.

Oliver Reproducer for Strand

Cambridge, O.—Oliver Reproducer has been purchased for the Strand by C. & M. Amusement Co.

Goshen Circle Being Wired

Goshen, Ind.—RCA Photophone engineers are busy wiring the circle here.

Shahane Wires Ritzi

Morris Shahane’s Ritzi has been wired for talking pictures by Western Electric.

Sound Policy for Forest

Dallas, Tex.—The Forest has wired with Western Electric; latest seats 420.

CHARLES MURRAY'S FUNKY PICTURE

THE COMEDY EPIC

OF

THE SUCKERS OF WALL STREET

AN EDWARD SMALL PRODUCTION

"CLANCY IN WALL STREET"

READY FOR IMMEDIATE RELEASE

Nat Levine, Aristocrat Pictures, 1650 B'w

McFADDEN'S FLATS
Arbitration

-is peacefully at rest

= By JACK ALICOATE

We but not forgotten. That's right, the relatively good old kind of former years that has been a sort of defender as well distributor to money and, being sensitive to satisfaction of all concerned, this without expensive and a drawn-out legal procedure of sport.

IS manifestly impossible to stop the thousands of controversies arising a year without causing at a certain amount of dissatisfaction. This, of course, does not mean that arbitration, as a system, is not a good system. If you analyze the situation for a moment you must come to the inevitable conclusion that all these transactions are a result of arbitration. The bargaining, the buyer and seller before closing and the setting of any hence thereafter is nothing but arbitration. Here you see the very essence of sound business principles, the meeting of minds in settlement of disagreements. The spirit of arbitration is recognized in international law, by all the governments of the world in settlement of their trade as well as external affairs and by big business everywhere as a speedy and ethical way of the adjustment of major issues as minor contentions.

A Necessity

THE system of arbitration as placed for many years in the movie industry was wrong it may have been changed, not junked. A short space of time that has passed (Continued on Page 2)

Pennsylvania Circuit to be Operated by the Stanley Co.

Philadelphia—Complete control of the Equity chain of theaters, which includes more than 30 houses in Pennsylvania, has been taken over by Warner Bros., it is announced here. The deal was negotiated on the basis of an exchange of stock, and it is understood that the circuit will be operated by the Stanley Co.

With installations now being made at the rate of about 90 a week, and expected to continue on this basis throughout the year, Western Electric announces that its 9,000th sound system has just been placed in the Lyceum, Belfast, Ireland. The first W. E. apparatus was installed in the Warner, New York, for John Barrymore in "Don Juan," which opened Aug. 7, 1926. By the end of 1926 only 15 houses had been equipped by W. E. At the end of 1927 the total was 157 and in 1928 the total was brought up to 1,046. The figure, up to the first of this year was 4,354.

First installation by W. E. abroad was made Oct. 11, 1927, in the New Gallery, London. There are now 1,371 of these sound systems in 40 foreign countries, while 3,629 are in the United States. An installation also is being made on the Leviathan and one already has been completed on the President Fillmore, which is making a trip around the world.

Fairbanks Will Appear as Bandit in Tale of '49

West Coast Bureau, THE FILM DAILY

Los Angeles — Paramount has signed David O. Selznick to a new long-term contract as executive assistant to B. F. Schulberg, general manager of West Coast production.

Production will shortly be resumed at the old Cosmopolitan studios, 127th St. and Second Ave., according to report. Built by William R. Hearst about ten years ago, the property is now under lease to M-G-M until Aug. 1, at which time it reverts (Continued on Page 8)

Fairbanks is a story by Elton Thomas, will serve as Douglas Fairbanks' next talking picture. The star will again appear in a bandit role. The dialogue is by Porter Emerson Browne and James Warner Bellah.

New Committee of Seven Will Hold Sessions in New York

Following a closed conference held yesterday at the Union League Club, Sidney R. Kent issued a statement that a committee of seven, consisting of two distributor representatives, two from the M.P.T.O.A., two from the Allied States Ass'n and one drawing card, the latters, would meet April 1 in New York to put into concrete language the subject matter heretofore covered by the so-called 5-5-5 committee. The future sessions, Kent said, will be open to the trade press.

Present at the meeting yesterday in addition to Kent, were Felix F. Peist, and Phil Reisman, representative (Continued on Page 8)

DECISION IS RESERVED IN FOX BROOKLYN CASE

After listening to lengthy arguments in the case of Cosmopolitan Theatres of Brooklyn yesterday, Justice Norman S. Dike reserved decision in the action brought by J. Markham Marshall, attorney for a small group of Fox stockholders, to enjoin the Fox companies from any new financing. Meanwhile another minority faction (Continued on Page 8)

Plan Several Road Shows for John McCormack Film

Several road shows of the Fox production "Song O My Heart," starring John McCormack, are being planned under the direction of J. J. McCarthy, with J. C. Shea (Continued on Page 8)

Cosmopolitan Studios Expect to Resume Soon

Newly built studios in Los Angeles are being leased to the Cosmopolitan Theatres, according to a report in The Film Daily. The studios are located on the old Warner Bros. lot and were built at a cost of $1,000,000.

Featuring Color

As evidence of the value placed by exhibitors on color as a drawing card, the first "In Technicolor" now being used a lot in billing matter space that formerly was devoted to featuring the names of players.
Arbitration
— is peacefully at rest
(Continued from Page 1)
elapsed since motion picture arbitration was formally dropped in the ashes can thousands of suits have been instituted at law throughout the country at a cost of perhaps millions to those involved, and this cost must be born eventually by the entire industry.

The Personal Side

ASIDE FROM the business angle the personal side of the question should not be overlooked in an industry such as this with exhibiting, distributing and producing interests so dove-tailed as to be inseparable. The result of a controversy arbitrated usually leaves a good feeling all around. The decision in a case at law or equity never does.

Arbitration Needed Now

PROBABLY at no time in its history has a satisfactory system of arbitration been needed as badly in this field as right at this time. It is a fact that sound and its difficulties here and Wide Film coming soon. We have interviewed many exhibitors during the past month on the subject. Their private views, summed up, are about as follows: 1. Arbitration is needed by the square-shooting exhibitor to settle his honest difficulties with the distributor. 2. Arbitration as generally practiced in this industry before its breakdown was ninety-five per cent satisfactory. 3. The speedy return of some sort of system for the settlement of difficulties without resort to court action is sorely needed and the sooner this is brought about the better it will be for the entire industry and all concerned.

Lillie Expected Mar. 15

Beatrice Lillie is expected to arrive here March 15 to start work in "Are You There?" David Butler will direct for Fox.

Held to Remodel Bldg.

Griswold, Ia.—P. G. Held, operator of the Strand, will remodel the Gren cell building into a theater.

Harris on Photophone Board

London—A. W. Harris has been appointed to the board of French Photophone.

Sells Sanborn Princess

Sanborn, Ia.—McClurg and Binkley have sold the Princess here to Dr. J. C. Sanders.

Mrs. Palmer Sells Ideal

Akron, O.—Mrs. Parker Palmer has sold the Ideal to H. B. Keckler.

Remodeling Olympia

Monongahela, Pa.—Remodeling of the Olympia has gotten under way with W. E. apparatus to be installed.

Curry Altering Colonial

Milledgeville, Ga.—Manager M. L. Curry is remodeling the Colonial here.
FASHIONED BY UNITED ARTISTS means BUILT FOR BIG BUSINESS
"Puttin' on the Ritz" is the present $2.00 sensation of N. Y.

Newspapers praised it as best all around entertainment of the year.

"Richman puts over his songs like a million dollars," said the Graphic.

"Boy, O boy, will this one clean up at the box-office—and rightfully," said the News.

"The best talkie-singie to reach Broadway."


"Lively, tuneful and effective songs that stand every chance of a deserved radio, phonograph and orchestral popularity."

"Puttin' on the Ritz" is a great picture. Quite possibly the greatest picture the talkies have produced. A classic. Is brave and fine, sincerely interesting, gripping and satisfying."

"The talkies have shown nothing more absorbing. A picture of unusual entertainment quality."

"The picture at Loew's this week is one of the best and most beautifully made movies of this year. It stands in the line of supermovies that are 'super'."

"Will leave its imprint upon the memory of all who see it. Miss Westover's portrayal one of the most profoundly impressive that the screen—silent or sound—has given us."

"Excellent work by Fannie Brice. Harry Green is very funny. Good dancing and singing."

"Fanny Brice always funny and ebullient in spirit. Harry Green is a whole show in himself. Comic and smart. Armstrong with another pugilist characterization that is clever and convincing and at the same time entirely different."

"Just what her customers like. Sings 'Cooking Breakfast for the One I Love' and 'Kicking a Hole in the Sky'—her gestures and rapidly changing expressions bring back fond memories of Old Follies days."

"The laugh sensation of the day. The funniest comedy trio that have been seen on the screen since the coming of talking pictures."

"Lively, tuneful and effective songs that stand every chance of a deserved radio, phonograph and orchestral popularity."

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"Lively, tuneful and effective songs that stand every chance of a deserved radio, phonograph and orchestral popularity."
COMING!

DOLORES DEL RIO in
"The Bad One"
with
EDMUND LOWE
GEORGE FITZMAURICE Production
Presented by Joseph M. Schenck

Joseph M. Schenck presents
LILLIAN GISH
"ONE ROMANTIC NIGHT" with Rod La Rocque, Conrad Nagle, Marie Dressler, O. P. Heggie
Directed by PAUL STEIN

THE UNITED ARTISTS HIT RECORD IS NOW 13 OUT OF 13 PICTURES RELEASED

Mary Pickford's "Coquette"  Roland West's "Alibi"  Ronald Colman in "Bulldog Drummond" and "Condemned"
Gloria Swanson in "The Trespasser"  Norma Talmadge in "New York Nights"  Mary Pickford and Douglas Fairbanks in "Taming of the Shrew"
"The Locked Door"  "Three Live Ghosts."

ARISTOCRATS OF THE SCREEN
Timely Topics
A Digest of Current Opinion

Contract Violations Threaten Future of Independent Distributor

ONE independent distributor told us this week that 90 per cent of the contracts being violated are those of the independent distributing organizations.

"Our losses," he said, "are tremendous, despite the fact that the independents are heartily cooperating with independent exhibitors in making every possible adjustment. If this situation continues, the independent distributors will soon be forced to close up shop," he said.

This is really a very serious situation. The independent distributors must be kept in business for the future of the independent exhibitor particularly. If they are eliminated, the competitive situation will react to the detriment of the independent theater owner.

An investigation of the books and records of the particular independent distributor, referred to above, has revealed that in many instances adjustments had been made which brought rental prices of talking product, including score charges, down to the level of the company's former silent prices. And still the contracts were being violated by refusal of exhibitors to furnish play dates.

Independent exhibitors must play fair with the independent distributors. To put them out of business would be merely to jeopardize the already shaky position of the independent theater owner and thereby strengthen the interests of the powers now pretty generally in control of the film industry.

Every independent exhibitor owes it to his business to make a check-up of his affairs. The independent distributor and make such revisions in the conduct of his business as will assure independent distributors of sufficient business to carry on.

This situation is of such serious proportions as to require the immediate attention of every independent theater owner.

Greater Amusements

A Film Fact a Day

There are more wired houses in New York City than in all of the following States combined: Alabama, Arizona, Delaware, Nevada, New Hampshire, New Mexico, Rhode Island, So. Carolina, So. Dakota, Utah, Vermont and Wyoming.

Along The Rialto

with

Phil M. Daly, Jr.

THE Film Favorites' Program, broadcast every Sunday evening from the First National studios, is declared to be making quite a hit. The pattern is sent over Station KFWB, yes, of course, the Warner station. Jack Whiting, who made a name for himself in musical comedies here, leaves for the Coast Sunday to fulfill that F. N. contract. He'll be top man in "Top Speed," which goes into production next week.

* * *

ZEPPELINS, dozens of combat planes, bombed villages, color and 100 per cent dialogue, all to the tune of $4,000,000, will be seen and heard in United Artists' "Hell's Angels" when it zooms into Fox's Chinese sometime in May. Howard Hughes will take a bow for this one. Dick Brady of Eastman Kodak has returned from a vacation. Yet, but he won't say where he was, even though he looks great. Who remembers when Ben Lyon lost 30 cents a day as an extra? Ask Sam Warshawsky.

* * *

HARRY MOSKOWITZ, big construction and engineering guy for Loew, has returned from a fishing cruise in the West Indies. Harry shortly will make tests of the diggings for the new 4,000-seat Loew house in Astoria, L. I. "Disraeli" still refuses to blink an eye at the idea of leaving the Central here. It's a Warner screen classic. William A. Wolff, advertising man for Western Electric, this month completes his 25th year with the company. Just a mark for Walter Eberhardt to shoot for.

* * *

BOB MELLIN, Chicago mgr. for Remick, pulled a corker with the Chi elevated transit system and "White City," the Windy City's Coney Island, by having one-sheet posters telling all about the "El" ride and "Cinim For The Carolines," the theme song in F. N.'s "Spring Is Here." It used to be "Did You Have Your Iron," but now exhibitors are chirping "Did You Arbitrate Today." Betty Mastbaum, daughter of the late Jules Mastbaum, is to announce her engagement to Harry Grabosky in Philadelphia.

* * *

HOWARD DIETZ, head of M-G-M publicity and advertising dept., is scheduled to leave for the Coast in a few weeks. "Under a Texas Moon" follows "The Green Goddess" at the Winter Garden here soon. Jack Lewis, he with the gorgeous smile, now is handling all the souvenir programs for Warner special productions, in addition to editing the Vitaphone News Weekly. How goes the butchery, Jack. Wonder what the New York boys think of when they leave Broadway?

* * *

March 14--Many Happy Returns

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

Sydney Norton
Joseph I. Schnitzer

Evelyn Thatcher
Charles Francis Reisner

William Thomas Brent
Maitland Rice
James Lederer

March 14--Many Happy Returns

Dancing Lessons Help Put Over "It's a Great Life"


Special permission was granted M-G-M to have school teachings at the school and the News ran a daily story and registration blank. More than 300 persons filled in the blanks to take the free lessons at Miss Whiteley's school.

-M-G-M

Stunt for "On the Border"

Get Over in Minneapolis

FRANK BURKE, publicity director for the Hennepin-Orpheum theater in Minneapolis, gets credit for the clever exploitation nature pulled recently in connection with Warner Bros. Vita-phone picture, "On the Border," starring Rin-Tin-Tin. A contest was started for boys of the city owning police dogs. The animals adjudged to have the closest resemblance to Rin-Tin-Tin was given a gold studded dog collar by radio station WCCO with several other prizes added to stimulate further interest. Each boy to enter a dog in the contest received a pass for the theater, provided he carried a banner announcing the entry of his dog in the contest and bearing the information that Rin-Tin-Tin would be at the Hennepin-Orpheum. The radio station and the local newspapers went strong to all publicity in connection with the contest.

-Warner Bros

Ten Years Ago To-Day

Reclcraft Pictures Corp., abac number of state rights short companies.

Whitman Bennett resigns as production manager of Famous-Play.

W. R. Rothacker of Chicago sorbs the Leggett-Gruen Corp.
**United States**

Vollaston, Mass.—After undergoing renovating and repainting the Vollaston, Netoco house, has reopened under the management of Philip McDermott.

**Providence**—Harry Storin, former manager of the LeRoy in Pawtucket, has assumed the management of the Astor, RKO house.

**Hartford**—Lester Matt has taken over the Strand and State from a Woodward Theater Co., operated the past three years. J. H. Chaio continues as manager of the house.

**Brooklyn, N.Y.**—A petition asking for motion pictures in this town has been sent to the State board to be put on the State ballot next November.

**Wilmington**—Capital in the Motion Picture Theater Grand, Inc., has increased from $50,000 to $200,000, and from 1,200 shares to 10,000 shares.

**Boston**—A new organ said to be a re-creation of the one at the Strand, New York, will be installed in the Metropolitan here, and will entail an expenditure of $75,000.

**Brockton, Mass.**—Magnapane has installed a theater.

**Boston**—Kenneth Fleming, former associate manager of the Netoco Egyptian, Brighton, Mass., is now vice manager of the Regent, Norwood Downs.

**Cleveland**—Mayor Frank Edwards of this city, former owner of the WinkTel, was nominated for a second term on the board in the city's primary election.

**Boston**—Marcel Meckelberg will handle product of the Big Four Films in this territory.

**Bantam, Wash.**—M. H. Dempsey and F. T. Zentner have taken over Capitol due to failure of the operators to meet their mortgage of $500.

**Minneapolis**—W. L. Hamilton has fixed Pathe and will cover southern Minnesota and So. Dakota area. Eddie Burke, of Pathe, reopened Hamilton at the Columbia exchange.

**Atlanta**—Frank W. Salley is now the RKO sales force.

**Aquenton, Pa.**—Robert John Flack now managing the theatre.

**Omaha**—L. L. Phipps, distributor of Talking Picture Epics, is located the Columbia exchange.

**Dexter, Ia.**—Haakon Gronn of this town, has purchased the theater and will operate the house himself.

**Canton, O.**—RCA Photoplay will be installed at the McKinley, Max Young house.

**Barberton, O.**—Owners of the Lyric, Messers. Harold Makinson and Frank W. Gaethke, have purchased RCA apparatus for their house. They also own the Park where the same apparatus is installed.

**Youngstown, O.**—J. Steinberg opened his Regent with RCA Photophone sound last week.

**Table Rock, Neb.**—The local theatre has been acquired by W. N. Hale, Lincoln, Neb., from L. M. Green.

**Toledo, O.**—The Rivoli here has closed. Rumors are current that the house will be reopened by R-K-O, although Manager Howard Feigley would neither deny nor confirm the report.

**Omaha**—C. M. Fullman and F. J. Poulter, are new additions to the Paramount exchange here.

**Bessemer, Colo.**—Dewey Spoor, manager of the Critcher, will close the house March 20 to permit installation of Western Electric apparatus.

**Foreign**

**London**—Construction has begun on a 3000-seat house in Fulham.

**Woolahra, N.S.W.**—The Elite has been opened to the public here by Olympic Theatres. The house cost $125,000.

**London**—A record was set by Western Electric in Great Britain recently when orders for $1 equipments were received in a single week.

**Berlin**—The “Hamburg,” recently launched by the Hamburg-American Line, carries Tobis sound equipment.

**London**—Additional capital is being sought for financing the work of converting the Elephant and Castle Theatre, Ltd., into a talking picture house.

**Croydon, England**—The Cinema Royal has been sold at auction.

**London**—Elite Pictures Theater has disposed of the Elite Kineema, Wembly Park, to Louis Morris.

**New York**

Jack Pierle, formerly assistant in the Brooklyn booking department of the Paramount exchange, is now head booker for the Jersey branch.

Frank Damis, formerly of Paramount, has joined the booking department of the Warner exchange.

**Utica**—John S. McNeil now is in full charge of the Fox.

**Warner Executives Hold Conference at Astor**

Branch and district managers of Warner Bros. and First National with several Warner theatre executives held a get-together meeting at the Hotel Astor here where many important matters were discussed. Sypros Skouras presided, with Claude Exell and Ned Depinet delivering speeches.

Those in attendance of the Warner exchanges were: Joe Hebrew Philadelphia; R. E. Rimmer, Washington; H. E. Elker, Boston; J. A. Davis, New Haven; Nat Beier, Albany; H. S. Dunn, Pittsburgh; C. E. Almy, Cleveland; G. H. Balsom, New York; Jerry Herouq, New Jersey and Max Milider, J. S. Hummel, C. C. Essel, Los Angeles, Tom Ramack of the home office. Representing Warner theaters were: Reeves Espery and Earl Bell, Pittsburgh; Dave Wescner, Newark; and Frankin Silton, Atlanta City; William Goldman, Philadelphia; J. J. Pugh, Detroit; Bernard Depinet, Jr., Utica. First national branch managers were: W. J. Brand, Cleveland; R. H. Haines, Pittsburgh; H. H. Thompson, Albany; M. H. Eelker, New Haven; T. B. Spor, Boston; Joe Verschelil, New York; H. Hahm, New Jersey; W. J. Heeman, Philadelphia; Robert Smetzer, Washington; A. W. Smith, Jr., sales manager; Chas. Einstein, publicity director; A. W. Schwab and Ned Depinet, general sales manager.

**RCA for Columbus Royal**

Columbus, O.—William Chesboro will equip his Royal with RCA Photophone equipment.

**Ricker to Install RCA**

Massillon, O.—Fred T. Ricker will install RCA Photophone equipment in the Lyric.

**Many Notables to be E. F. Albee Pallbearers**

Many notables will be among the honorary pallbearers at the funeral of E. F. Albee tomorrow following services at the Cathedral of St. John the Divine in which Bishop William T. Manning will officiate. Prominent among them will be Secretary of Labor Davis, Mayor Walker, Dr. Nicholas Murray Butler and Adolph Zukor.

”Sally” Trade Showed in Berlin

Berlin.—Full American dialogue version of "Sally" with cut-in titles in German, has been trade shown here prior to its opening at the Ufa Palast, March 18. Exhibitors, authors, and composers attended the showing as well as H. A. Bandy, foreign manager for Warner Bros.-First National.

3 Order RCA in Detroit

Detroit.—RCA Photophone apparatus will be put in the following houses in this city: Cozy, Courtesy, Echo, The Bijou at Mt. Clemens. Will also be equipped with this sound device.

---

**THE ANSWER**

to any Question about the Motion Picture Industry

**INQUIRE WITHIN**

**THE FIlM DAILý**

---

**NOW BEING DISTRIBUTED TO ALL SUBSCRIBERS TO THE FIlM DAILY**
OPEN MEETING OF 5-5-5 TO BE HELD APRIL 1ST

(Continued from Page 1)

(During distribution yesterday) A. R. Myers, Al Steffes, H. M. Richey, Glenn W. Cross and Herman Blum, representing the Allied States Artists, and C. C. Pettijohn and Gabriel Hess, representing the Film Boards of Trade. The April 1 date for the forthcoming conference was set after long distance talks between Kent, Pettijohn and M. A. Lightman, president of the M.P.T.O.A., which also plans a meeting of its directors to be held in New York around the first of the month.

As a result of yesterday’s session and the conversation with Lightman, all of the various groups are optimistic about the eventual results and it is felt that a general agreement can now be reached, Kent said.

Plan Several Road Shows for John McCormack Film
(Continued from Page 1)

(Cosmopolitan Studios Expect to Resume Soon)

(Continued from Page 1)

D. A. Fisher.

Cosmopolitan Studios Expect to Resume Soon
(Continued from Page 1)

The Saturday matinée will be opened up with sound, via Western Electric equipment.

Wharton, Tex.—Talking pictures are coming to the Queen, which has installed the Western Electric sound system.

Nacogdoches, Tex.—The Austin has put in Western Electric and disc system.

Lufkin, Tex.—Western Electric has been installed in the Pines.

Jacksonville, Tex.—The Palace has been wired by Western Electric.

Dorothy — Engineers for Western Electric have completed wiring the 1,752-seat Kramer.

Newport, Ky.—The Strand has gone talkie with the installation of Western Electric apparatus.

Wheaton, Ill.—The Paramount has installed W. E. equipment.

Longview, Tex.—Western Electric equipment has been installed in the Kembert. The house seats 795.

Utica, N. Y.—Western Electric engineers have wired the Colonial.

Syracuse, N. Y.—The Cameo has completed installation of a Western Electric sound system.

Luray, Va.—Western Electric has gone into the Page.

Ferndina, Fla.—The Amelia has been reopened by G. H. Herbert.

Nantucket, Mass.—Sound pictures will be shown at the Dreamland over the Western Electric Sound equipment.

Roseburg, Ore.—The Antlers has gone sound with the installation of the Western Electric equipment.

Buena Vista, Pa.—The Rockbridge has adapted the Western Electric Sound system to introduce its talking pictures.

Cincinnati—Engineers have been at work, wiring it for sound with W. E.

Norfolk, Va.—Western Electric apparatus has gone into the Park.

Covington, Tenn.—The 550-seat Palace has installed the Western Electric sound apparatus.

Beaumont, Tex.—The Tivoli, seating 550, has put in Western Electric film and disc equipment.

Henderson, Tex.—The Palace has been wired for sound by W. E.

Bowling Green, Ky.—The Capitol has installed W. E. film and disc equipment.

Marietta, O.—The Auditorium has opened up with sound, via Western Electric equipment.

New York, N. Y.—Engines for Western Electric have completed installation of the Arcade.

McGehee, Ark.—Western Electric equipment has gone into the Seige.

Monroe, La.—The Seige has wired for sound by Western Electric.

Cleveland—The Norval has completed installation of a Western Electric sound system.

Kansas City—The Art, seating 1,042, has installed Western Electric equipment.

Monessen, Pa.—The Olympian has been wired for sound with W. E. apparatus.

Cheyenne, Wyo.—The Strand has joined the list of wired houses, installing W. E. sound system.

Del Norte, Colo.—The Princess now is showing talking pictures over Western Electric equipment.

Glenisle, Pa.—The Glenisle has completed installation of a Western Electric equipment.

Cloquet, Minn.—The Lerb has put in W. E. film and disc system.

Franklinville, N. Y.—Western Electric sound equipment has gone into the Adelphi.

Alexandria Bay, N. Y.—Western Electric has wired the Weller.

Chicago—The Parkside has put in Western Electric apparatus.

Cordova, Ala.—Western Electric equipment has been installed in the Empress.

Cory, Pa.—The Grand is having RCA Photophone equipment installed.

Roanoke, Va.—Elmore D. Heins, owner of the Park, will install sound apparatus. The organ will be kept in between shows, Heins states.

Portland, Ore.—After being closed for six months, the Oregon has re-opened. Western Electric equipment has been installed in addition to complete renovation of the house.

Jacksonville—The Ritz is carrying out its sound picture policy by installing Western Electric apparatus.

Granite Falls, Minn.—Sound pictures will be shown at the Avalon over the Western Electric equipment.

Scottsbluff, Neb.—The Orpheum has gone talkie with the installation of the Western Electric apparatus.

White River Junction, Vt.—The Lyric has been wired for sound by Western Electric. The house seats 688.

Hyattsville, Md.—The installation of the Western Electric has been completed at the Arcade.

100,000 More Preferred Offered by Consolidated

Stockholders of Consolidated Film Industries, Inc., will be offered 100,000 additional shares of preferred stock at $20 a share. Common and preferred may be exchanged at the rate of 1 for 1.

New Safety Regulations Are Enacted in Ontar

(Continued from Page 1)

Greater safety in places of amusement.

The age limit for children barred from attending theaters in Ontario except when accompanied by adults has been raised from 15 years to 16. The new legislation goes into effect June 1.

Princess Installs Sound Tucumcari, N. M.—The Prinz has installed Western Electric apparatus.

K. C. Summit Wired

Kansas City, Mo.—Engineers for Western Electric have completed wiring the Summit.

Nauct Installs W. E. Sound Blackfoot, Idaho—The Nauct installed Western Electric apparatus.

Sound for Ecorse House

Ecorse, Mich.—Western Electric equipment has been installed in Ecorse.

W. E. Wires Dickinson

Hillside, N. J.—The Dickinson has been wired by Western Electric.

Show Shop Going Sound

Glendale, Cal.—RCA Photophone engineers are wiring the Show Shop.

Sound for Two Ft. Wayne Hous

Ft. Wayne, Ind.—Work on installation of sound equipment at Capitol and Creighton, owned by Nelleson Amusement Co., Inc., was quickly finished by Tony H. Nelleson, head of the company. R. E. Fisher is manager of both houses.
MILLIONS

are drawn to the theatre every week by the magic monicker of GRAHAM McNAMIE

as the TALKING REPORTER of the UNIVERSAL'S TALKING NEWSREEL

By Special Arrangement with NATIONAL BROADCASTING COMPANY

For Shorts or Features, Sound or Silent Film Daily Reviews

are the recognized authority
The Greatest Month’s Offering of Comedies in all of Educational’s History

**March** is an all-fair-weather month for the showman who has Educational’s Talking Comedies—it brings the most outstanding group of short comedy releases in the history of this company. And that means the greatest group of short comedies ever offered in one month by any company.

“**BULLS AND BEARS**
MACK SENNETT
Talking Comedy

Daphne Pollard
Andy Clyde
Marjorie Beebe

“A humdinger.” —M. P. News
“For genuine entertainment, ‘Bulls and Bears’ stands head and shoulders above the feature picture itself.” —*Pittsburgh Post-Gazette*

“**TROUBLE FOR TWO**
TUXEDO
Talking Comedy
A Jack White Production

Raymond McKeen
Anita Garvin
Harold Goodwin

Mixed doubles in a fast and furious evening out. Trouble for the blues but a fun feast for the fans.

“**HE TRUMPED HER ACE**
MACK SENNETT
Talking Comedy

Marjorie Beebe
Johnny Burke

“A sure ace . . . a pip of a comedy.” —*Film Daily*

“The best example of dialogued comedy to be presented since the shorts went vocal . . . has universal appeal.” —*Zit’s*

“**DAD KNOWS BEST**
JACK WHITE
Talking Comedy

Taylor Holmes
Helen Bolton

Smartest thing so far in the whole Jack White Talking Comedy series. All the cleverness this talented and popular star can give to a bright farce story, with the universal appeal that comes from lively action and sparkling dialogue.

**TERRY-TOONS**
Two new cartoons that keep up the pace set by Paul Terry in “Caviar” for this series of tuneful novelties.

“**SPANISH ONIONS**
**PRETZELS**

EDUCATIONAL FILM EXCHANGES, Inc., E. W. HAMMONS, President

Member Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President
Consolidated Film Soon to Launch Color Process

Relief For Exhubs With Bad Equipment

European Exhibs Coming to Study U.S. Methods

H. H. Thomas Advocates Exhibitor Co-Operation

New Color Printing Method Is Expected in Near Future

DeForest Creates Clinic to Rebuild Bootleg Apparatus

Joe Leo Is Promoted in Fox Theater Post

Arbitration Set for Comeback

New Television Process Is Developed in France
### Financial

#### NEW YORK STOCK MARKET

<table>
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#### NEW YORK CURB MARKET

- Bal. & Katz: 65
- Columbia Bros.: 384 |
- Fox Thea. "A": 737 |
- Intern. Proj.: 35 |
- Loew do ub. : 1297 |
- Nat. Ser. Ser.: 24 |
- Pathe I. : 16 |
- Univ. Pict.: 884 |
- Univ. Pict.: 16 |
- Univ. Pict.: 16 |

#### NEW YORK BOND MARKET

- Keith A.O 6s 46: 884 |
- Loew 6s 4-1/2: 1195 |
- Loew 6s 4-1/2: 1195 |
- Path. Jr. 6s 4-1/2: 54 |
- Paramount 6s 4 1/2: 1014 |
- Pathe Jr. 6s 4 1/2: 1014 |
- Path. 7s 3/4: 57 |

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### THE INDUSTRY'S Date Book

- Mar. 20 Annual election of Maryland 3 T.O. officers at Baltimore.
- Apr. 1 Premiere of "Candle in the Wind" New York house, not yet decided.
- Apr. 5 Second annual banquet and dinner of the Warner Club, Inc., at Hotel Commodore, N. Y.
- Apr. 7-9 Spring convention of the F.T.O at Memphis.
- May 5-8 E.M.P. Spring meeting at Wardman Park Hotel, Washington, D. C.
- May 25 Fox annual sales convention in New York.

### R.C.A. Wires Blank House

Smith Sings to Carroll

Stanley Smith will sing from New York to Nancy Carroll in He wood Saturday evening over Cblia Broadcasting system during Paramount-Publix road radio. Carroll will respond from the co.

### RCA Wires Blank House

Joseph H. Bursch, head of Pab lab, Inc., has left on the Cael a West Indies cruise return to New York on April 3. He is accompanied by his wife.

### Pathé Fire Inquiry

Inquiry into the Pathé Fire is expected to be completed next v by District Attorney C. T. Craig.

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Let Us Solve Your Problems!

Over 20 Years of Experience Qualifies Us as Specialists in Motion Picture Insurance

STEHBINS, LETERMAN & GATES INCORPORATED

1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040

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Sunday, March 16, 1930
United States

Nicollette, N. C.—Howard Thomas, plant manager of the Carolina, was injured when the house held up several weeks ago, is to be up in a wheelchair.

School, Mo.—O. L. Gentry has put the Cabool and plans to wire for sound.

Mill River, Kan.—M. C. Meyers opened a new house here.

Sokane, Wash.—N. B. (Nick) Eugee, late of the Pantages, is now managing the Post, formerly the Loew. House was recently renamed.

St. Paul, Minn.—Ted Gamble is managing the RKO Orpheum.

Inger, Me.—Work has been a completed on the Park which is being remodeled.

Edison, Mass.—Michael J. Maley, now managing the Hudson, has formerly associated with the company.

Stoona, Pa.—M. Leventhal has sold the Embassy from Wilmer & Co. House will be equipped for sound pictures.

Ennyside, Wash.—Fred Merck purchased the Liberty from the Ennyside Land & Investment Co.

Gwynne, Wyo.—Harry W. Blake, is managing the newly reopened Elks and for Public.

Ithaca, Mass.—Local interests leased the Century.

Waterloo, Ia.—A. G. Stolte has made district manager for gloo, Cedar Rapids and Marshalltown by Public.

Tampa, Fla.—Adelaide is the new owner for the former Liberty. E. Addell has renovated the house installed sound equipment.

Foreign

Paris—A short talker called "Roche" is being made by Alexandroff, Russian director, at the Tobias at Epinay.

Paris—Alberto Cavalcanti has commissioned a by a Brazilian to make a film based on the life of Bolivar.

Wansea, Wales—Construction has begun on the largest picture house in West Wales. The house, slated to be completed by September, is being built at a cost of $500,000. It will seat 3,000.

Birmingham, England—The Apollo, latest addition to the Paster circuit, has been opened at Birches Green, Erdington, a suburb of this city. E. Ellerslie is manager of the theater, which seats 2,150.

New York

Troy—Lease on the Palace, has been transferred from Gaspare Battaglia to J. Robert Yates, for a period of three years.

Oakfield—Mrs. Samuel Baglio, of Batavia, has taken over the Onera House and will convert it into a talking picture house.

Arbitration Set for Comeback (Continued from Page 1)

values to be derived from arbitrations—including the economies.

Monday: The latest fashion in reform crusades affecting (or more properly, trying to affect) the film industry is one sponsored by Fred Eastman, ex-office officer, who aspires to have the business declared as and regulated as a public utility. So far the campaign is confined to Indiana, the state of its unfortunate origin. Well, many a good idea has died in the geographical state in which it was born... Following soft whispers, some of which got into this publication in printed form, B. S. Moss announces his return to the theater field—with plans for 40 or more theaters. Mr. Moss, who used to specialize in presenting vaudeville to the public at large, is now going to adopt talkers as the principal item on his menu, and certain by this firm... Publix intends to replace its stag shows in some cities with talking pictures version of the same. In four screens this is being done, certain exhibition spots, are putting too heavy a burden on the nut...

Tuesday: Out Chicago way, at least, it seems to be a case of wire your shots or get them paid up. Over here more theaters of the soundless spec have gone dark, largely owing to the competition of houses employing 1930 projection. The M. T. O. of Eastern Pennsylvania, on which you can pin a medal for alertness and general initiative, is always digging into problems involving not only its own members but exhibitors beyond its jurisdiction as well. Now the committee has made a resolution favoring the selling of pictures on a percentage basis...

Wednesday: Talking pictures are bringing home the dough so far as the RKO circuit is concerned. With all the talk of the boycott, the exhibitors, aren't exactly fighting the battle. Their reports indicate gains of from 100 to 300 per cent during the first three months of this year, as compared with the corresponding period in 1929... The ever-back-firing Thacker deuce now causes something of a commotion in Cleveland. Effective March 15, the present credit system will be junked by distributors and exhibitors will pay in advance or C. O. D... Suits by First National against four North Carolina exhibitors for contract violations constitute the first legal action against distributors against exhibitors as a result of the Thacker decision which makes it impossible to arbitrate the matters out of court...

Thursday: Attempts here and there among the Union to divide the profits of theater chains have apparently fallen by the wayside. Virginia and Texas legislators are now on the case of the said Thacker decision, which declared that such an assessment comes under the category of unnecessary evils. It has been argued that the theater screen is just around the corner everyone knows. But the question is: Just how far away is that corner? While we ruminate over this one, let...
**Foreign Markets**

*By William Ornstein*

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**81 Features Censored in Britain in January**

Washington Bureau of THE FILM DAILY

Washington—Eighty-one feature films were censored in Great Britain in January, according to British board of Censors statistics obtained by the M. P. Division of the Dept. of Commerce. Forty-nine were sound pictures.

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**147 Pictures Rejected in Singapore in 1929**

Singapore—The official censor of the Federated Malay States reveals in his annual report that there were 147 rejections out of 1,621 films reviewed in 1929.

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**Union Chain to Aid Films of Britain in Australia**

Sydney—Union Theatres, Ltd., the largest theater circuit in Australia, has joined the movement to promote British films in the commonwealth. The chain is making arrangements to release in its theaters as a certain number of British-made pictures.

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**Foreign Talkers Won't Be Banned in Germany**

Berlin—That foreign talking films will be permitted free access to the German market is indicated by the removal of threats to place a ban on American audible pictures in Germany. The country's film producers are buckling down in earnest to the production of sound films.

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**Australian Legit Chain Bows to Talker Craze**

Melbourne—Sir Benjamin Fuller plans to turn all his legitimate and vaudeville theaters in Australia, valued at $15,000,000, into talking picture houses.

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**Ulster Theater Owners Organize to Fight Tax**

Dublin—Exhibitors in Ulster are organizing a movement to eliminate or decrease the entertainment tax. If they fail in having the impost abolished, they will demand that it be reduced to the level of that obtaining in England.

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**VICTORIA PLANS TO AID BRITISH FILMS IN FRANCE**

Paris—Victoria Films is expanding its activities with the completion of plans to increase its distribution of British films in France. Graham Maitre, head of the company, has contracted for the showing of Gaumont Sound News in French theaters. More Gainsborough and Gaumont films will be presented by him in France this year than ever before.

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**P. D. C. Will Distribute 14 in Great Britain**

London—Producers Distributing Corp. has 14 talking films ready for distribution in the British Isles.

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**More Sound in Britain**

Hanwell, England—The Grand has installed Corophon equipment.

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**Brazilian Pictures Planned for Brazil**

Sao Paulo—A Brazilian production of a Brazilian subject, "The White Slave," has been exhibited in Brazil.

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**To Censor Sound**

The Hague—The Government of the Netherlands has thrown its weight behind the proposal of the Board of Censors to all dialogue in pictures presented in Holland. Before sound or talking pictures can be distributed in the country they must be submitted to the censors for approval.

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**BELFAST EXHIBITORS WILL FIGHT MUNICIPAL SHOWS**

Berlin—Exhibitors here have agreed in opposition to the plans of the municipal authorities to establish a film department for the purpose of producing and exhibiting films of an educational nature. Film theater owners are fighting the move on the ground their business will suffer a result of the inability to compete with the low admission prices which the city proposes to charge.

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**Sweden Releases Its Initial Sound Picture**

Stockholm—The first sound picture to be made in Sweden is now being shown in the country's theaters. The name of the film is "Daise en Musique."

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**Making German Version of 'Great Gabbo' in Berlin**

Berlin—A German version of Enrico Vico Stroheim's "The Great Gabbo" is being produced here by Fellner and Sonnino under the direction of Felix Basch, with Hans Peiper playing the chief role.

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**RICHMOND PICTURE**

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EXPORTING ONLY THE BEST IN MOTION PICTURES.
Timely Topics
A Digest of Current Opinion

Arthur Knorr, producer of stage revues and art director for the Capitol, N. Y., left for a vacation in Havana. Accompanying Arthur is Mrs. Knorr. Chester Hale will grapple with Knorr's tasks while he's away. Five de luxe shows for "Anna Christie" will be given on Saturdays and Sundays at the Capitol. Did you see the line formed at that house early yesterday morning? Joe Sherman has been elected head of the WAMPAS succeeding Harry Hammond Beall.

Well, here it is—many were in doubt as to the age of Joe E. Brown. So Warren Nolan sends us the yarn that the lad is but 37 and for 28 years has been doing his stuff before the public. Now he's taken his bows in U. A.'s "Bride 66." "The Bridge of San Luis Rey" opened at the Plaza yesterday. Paul Whiteman-Old Gold Hour gets under way this Tuesday at 9-10 P. M.

"Gerry" Rudolph, publicity chief of RCA Photophone, is considerably elated over the fact that Lupita Tovar is to play opposite Douglas Fairbanks in the sound version of "The Mark of Zorro." "Gerry" discovered Miss Tovar in a public school in Mexico City about 15 months ago while seeking talent for Fox Films and she was one of the two beauties who were selected from 59 screen tests made in the Cine Mexico studio.

"Gerry," come, look over the talent in our office.

A weekly broadcast of movie chatter will be given every Saturday morning at 10:30 over station WMCA. Pierre de Rohan, cinema ed of the Telegram will be the first to speak. Fuller Mellish, Jr., now is appearing in "Sarah and Son," his last. Jack Trop and Dave Bader claim they are not writing a theme song just to remind some of the boys.... Charles "Buddy" Rogers' first phonograph recording has been made by the Columbia Phono. Co. and is scheduled for release April 15.

"Some Like it Hot," Dorothy Herzig's latest book is among the three best sellers out Hollywood way. Sigmund Romberg is back from the Coast. The Bad One" for Fox again will bring together Dolores Del Rio and Edmund Lowe. Jack Whiting met a gang of newspaper folks last Friday and today is headed for Hollywood where he will appear in a First National production.

March 15, 16— Many Happy Returns

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

March 15th
James J. De Vore
Lorraine Eddy
Howard Higgin
George Sidney
Frank J. Holliday
Lee Shubert
Marion Byron
Harrison Ford
Conrad Nagel
Gus Schlesinger

March 16th
James S. Brown, Jr.
Abel H. Baer
Joseph F. Coufal
Gisa Prushone

A F I L M  F A C T  A  D A Y

The Strand, New York City, opened April 14, 1914, was the first Broadway de luxe house.

EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Ritz Club Exploits "Blaze O' Glory"

With a broadcast each evening of one musical number from the Eddie Dowling feature, "Blaze O' Glory" by the orchestra of the Mounds Country Club, for a period of sixteen days, and the designation of an "Eddie Dowling Night" at the club, the presentation of this picture at the Ambassador Theater in St. Louis is attracting a considerable amount of local attention. In broadcasting the music, the Master of Ceremonies at the club announced the playing dates of this release, and the fact that the star would make a personal appearance on March 26th.

Sono Art-World Wide

Free Cosmetics and Vanities Advertise "The Kiss" at Utica

M. Kefkin, Jr., manager of the Stanley, Utica, arranged with Betts & Munptom for "The Kiss" free beauty treatment, which enabled the women patrons to receive a free cosmetic prescription and a free vanity. This was tied up with the Hewitt Drug Store, which put a large window display on Greta Garbo in "The Kiss" in conjunction with a display of Betts & Munptom Finesse products.

Puzzle Contest Helps "Lilies of the Field"

Knickerbocker Theater, Nashville, Tenn., used a puzzle contest to stimulate interest in "Lilies of the Field." Dewey Mousson, manager, received over 4,000 replies from the contest.

Ten Years Ago To-Day

David P. Howell sees danger in action of importers turning to other phases of the domestic business.


National Pictures Theaters to hold six-day convention at Astor in April.
Color Great Factor in Human Life Says Expert

"Color plays a major part in its effect on every person's make-up, whether seen by the eye or absorbed in the body," according to William O'Keefe, vice-president of the Colorcraft Corporation.

The phenomena of light and color does not begin at the red end and end at the violet rays, but extends below and beyond these limits, penetrating on one side into the region of the infra-red and on the other side that of the chemical radiation, ultra-violet.

"While it is reasonable to suppose that they give out colors, this fact cannot be proven since our eyes are not capable of seeing them. However, these rays, particularly the infra-red, affect us in most unusual ways. They penetrate our nerve tissues with a destructive reaction upon the nerve cells. The color red, giving off small quantities of these infra-red rays, creates an irritation in the human body similar to that caused by infra-red rays. This irritating sensation puts a person on edge," which probably accounts for the color red being used as a sign of danger.

"In a different way, the color green plays upon the optic nerves and yields a quiet, soothing effect. This response to the color green is, no doubt, the reason why it is the universal symbol of safety."

Short Shots from New York Studios

**By HARRY N. BLAIR**

**INCOME TAX** is the principal subject of conversation around the various studios, these days. George O'Keefe and Edward Savin, auditors at the Warner Vitaphone studio, have been assisting employees to fill out their returns and Paramount has also assigned several men to the same service.

Stanley Rash of the Warner Bros., writing staff, having voted with the others, is now on a cruise in the South, returning Oct. 1 to appear in a stage play and also continue her picture work. Miss Colbert's contract with Paramount calls for four pictures per year and "Manslaughter" brings her up to schedule so far as the present season is concerned.

**Reed Busy Again**

Daniel Reed, who directed dialogue on "Young Man of Manhattan," has been engaged to act in the same capacity on "Leave It to Lester," now in production.

**LOUIS BROCK**

Comedy Productions just completed

"Barnum Was Wrong" and "Off To Peoria" featuring the comedy team of

**NICK and TONY**

**MOTION PICTURES AID TO DANCE, SAYS EXPER**

Motion pictures allow much greater opportunity to develop origin dance routines, in the opinion of Maria Gamberelli, former prima balerina at the Roxy theater, who better known as "Gambal." Well known is the fact the stilt dance featured in "Leave It to Lester," the four reel Public presentation film unit, for which "Gambal" is putting on the dance number. During this number, the dancer costumes change three different times, which would be impossible on the stage.

"Gambal" discloses that all his dance routines are planned by means of choreography, a system of diagrams, and dashes which she advocates should be taught to all students of dance. Each one of her shows is a pantomime which she feels to be all important in aiding a dancer to express emotion.

**AUDIENCE REACTION BEST GUIDE, DIRECTOR CLAIM**

Audience reaction, a decided asset in the days of silent pictures, is a absolute necessity with talking pictures, in the opinion of Mark Sanger, who has just finished directing "Off To Peoria," the latest Lou Block comedy.

"Our comedies are always show to several different audiences before the final editing is made," says Sanger. "Preferences show that a certain one for comedy has the most of little value, he feels, since most of those viewing the picture are close to the subject to really judge what is most effective.

To Direct "Queen High" Music Al Goodman, who is now conducting the orchestra of "Flying High," has been engaged by Paramount to direct the music for "Queen High," the Broadway stage musical, which is being produced by Paramount and will star Monda.

**Ethel Gordon Leaves Warners**

Ethel Gordon has resigned her position as publicity chief of the Warner Vitaphone studio, to become general press representative for Lawrence Rivers, Inc., producers of "The Green Pastures," the current star attraction by Marc Connelly.

**What, No Women?**

Twenty-one years and no woman will take part in "Strong Arm," Vitaphone Variety, production which begins Monday at the Warners studios in Florida. John H. High, E. L. Fernandez, Paul Harve, Henry O'Neill, Harry Clark, Norman Keedwell and Alan Campbell are among the players engaged.
M-G-M To Start Five Language Talker

English, German, Spanish, French and Italian Versions to Be Made—Spanish Version for "Grand Parade"
Sono Art Starts "Big Fight"—U. A. Preparing Short—Ralph Wilk's Notes and Other Wired Coast News

MONSIEUR LE FOX WILL HAVE ROLAND FOR LEAD

In announcing plans for the early springing of "Monsieur Le Fox," M-G-M discloses another producing innovation. This picture will be made simultaneously in five languages—French, Italian, German, Spanish and English. Complete casts for each of the multi-lingual versions will be assembled and rehearsed in the New York studio camera work. As soon as a scene filmed in one language a new cast will be moved onto the set and will act the same dialogue in a different language, so that the total "shooting" for the production will not be great deal longer than the normal schedule for a feature photoplay. Hal Roach has been hired as Joseph M. Schenck Productions to play the male lead. He will have to learn in at least two versions, English and Spanish.

The publication of "Monsieur Le Fox" marks the shift of M-G-M back with the M-G-M studio in the capacity of director. The comedy producer will personally supervise the undertaking. The director is an original by Willard Mack.

Columbia Buys Rights to "The Criminal Code"

Columbia Pictures has secured screen and dialogue rights to "The Criminal Code." The original Broadway play will appear in the screen version.

Myrna Loy in "Man Crazy"

First National has cast Myrna Loy for Alice White's next starring picture, "Man Crazy," which will try to do in Technicolor.

Sono Art Completes Cast of "East of Eden," in which Ruth Mitchell will make her return to the screen, has been completed. O. E. Cebel, president of Sono Art, announced March 24th that Kenneth Thompson is the leading lady role.

New Contract for Mary Doran

M-G-M has signed Mary Doran to a new long-term contract.

Select Spanish Cast

In the Spanish version of "The Benson Murder Case," Paramount has cast Edward Ackroyd as Sergeant serious, Barry Norton and Andre de Sagreras, Cyril Gardner and A. Washington Pezzi will co-direct.

A Little from "Lots"—By Ralph Wilk

Hollywood

A. F. Erickson, who directed George O'Brien in "The Lone Star Ranger," is making preparations for "The Last of the Dunes." His current production, as yet untitled, has been delayed, owing to the illness of Helen Chandler, one of the leads.

Eddie Lambert, reacre and vaudeville headliner, is working in "The Big House," his initial feature. It is being directed by George Hill. Eddie will also appear in "The March of Time," M-G-M's revue. He recently completed a long term contract with Jack White of Educational.

William Janney attended the New York Professional Children's School and his classmates included Ruby Keeler, now Mrs. Al Jolson, Marguerite Churchill, Russell Gleason and Helen Chandler. He made his first stage appearance at the age of 12 as understudy for Glenn Hunter in "Merton of the Movies." Today, played the office-boy and became famed for his realistic stage yawns.

Albertus Rasch is working on six dance ensembles at the M-G-M studio.

Joyce Opposite Sherman

Alice Joyce has been signed to play opposite Helen Sherman in "He Knew Women," for Radio Pictures.

Lowe in "Fatal Wedding"

Edmund Lowe will play the male lead in the Fox film "The Fatal Wedding," now being prepared for direction by William K. Howard.

Clark in "Fall Guy"

Mac Clark will appear in "The Fall Guy," opposite Jack Mulhall, which is being supervised by William Sistrum for Radio.

Boyd Cast for "Spoilers"

Paramount has given William Boyd, stage player, an important role in "The Spoilers," now being prepared for production. Edwin Carewe will direct with Geo. Bancroft in the leading part.

New Contract for Polly Moran

M-G-M has signed Polly Moran to a new long-term contract.

Radio Changes Title

Title of "Smooth as Satin" has been changed by Radio Pictures to "French Gerty."

Spanish Version of "Grand Parade" in Work

Rehearsals are now under way at the Pathé studio for making of the Spanish version of "The Grand Parade." Actors that played the roles in the Spanish version of "Her Private Affair," have been cast by Emil de Recat for parts in the latest foreign picture. It is expected to be completed within three weeks. Harry Delmar's comedy "A Night in a Dormitory," has also been remade in Spanish.

James Cruze Starts Work on "Big Fight" for Sono

Production has started on "The Big Fight," adapted from the David Belasco stage play, at the Educational studios here, where Samuel Zierler, president of the Cruze organization recently leased three studio stages. James Cruze is directing with Guinn Williams in the lead opposite Lola Lane. Others in the cast are Stepin Fetchit, Ralph Ince, Wheeler Oakman and Edna Bennett.

Hamilton With Barthelness

Neil Hamilton is the latest addition to the cast of "The Dawn Patrol," starring Richard Barthelness and under direction of Howard Hawks.

Cast for Fox Film

Dorothy Christy has been selected for an important role in "In This London," Will Rogers vehicle.

Shearer Film in Rehearsal

M-G-M has put into rehearsal "Let Us Be Gay," Norma Shearer's next starring vehicle. Robert Z. Leonard will direct.

Role for McNaughton

Fox has assigned Charles McNaughton a prominent role in "Common Clay," which Victor Fleming will direct.

"U" Changes Title

Title of "Barbary Coast" has been changed to "Young Desires" by Universal. Lew Collins directed with Mary Nolan in the starring role.

U. A. Short Set

Next U. A. featurette will be "The Soccer's Apprentice," based on Goethe's poem, and with Duke's music. Fritz Pold, Josef Swickard, Greta Grebeck and Bernard Seigel are in the cast and Dr. Hugo Riesenberg and William Cameron Mengers are the producers.
John McCormack in "Song O' My Heart" (All-Talker)

Fox

Time, 1 hr., 25 mins.

A BOX OFFICE CERTAINTY.
GOOD ACTING MILLENIUM.
MACK. EXCELLENT RECORDING OF HIS VOICE.
TOGETHER WITH A BEAUTIFUL PHOTOGRAPHY.

Perhaps the outstanding merit of this picture, and one that will cause many to buy tickets, is the turn will be profitable advertising, is the fact that John McCormack's famous tenor voice is reproduced so naturally and so pleasingly. Against the background of a simple but fitting sentimental story, McCormack sings a dozen or more songs, enough to satisfy the expectations of the class of audience he is most likely to draw. Other values of the picture include some thoroughly enjoyable comedy by J. M. Kerrigan and Farrell MacDonald, a feast of scenic beauty and gracefully directed by Edward L. Cahn, a capital cameraman and sound engineer share the credit in the technical triumph. Injection of juvenile elements is successfully accomplished through a talented youngster.

Cast: John McCormack, Alice Joyce, Margaret Wycherly, William Tabbert, J. M. Kerrigan, Garrick Gaffney, Reed Owen, Edouard Schneider, Endreas de Segurola, Edward Martino, John Q. Marcy, Frank Borzage, Author, Tom Barry, Adaptor, Sonya Levien, Dialogue, Not Listed; Director, Frank Borzage; Editor, G. W. Anderson, Chester Lyons; Monitor Man, G. P. Couture.

Direction, excellent. Photography, superb. Gillette

"Mamba" With Jean Hersholt, Eleanor Boardman, Ralph Forbes (All-Talker)

Paramount

Time, 1 hr., 18 mins.

ACTUALLY MAKING TOUCHING IN ITS HUMAN SENTIMENT. RUTH CHATTERTON GIVES A GREAT PERFORMANCE. LOTS OF PENSE. EXCEPTONALLY WELL DIRECTED.

Ruth Chatterton is the screen offer that will make "Mamba" and the "Squares and Son" something fine and beautiful. Few are the pictures that can boast such tenue, soul-searing drama, or such honesty of purpose. Not for a moment is it permitted to deviate from the course it sets itself from the first. Onward it moves to a climax as effective as ever was conceived, and never does cheapness intrude to mar the genuineness of its pathos. That you live and suffer with Sarah Storm is the mark of the film's greatness. For sure, here is an intensive story that relates a mother's search for the son placed in the keeping of a wealthy family by the husband who abandons them. It is a magnificent performance as Sarah Storm. She masters a German accent with remarkable fidelity. The cast is keyed in fine.


Director, Al Rogell; Authors, F. Schumann, Henry and John Reinhardt; Continuity, Tom Sene, Donald Dunne; Dialogue, Tom Kerrigan, Rev. Dunne; Editor, Not Listed; Art Director, A. B. Vardon; Cameraman, Charles Beige; Monitor Man, Louis Jones.

Direction, splendid. Photography, first rate.

Pelegrine

"China Express" (Synchronized)

Aminko

Time, 50 min.

DRAMATIC TABLEAU DEPICTING AN EPISODE OF THE UPRISING OF CHINESE PEASANTS.

Denouement of this tale all take place on train en route to the land of the setting sun, with principal event giving splendid performances. While the first half of this cast comprises natives of China, several Europeans are seen in important roles. Deng is played by passengers boarding train retard an action somewhat, but once it gain momentum, a steady pace is kept throughout. This incident of the problem has to do with unfair treatment of the coolies, whose women are sold off, the whites on a provocation, particularly a young sister of two brothers, one an engineer and the other a passenger on same train, man and save his sister from the wrathful overseer, the brothers sec her mercilessly killed, and joins the rebees to win their rights. It started on the train and then bloodshed is rampant, with the coolies victorious in the end.

Cast: S. Minio, Sun Be You, Chu O' Tan, Chuan Kai, A. Vardui, Chai Wan Sun in "Dane" Dwan, I. Savelle.

Director, Illy Trauberg: Courtesy; Adaptor, L. I. Yerikhonov; Director, Alfred Nord; Editor, Max Martin; Photography, Victor Hersholt; Photography, Michael Gold; Cameraman, Boris Khrenikov.

Direction, good. Photography, skillful.

"The Devil's Pit" (Part-Talker)

Universal

Time, 1 hr., 5 mins.

EXCITING DRAMA FILM BASED ON THE MAORIS OF NEW ZEALAND. PROVIDING SCENIC TREAT.

Those who like films depicting strange peoples and not only one to find pleasure in "Devil's Pit." For there is an engrossing in the narrative that I was fashioned for it to give satisfaction to those who enjoy drama whatever setting. What is suppose by a Maori legend served as the base of the film. It concerns two love who are kept from marriage by marriage separating their territory. To gain a rival in a prince belonging to the girl's tribe. The climax film is a battle to the death between their clans and result struggle between the two tril. These scenes have been gripping filmed. The picture is an interesting record of Maori ritual usually separated dances. Some of the singing is amusing. At times the photograph fails to do justice to the scenic ha


Director, Harry J. Brown; Author, Bob Dwan; Dialogue, Roland Balaban; Title Writer, Not Listed; Editor, Not Listed; Cameraman, Harry Cooper.

Direction, good. Photography, fine. Orstein

"The Heroic Lover" (Synchronized)

General Pictures Corp. Time, 1 hr.

COMEDY WITH A SMALL-TOWN SETTING OFFERING GOOD CLEAN ENTERTAINMENT FOR THE FAMILY TRADE.

This is the type of film ideally suited to the family trade. True enough, its comedy is highly mave but cleverly does so without compromising its elemental, yet there is no questioning its ability to provide plenty of wholesome amusement for the young in particular. There is a number of slapstick moments that are mirthful to the extreme. At any rate it can never be accused of dullness or lack of movement. Leon Errol, St. Leo and William Franey are chiefly responsible for keeping the humor of the piece in an employees state. The story tells of a pair of vibrator salesmen who happen into a small town at the time of a train robbery and have a lucky chance bring about the capture of the robbers. A great asset to the success of the picture is the friendship with which the small-town atmosphere has been captured. This is a Richard Talmadge production.

Cast: Charles Murray, Lucien Littlefield, Agnes Venable, John Beal, Rose Cohn, Helen Gahagan, Paulette Goddard, Reed Howes, Donald Seegar, Red Howes.

Dialogue, Dorothy Dwan, Adaptor, Not Listed; Director, Noel Mason; Author, Not Listed; Editor, Not Listed; Cameraman, Harry Jackson; Monitor Man, Jack Greden; Producer by Edward Smidt.

Direction, good. Photography, satisfactory.

Pelegrine

Ken Maynard in "The Fighting Legion" (Part-Talker)

Universal

Time, 1 hr., 15 mins.

GOOD ACTION WESTERN WITH KEN MAYNARD AT HIS BEST. NICE STORY, WELL BALANCED CAST, CAPABLY DIRECTED.

Medley of everything that goes for the making of an action western, notably, thrills, hard riding, fighting, comedy and comedy, is packed into the outdoor film. Maynard fans are treated to another story where their favorite comes thru several fights in fine form. Tarrant, the horse, continues to demonstrate his uncanniness when his pal and owner is in trouble. Harry Todd handles the role of comedia with notch fashion. Dorothy Dwan does a nice bit as the heroine. First half of the picture is synchronized and talking in last half does not deter the action any. After bestriding a Texas Ranger, two pals find him dying, set out to get the murderer and land in Bowden, where strangers are most unwelcome. Maynard is accused of the murder, but how he works out of the mess, is handled by Director Harry J. Brown.


Director, Harry J. Brown; Author, Bob Dwan; Dialogue, Roland Balaban; Title Writer, Not Listed; Editor, Not Listed; Cameraman, Harry Cooper.

Direction, good. Photography, fine.

Pelegrine

"Clancy in Wall Street" (All-Talker)

Aristocrat

Time, 1 hr., 15 mins.

WELL GAGGED COMEDY DRAMA THAT WILL BILL "CASH" CLANCY AND LUCIEN LITTLEFIELD ARE DIRECTLY RESPONSIBLE FOR THE LAUGH.

This comedy is a real laugh getter. The story is the "get rich quick" idea and the picture scores because of its humorously gagged sequences, which are capably handled by Charlie Murray and a good surrounding cast headed by Lucien Littlefield. Recording is well done and the smooth direction of Ted Wilde is noticeable throughout. Murray is cast as the stubborn Irish partner of Littlefield, in the plumbing firm of "Clancy & Mcintosh." The comic 'high spots' occur when Clancy makes a fortune in the stock market, quits plumbing and attempts to live the high life. He meets with disaster socially, and later is caught in the big Wall Street crash. Herring in the role of Mrs. Clancy gives a pleasing characterization, and of course there is the usual juvenile interest. Directors: Victor Seegar and Edward Nugent figure.

Cast: Charles Murray, Lucien Littlefield, Agnes Moorehead, Helen Cohan, Charles Hall, Victor Seegar, Reed Howes.

Dialogue, Dorothy Dwan, Adaptor, Not Listed; Director, Noel Mason; Author, Not Listed; Editor, Not Listed; Cameraman, Harry Jackson; Monitor Man, Jack Greden; Producer by Edward Smidt.

Direction, good. Photography, satisfactory.
Silent

**Bobby Nelson in “Six Gun Justice”**

*Universal*  
*Time: 20 mins.*

While the plot of this western does not deviate from the familiar lines, it certainly manages to create the effect it strives for—namely, that of excitement and suspense. Its adult appeal comes from the children who see it may be certain of getting plenty of thrills out of it. The story concerns the efforts of a group of badmen to deprive an elderly man of his claim to a gold mine. Thank God, there’s his little boy to confound the villain! Bobby Nelson as the son does creditably enough.

**Sid Saylor in “Foul Ball”**

*Universal*  
*Time: 20 mins.*

Good Comedy

This comedy proves generally amusing and possesses a number of really good gags. This time Sid Saylor appears as a sap with baseball aspirations. He wanders into a stadium. There while dreaming of himself as a hero of the diamond he catches the attention of the owner of a baseball club—and of his daughter incidentally. He gets a chance but proves a false alarm. Later at a dance he gets into an argument with his rival for the young lady’s affection. When the fellow starts throwing things at him Sid bats them back with such precision that the girl’s father signs him up there and then.

**Otis Loyd at Geneva**

Lake Geneva, Wis.—Otis Loyd has been appointed manager of the Geneva by the Community Theaters, Inc.

**W. W. Parady Transferred**

Pittsfield, Mass.—Wills W. Parady, formerly chief of service at the Paramount in Springfield, has been appointed assistant manager of the Capitol there.

*AMALGAMATED VAUDEVILLE AGENCY*

**Attractions for Picture Theaters**

**Standard Vaudeville Acts**

1600 Broadway, New York City  
Phone Penn. 3580

*Sunday, March 16, 1930*

**Presentations**

**DAVE APOLLOM PUTS PEP IN CAPITOL PRESENTATION**

Against a colorful Russian background and with a Volga note predominant in the costuming, Dave Apollon begins the new season at the Capitol offering in a manner that fully conforms to its title, “Zip Zip”. His bits run all the way from a Russian takeoff on Rudy Vallee to an edge-of-your-seat romance that is a humorous gem. In between he serves as master of ceremonies and does a snappy job of introducing Deniz Goodell, Lilian Shade, Byrnes and Swanson, and the Royal Filipino Orchestra are the other featured artists on the bill. The male impersonator, singing and wiggly dancing of a blonde charmer delights the patrons into some big applause, and a generous hand is garnered by the skillful adagio team of Byrnes and Swanson and likewise by an a cappella stepping miss. A fluffy ballet number also proves an enjoyable morsel, and among other highlights are the string work of the Filipino musicians, who are dressed in kilts against a Russian setting, and a vocal number by a member of this orchestra. Chester Hale’s girls and the Captolians also join in the merriment.

Sound Policy at Oil City

Oil City, Pa.—Sound pictures go into the Dixie following the installation of Western Electric equipment.

**Sound Policy for Spielmont**

Marcus Hook, Pa.—The Spielmont has completed installation of Western Electric apparatus and is opening with a sound picture policy.

**W. E. at San Antonio House**

San Antonio, Tex.—Installation of Western Electric Sound System has been completed in the Uptown here.

**W. G. for Norristown Westmar**

Norristown, Pa.—The Westmar has installed a Western Electric sound system for both film and disc reproduction.

**W. E. Installed at Bailey**

Bunkie, La.—The Bailey has Western Electric film and disc reproducing equipment now.

**W. E. Wires Palace**

Maryville, Tenn.—Western Electric has wired the Palace for sound pictures.

**Athol Capitol Installs W. E.**

Athol, Mass. — Western Electric equipment is in the Capitol.

Ark. Best Has Sound

England, Ark.—Western Electric system is now providing sound films at the Best.

**SOUND**

**Back and Bubbles in “Honest Crooks”**

*Entertaining Comedy*

Despite its slightness this comedy lays out a pretty entertaining affair. It owes much of its effectiveness to the more fascinating. It shows how a story has been sustained. The drive for its fun is the discovery by Ack and Bubbles of a bag of money, followed by a haysick by a couple of hogs. How the latter try to revert it leads to some extremely amusing stunts.

**“Big Top Champions”**

*Gruntland Rice Sportlight*

This Sportlight offers absorbing entertainment. The scene is the winter quarters of Ringling Bros. at Tampa, Fla. We are made privy to the method of training followed by the ringlings, llamas and elephants for the circus. Albert Shetler, who trains the Ringling elements, gives a remarkable exhibition of human courage when he permits himself to be loaded with the animals on his back. He is the head of the body, then the head. He has made the ensemble for the children in particular.

**“Doggie”**

*Gruntland Rice Sportlight*

A remarkable record of dogs in training and in action. The opening scenes are taken in the Ringling Bros. winter quarters at Sarasota, Fla. We see how harmless canines are trained to perform some of the most difficult feats. The second half of the film, taken at Miami, is a view of the greyhound training for racing. How it is kept in condition. This film is the picture opens and closes with scenes of greyhounds on the track. To see their long sleek bodies shoot by is almost as thrilling as being a horse race. You won’t be able to keep the kids quiet when they see this one.

**Pathé Audio Review No. 11**

*Time: 8 mins.*

Here is one of the best of Pathé audio reviews. This carries tremendous interest through its entire length. For eerie beauty we have glimpses of the cloud-shrouded coast of Labrador. Familiar kissing of the waves only serves to make us hunger for more. The manager, who may be the creator, has done a word of praise for the softness of effect that makes these scenes so enthralling. The music is a high point of the film, which has quiet singing “Home, Sweet Home” in the harp of the composer’s home. This scene is furnished in the 1890 manner. There are also a number of exterior views of the old homestead. For passion we have a collection of scenes from the Pathé films of years back when. A number of different but equally approved styles of kissing are shown.

**SAMMY COHEN DISPORTS ON PARAMOUNT STAGE**

Sammy Cohen, the screen’s youthful Hebrew comedian, is the chief item of interest in Louis W. Mclernan’s stage show, “Putting on the Dog” at the Paramount. After engaging in a assorted line of general comedy business, Sammy does a travesty, supposed to be the adaptation of a scene from one of his latest pictures, in which he plays three characters at one time—doing straight for the hero, using a blonde wig for the heroine, and working a mustache as the villain. By getting the lines from the original and making them in the creation of laughs. In keeping with its title, the presentation is populated with dogs of various kinds, including Jud Brady’s beautiful colt, a little poodle that performs with Barbara in an acrobatic specialty, and George Ali, who impersonates a dog in a manner that provides some keen amusement. Doris Roche puts over some agreeable singing, while Bobbi Jackson officiates nicely as master of ceremonies and also accepts himself with credit in some stepping. Then there is an attractive beauty parade emanating from a revolving stage pedestal, some graceful dancing by the girls of the Fred Evans Ensemble, Rubinoff’s expert conduct- ing of the Paramount orchestra in “Irish Rhapsody,” and the Jesse Crawford organ treats.

W. E. at Ponca City House

Ponca City, Okla.—The large 1200 seat Poncan has installed Western Electric equipment.

Flint House Goes Sound

Flint, Mich.—The Western Electric equipment has been installed at the Michigan. This is a 1,500 seat house.

W. E. Apparatus at Brawley

Brawley, Calif. — The 807-seat Brawley has completed the installation of Western Electric equipment.
Order new paper for coming features and shorts and posterize your town. It pays handsome dividends.

Exhibitors Daily Reminder

Discontinue Publix Tour of the “Chauve-Souris”

Publix and Nikita Balfie have arranged to call off the road tour of “Chauve-Souris,” which was scheduled for 16 weeks on the circuit. Balfie sails for Europe next week and will return to America with a new company next Spring.

RCA for Avalon (Cal.) House

Avalon, Cal.—New Casino Theater has opened with Photophone.

Philippine House Wired

Cebu, P. L.—McGallanes Theater has been opened with Photophone by Dr. Jacinio Velez, owner of the house.

Photophone in Manila

Manila—The Cine Lux, operated by the Manila Film Co. has opened with Photophone.

RCA for Singapore House

Singapore, Straits Settlements—The Voice has been equipped with Photophone.

Another for Photophone

Bloomfield, Ia.—The Iowa will open with Photophone.

RCA for Missouri House

Jefferson City, Mo.—Photophone engineers are installing sound equipment at the Gem.

RCA at Winston-Salem

Winston-Salem, N. C.—The Lincoln is being wired for sound by Photophone.

Change Sound Equipment

Fairport, N. Y.—Schine Enterprises, Inc. has replaced sound equipment at the Temple with RCA Photophone.

W. E. Wires Rialto

Chicago—The Rialto has been wired for sound by Western Electric.

Talkers for Randolph

Chicago—Several pictures are coming to the Randolph which has installed Western Electric sound system.

Pathe Building Cameras

For Color Sound News

A big battery of Colorata cameras, to be used for sound news in color, has been placed in construction by Pathe, for successful shooting of the New Orleans Mardi Gras parade taken in natural color and released in the current Pathe Sound News. Stuart W. Webb and Terry Ramsay are responsible for bringing the Colorata process to a practical standard. The new machine will have certain modifications suggested by the experience of the units now in the field.

460 Theaters in Texas

Now Equipped for Sound

Dallas—Installations of sound equipment in Texas now total 460, according to Don Douglas, secretary of the local Film Board of Trade. Only a few of the larger towns have sound installations, with Fort Worth being the largest town with population of less than 4,000. Although there are about 150 houses closed in this state, none with sound fall into this category. The present rate of installation about 95 per cent of the houses will be wired by the end of the next season, it is believed here.

3 Out of 4 Houses Are Closed in Sanford, Me.

Sanford, Me.—With the closing of the Loew’s theater by Almer Mattie, owner and operator, the new State stands alone among theaters here now in operation. Of the four houses, three are closed. The Lev- itt, seating 1,300 and the largest here, has been closed for some time while the Colonial went dark several weeks ago.

Spring Valley to Get Sound

Spring Valley, Wis.—Sound equipment will be placed into the local house.

Woods Installs Sound

Chino, Calif.—The Woods has been equipped for sound and is now showing pictures under the new policy.

RCA Wiring Weldon House

Weldon, N. C.—RCA Photophone is wiring the Opera House here.

RCA Wiring East St. Louis House

East St. Louis, Ill.—RCA is wiring the Waverly for Photophone equipment.

W. E. At University

Cambridge, Mass.—University has installed W. E. apparatus.

Marvel to Show Talkers

Cleveland, Ohio—The Marvel has been wired by Western Electric.

Sound Policy At Douglas

Chicago, Ill.—The Douglas has installed Western Electric equipment.

Imperial Installs W. E.

Chicago, Ill.—The Imperial has installed Western Electric apparatus.

Impregnation and Rejuvenation

Processes Add Life to Films

Adding life to negative and positive films is the claim of American Recono, Inc., of New York, which has two processes that will restore damaged prints and preserve them for future use, each adaptable to color positives. The processes do not consist of lacquers nor coatings, but operate by the impregnation of certain chemicals into the emulsion or celluloid sides of the film.

By the Rejuvenation Process, scratches and other mechanical abrasions are removed from both emulsion and celluloid sides of negatives and positives. A 75 per cent to 100 per cent removal of scratches is effected on the emulsion side of the thinnest film of emulation remains in the houses of the scratches. Dried or even brittle films are restored to its original elasticity, and in addition, given a glossy emulsion surface. Eight weeks’ run positives are thus rejuvenated to first or second weeks’ run quality.

The Impregnation (Preservation) Processes increase the elasticity (the stretch) of the film by at least 50 per cent. (This can be measured on suitable testing machines.) Thus locking is minimized. The resultant greater play in the sprocket holes reduces perforation damage. The emulsion side is given a high gloss surface impervious to oil and cigarette contamination. (Waxing or buffing or therefore unnecessary).

The surface of the emulation itself is hardened, making it more resistant to scratches. The Impregnation (Preservation) Processes actually cement the emulation to the celluloid base so firmly that it can only be removed with sharp metal instruments. This makes it much less likely that all the emulsion will be removed when scratching occurs. (Hence film so preserved can be most effectively cleaned by us here. This is of great importance for negatives). Impregnated negatives will print several times more positives before graining or mushiness is noted.

All the processes result in a definite improvement of the brilliancy and plasticity or the photograph. The intesities between the emulation granules in the emulsion are in relation to a substance homogeneous to light transparency with the grainule this results in a reduction in light spray or diffusion, and accordingly, in a straighter light path. Thus, treated negatives print better positives and, in turn, can be further improved when treated. Treated color-positives show a striking improvement in brilliancy and resistance against wear. The effect on the sound-track is an improvement in clarity of the tone.

Seven years of commercial operation in Germany have demonstrated that the Impregnation Process results in new positives showing two to three times longer; the perforation strip will often last more than five years without damage, and only one or two out of 125 treated prints will supply a demaj which would otherwise require 150 prints, and at the same time maintain a better screening condition. (This saving of $5 to $7 per cent which would mean a range of 60 to 330 reels in a 1000 reel de- plant.)

More Sound Installations

Made in Theaters of the U. S.

Terre Haute, Ind.—B. Van Borsum is installing sound equipment in the Savoy.

El Paso, Tex.—Sound equipment is being installed at the Fort Bliss Seventh cavalry theater.

Amory, Miss.—J. A. Owen and L. H. Sager are installing talking picture equipment at the Mingo.

Au Sable Forks, N. Y.—Broadway Scandals was the opening picture of the sound picture policy at the Bridge.

Monson, Mass.—RCA equipment has been installed at the Monson by L. U. Labine.

Dallas—Southwestern Electrical Products Co. has installed Powers Cinemate in four more houses. They are: Majestic and Palace, Hico; Majestic, Hillsboro and Lyric, Menan, Ark.

Linton, Ind.—Pacent equipment has been installed at the Scherrer-Ritz, formerly the Nickel.

Birmingham—Queen Feature Service, Inc. has installed sound equipment in the following houses: Pal- ace, Ta-Pay, Terre Haute, Philadelphia, Miss.; Regent, Cleveland, Miss.; Cameo, Avondale, Ala.; Capitol, and Royal, Birmingham.

Belton, S. C.—Cameo has been wired with RCA equipment.

Dallas—Photo-Talker equipment has been installed in four more houses. Star, Smithville, Tex.; Dawson, Dawson, Tex.; Yale, Groesbeck, Tex.; and Calhoun, GA. Miss. are the houses.

Creston, Ia.—Western Electric equipment has been installed at the Willard which has been renovated.

Midland, S. D.—Local business men have installed sound equipment in the American Legion hall.

Ipswich, S. D.—E. J. Guin w. wire the State, which he recently took over, for sound pictures.

Shakopee, Mn. — RCA Photophone equipment has been installed at the Gem.

Bagley, Minn.—Family has been wired for sound.

Lake Benton, Minn.—Majestic has been wired for sound.

Ada, Minn.—Sound equipment is being installed at the Orpheum.

Chaska, Minn.—Horace Young has wired his sound equipment.

Carlton, Minn.—W. M. Miller has wired the Ieb with Western Electric equipment.
Theater Equipment

By Herbert S. Berg

RECTIC NU-AIR HAS NEW SPHYNX COOLING SYSTEM

Dallas—With the establishing of a local branch office of Arctic Nu-Air Corp. at 2004 Commerce St., here, J. Chair, supervisor, announces a new “Sphynx” model of cooling system designed for sound houses. In the new device it is claimed, is capable of distributing a current of cool air throughout any house. An exclusive feature is the dual deflector which is capable of distributing air uniformly throughout the theater. The new Kooler-Aire tank is entirely of copperheating steel and has no riveted or soldered joints. Nonclusive use of the aquastat is included, giving humidity control in all parts of the house.

 efferson Amusement Co.

Orders 18 Blower Fans

Chicago—Eighteen American Sirocco fans will be installed in the theaters of the Jefferson Amusement Co. and East Texas Theaters, Inc. The new American Blower, which is being distributed by National Theater Supply Co. here, is claimed to be the dual solution to ventilation and acoustical problems.

griffith Circuit Orders

Carrier Air Washers

Oklahoma City—Griffith Amusement Co. of this city has purchased a Carrier Air Washer equipment from the Buffalo Engineering Company for nine of their houses located in Oklahoma and Texas. The devices are now being installed.

ERPI Opens St. Louis Office

St. Louis—An office has been opened here by Electrical Research Plans, Inc., in the Olive Bldg., 1218 Olive St.

Peter Clark Gets Contract

Peter Clark, Inc., has been awarded the complete contract for the Hippodrome, Westchester County, N.Y., being erected. The contract includes complete stage rigging, complete lighting, etc. The house will seat 2,000.

Westinghouse Marketing Photo-Electric Cell

Pittsburgh—Westinghouse Electric and Manufacturing Co. now has on the market a photo-electric cell with an amplifier as a unit. It is a light sensitive device claimed to aid in the direction of picture and television. The amplifier unit consists of a die-cast aluminum box in which are mounted the necessary coupling devices. The top, which is a Micarta panel, is provided with two four-prong bases for mounting the photo-electric cell and amplifier tube. All wiring is concealed, connections being made to binding posts on the top panel. The unit is claimed to be dust-proof and moisture-proof.

Southwestern Electrical to Open Five Branches

Dallas—In line with its expansion program, Southwestern Electrical will establish five new offices in the South this month, including new picture theaters, and rectifiers. The company, which distributes Powers Cinephone junior film and disc equipment, acoustical material, Balsam wool, Raytone Flameproof screen, Macy horns and speakers, Gardiner products, Sonotone development, and rectifiers, Presto pick-ups and acoustic panels, will open new offices at Atlanta, Kansas City, Atlanta, Memphis and New Orleans.

Artificial Flowers Meet with Fire Regulations

Artificial flower designs in all colors, shapes and forms with fireproof and waterproof material are the ideal feature for theaters having to do away with orchestra pits since the advent of sound. Decorations can be made to meet with requirements of any house, and its display will brighten up the interior to an appreciable extent, Frank Netschert, Inc. of New York claims that designs can be had in any color to fit the scheme of the house.

Kansas City Exchanges Plan Larger Quarters

Kansas City—Due to rapid developments of the industry, portions of the old line exchanges here have been forced to enlarge their space. Warners is building a new exchange on the southwest corner of Wyandotte and 17th Sts., where the company and First National will make new quarters. M-G-M will shortly move into its own structure now being completed at 18th Central Sts. Columbia, Tiffany and Universal are busy building to increase their space and it is expected that the lot on south corner of 18th and Wyandotte will see the erection of a new three-story exchange building shortly. These companies plan to move there as soon as construction has been completed.

General Electric Has Smallest 110-Volt Lamp

Smallest lamp ever made to operate on an ordinary 110-volt household lighting system is claimed to have been developed by General Electric Co. of Hoek, N. J. The lamp measures a quarter of an inch in diameter and a half inch in width. Contrasted with one of the largest incandescent lamps which is rated at approximately 100,000 candlepower and used for motion picture studio lighting, the new lamp can burn continuously for a year at a cost of less than a nickel, the company declares.

Beltone Mfgs. Making Scientific Equipment

Pasadena, Cal.—The Burt Laboratories, manufacturers of Beltone sound equipment, aside from producing photo-electric cells and special rectifying devices used in their device, also develop pieces of scientific apparatus; manufacture oscilloscope— which measures the wave form of electric currents; and an ultra-violet photometer for measuring quality and quantity of ultra-violet light used in physiotherapy work.

AMERICAN BLOWER SYSTEM BUILT FOR WIRED HOUSES

Dallas—During the past year, National Theater Supply Co. has equipped more than 40 Southern theaters with the American Blower fan, especially designed to operate quietly so as not to interfere with projection of sound pictures and at the same time giving a large volume of air with sufficient velocity for the desired cooling effect. Installations of the blower system have been made in the following states: Alabama, Louisiana, Florida, New, California, South Carolina, Mississippi, Tennessee, Texas and Georgia.

This new product is the outcome of extensive experimental and research work on the part of the American Blower Corp. in collaboration with National Theater Supply Co., the latter having furnished the basic information on the practical needs of the theater industry from which the manufacturer has developed the ventilating unit.

Putting on New Front

La Crosse, Wis.—Workmen are now busy tearing down the front of the old La Crosse which will be replaced by a Bedford stone front, four stories in height.

FLAME PROOF

REPAIR SHOP with Experts on Professional Cameras

FRANK NETSCHERT, Inc.
61 Barclay Street
New York, N. Y.
**H. H. THOMAS ADVOCATES EXHIBITOR CO-OPERATION**

(Continued from Page 1)

are giving exhibitors on 'fighting for the Fatherland'. Salesmen are instructed to offer, gratis, the newspaper serial rights on 'All Quiet on the Western Front' with each booking of the picture. In fact, they have been instructed to personally effect the tie-up for him with his local newspapers. In return for the privilege of running the story the newspaper runs a display ad with each installment stating that 'fighting for the Fatherland. Sunday, March 16, 1930'.

**Week’s Headlines**

**Monday**

New Reform Crusade Sponsored by Former Exhibitor.
B. S. Moss to Build 40 Taller Houses.
First Public Film Unit Goes in Work Today.

**Tuesday**

Metro Takes Work on 75 Chicago Area Exhibitors.

**Wednesday**

Cameras Form New Working Hours Agreement.
Northwest Receipts up to 190 per cent. Cleveland Exchanges Discontinue Credit System.

**Thursday**

M. T. O. A. Will Tackle Arbitration Problem.
Proposed State Tax on Chairs Falls.
Moss Theaters Equipped With Wide Screens.

**Friday**

W. E. Installing 90 Weekly—5,000 Mark Reached.
5-5-5 To Hold Open Meeting April First.
Warner Take Complete Control of Equity Houses.

**Today**

Consolidated Film Soon to Launch Color Process.

**CONSOLIDATED FILM WILL LAUNCH COLOR PROCESS**

(Continued from Page 1)

stockholders a few days ago. Consolidated shows net earnings for 1929 amounting to $2,389,373, an increase of 52 per cent over the $1,575,996 reported in 1928. The earnings for last year are equal to 3.51 per cent, against $2.25 in 1928. A comparison of business during March and April of this year with that of the same two months in 1929 also shows a sizeable increase, the figures being $4,998,062 for the first two months of 1930 against $400,888 for the corresponding period last year.

Directors of Consolidated have approved an increase of 100,000 additional shares of preferred, to be offered to stockholders at $20 on the basis of one share for each share of common or preferred now held. The proceeds from this financing will be used in further expansion.

Full control of the Spoor-Thompson film printing patents, in which Consolidated has an identical interest, is expected to be announced as one of the next steps.

**Ohio Board Discontinues Censorship of Trailers**

(Continued from Page 1)

coming attractions. J. L. Clifton, director of education, informs P. J. Wood, business manager of the exhibitors' organization, that arrangements have been made with the trailer makers to not use any eliminated material, and so long as they keep faith the exhibitors are authorized to show the trailers without leaders.

Pat Gary, on National Sured Service, made a special trip from New York and gave valuable assistance in having the censorship order recalled.

**R-K-O District Managers Meet in N. Y., Mar. 18**

England: Charles E. McDonald Manhattan; David Beehler, Brooklyn and Long Island; H. R. Enne, Westchester County, N. Y., and Newark, N. J.; Lou Golding, New York State; Claude Saunders, Washington: J. E. Furnkranz, Cleveland: Nate Blumberg, Chicago: Thomas J. Weir, St. Louis; J. L. McGeer, Minneapolis: Frank W. Vincent, Los Angeles; and James Carrier, Northwest.

Wiring Cambridge House Cambridge, Pa.—The Cambridge is being wired by Murray Bros.

Sparks Install Sound Dolgeville, N. Y.—Lester Sparks has equipped the Strand with RCA Photophone.

Kissell Wiring Winner Louisburg, N. C.—R. R. Kissell, manager of the Winner, is having sound equipment installed.

**European Exhibits Come to Study U. S. Methods**

(Continued from Page 1)

American Line's motorship Milwaukee, after three days in New York, where they will be accorded a reception by Will H. Hay's and conducted through the Roxy, Paramount, Embassy and other houses, as well as the Paramount and Publix business organizations, the foreign theater men will visit Philadelphia, Washington, Cincinnati, St. Louis, Kansas City, Los Angeles, Hollywood, San Francisco, Salt Lake City, Chicago, Cleveland, Buffalo, Niagara Falls, Rochester and Albany. They are scheduled to sail for home July 26 on the St. Louis.

**Pitts. Exchanges Plan Seven Copyright Suits**

(Continued from Page 1)

States District Court in Pittsburgh to nine, having already been instituted in two instances. Under the copyright law a minimum of $250 and maximum of $5,000 is the penalty for such an infringement. Several appeals to theater owners against this unfair practice made by the local exhibitor organization.

**THREE TIFFANY SPECIALS NOW IN CUTTING ROOM**

(Continued from Page 1)

Taurog, and "Journey’s End", the war play, with Colin Clive, Ian Macclaren, David Manners, Billy Bevan, Anthony Bushell and Tions Whitely, directed by James Whale. "The Medicine Man", based on the stage play, is nearing completion under the direction of Scott Pembroke, and with a cast including Betty Bronson, Eva Novak, A. Alt. Warren, Georgie Stone, Tom Dugan, Don Buth and Will Walling and Dorothy Wollfer. Fast action, much suspense is being made on "Song of the Urellas", big outdoor special directed by Richard Thorpe, and in which Armlind, Don Terry, Marjorie Kane, Wesley Barry, Victor Peta, Harry Von Meter and Frank Glenden have the principal roles.

Preparations also are under way for "The Great Wide Wall", dealing with the gold rush in Alaska. Ed Speers, cameraman, and a technical staff now are in Alaska getting atmospheric shots. Phil Goldstone, studio executive, entered into the agreement for this picture on a tentative basis, subject to the results, in film and sound, of the first few weeks of work by the technicians.

Crossett Wired for Sound Crossett, Ark.—Western Electric equipment has gone into the Crossett, seating 494.

W. E. Installed at Grenada Grenada, Miss.—Western Electric sound system has been installed in the Grenada.

**RELIEF FOR EXHIBITORS OWNING BAD EQUIPMENT**

(Continued from Page 1)

provide DeForest reproducing quality. After being rebuilt, the machines will be covered by the same patent protection applying to DeForest apparatus. Announcement of this plan is expected to aid scores of exhibitors solving a pressing problem.

E. M. Loew Buys at Hartford Hartford, Conn. — The Majestic here, has been taken over by E. M. Loew circuit, and re-equipment plan include installation of DeForest sound device.

Kordzikowski Leases Cameo Paterson, N. J.—J. K. Fotvin has been leased by John Kordzikowski, who will operate the house under a sound policy.

Completes W. E. Installation Conway, Ark.—Western Electric sound apparatus installation has been completed at the Conway.

**GOING TO HOLLYWOOD**

YOU will find a cordial welcome the charming and hospitable Hollywood Plaza Hotel...right in the heart of movieland. Enjoy the ideal location, and quiet homelike atmosphere...the luxurious furnishings, faultless service...and, noted guests. The dining room is operated by the famous Pig'n Whistle Caterers. Rates are most reasonable.

The Plaza is only a few minutes from the beaches, golf courses, studio downtown loop of Los Angeles, at within a block of Hollywood's famous fashion shops, theaters, cafes, etc. Write or wire for reservations, or a FREE illustrated booklet, and rate.
Low-Cost, Colored Sound Pictures

The ever-growing success of Sono-chrome is based on one simple fact. This Eastman film meets the demands of the new-day motion picture, by giving both color and sound-on-film—at the cost of ordinary black-and-white.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York Chicago Hollywood
Laughin’ and Lovin’ on High!

All Talking Movietone Romance

ON THE LEVEL

with

VICTOR McLAGLEN
WILLIAM HARRIGAN • LILYAN TASHMAN

Score another triumph for “smiling” Vic. What a man, sez we—and you sez ditto!

VICTOR McLAGLEN is a box office name that means DOUGH and loads of it. Just think of “The Cock Eyed World”—then “Hot for Paris”—and now, “ON THE LEVEL”. What a string of knockouts!

When you’re thinking of romance and ACTION with a big A—then, on the level, you’re all set to play “ON THE LEVEL”.

Story by WILLIAM K. WELLS
Directed by IRVING CUMMINGS
Presented by WILLIAM FOX
New Trinz Firm Plans 52 Home Talkers Yearly

AGENTS TO SEEK ACADEMY RECOGNITION

52 Two-Reel Comedies from Pathé in 1930-31

Program of Shorts to be Divided in Eight Sections

A program of 52 two-reel comedies, offered in eight series, is announced by E. B. Derr as having been set by Pathé for 1930-31. Each series will offer a different type of comedy, the lineup including the Checker Comedies, started last season; Manhattan Comedies, sophisticated farce; Melody Comedies, on which music will be featured; Campus Comedies, treating on college life; Follies Comedies, short, snappy revues; Rodeo Comedies, westerns; Rainbow Comedies, (Continued on Page 8)

MONTH'S LAYOFF PLANNED AT UNIVERSAL STUDIOS

West Coast Bureau, THE FILM DAILY

Los Angeles — Universal will shut down its studios at Universal City for one month upon completion of its current production program. Three pictures, now in various stages of completion, are expected (Continued on Page 8)

Jennie Goldstein Signed for Jewish Talker Series

Jennie Goldstein, Yiddish stage favorite, has been signed by Joseph Seiden for a series of talkers in both Jewish and English. Selden Film. (Continued on Page 8)

Home Talkers to Be Released Through Department Stores

First Full Ufatone Drama is Acclaimed in Berlin

Berlin (By Cable) — "The Last Company," first 100 per cent Ufatone drama, was acclaimed at its premiere here. A distinguished audience was present for the opening. The storyline is based on the 1806 conflict between Napoleon and Prussia. Acting and scenery were among the highlights.

The Mirror

—a column of comment

Franchise Plan Is Proposed by West Coast Artists' Representatives

West Coast Bureau, THE FILM DAILY

Los Angeles—Agents and artists' representatives here will seek to obtain recognition by the Academy of Motion Pictures Arts and Sciences, it is reported. Some opposition has cropped out against the idea of a franchise system as suggested in connection with the newly formed association of agents. Per-

FILMS, TELEVISION ADDED TO EQUITY CONSTITUTION

Films, radio and television have been added to the scope of the constitution of Actors' Equity Ass'n as a result of the adoption of amendments to this effect at a special meeting held yesterday in the Hotel Astor. The appointment of a vice-president to represent the membership from the (Continued on Page 8)

Gottesman Tour Linked with Warner Expansion

A. Gottesman, executive assistant to Major Albert Warner, has left for a two-months' tour of the country. The trip is believed to be in connection with the proposed expansion plans which Warner Bros. announced a short time ago.

FIVE FEATURE RELEASES BY PARAMOUNT IN APRIL

Five important features are on the schedule for release by Paramount in April. The list is headed by "Paramount on Parade," in which the entire Paramount players' roster (Continued on Page 8)

John M. Stahl Reported as New M-G-M Director

West Coast Bureau, THE FILM DAILY

Los Angeles—John M. Stahl is to be named head of his unit, the comedy department, at the M-G-M lot, according to reports current here.

Song Sheet Racketeers Again Active in N. Y.

Despite indictment of three men on Supreme Court a few weeks ago or hawking pirated songs on the streets in New York, the racketeers (Continued on Page 8)

Made Good

Apparantly as a result of the very favorable reception accorded the picture on its showings in some of the minor houses, Fox has changed the title of "Harmony at Home" to "She Steps Out!" and is presenting it this week at the Fox in Brooklyn. Picture is based on the Harry Delf stage play, "The Family Upstairs."
SONGWRITING TRIO GETS 3-YEAR FOX CONTRACT

De Sylva, Brown and Henderson, Broadway's most prolific songwriting team, who are now on their way to Hollywood, have been signed to a 3-year contract by Fox calling for four original musical comedies. Wintz signed the trio and the contract is said to involve one of the biggest financial considerations since Marxies came along.

London Music Men in N. Y. to Confer with Red Star

John Abbott, of Francis, Day & Hunter, English music house, is in New York conferring with Pat Finney, executive director of the Kent Music Co., Fox subsidiaries on arrangements for the latter company's catalog. Victor Alberti, the music publisher, also is in town to confer on similar matters. Finney made arrangements with A. M. Campbell-Connolly Ltd., of London, to make the exclusive United Kingdom rights to all Red Star music to a two-year period.

Walters Get Lease on Proposed Coast House

J. L. Warner announces plans for the construction of a 2,000-seat Warner house in Morgantown, W. Va.

Pathé Officials Fined $500

Fines of $500 each, for alleged violation of the ordinaries of the ordinance against storage of more than 5,000 feet of film, were imposed upon John C. Finn and Henry W. Lally yesterday by Magistrate George W. Simpson in Municipal Term Court. Nathan Burkan, counsel, said the fines would be paid under protest and appealed to the ground that the Fire Department at no time had filed a complaint against the studio's failure to obtain a permit for storing film.

Radio Theater in Debut Atop the New Amsterdam

A radio theater, where patrons may watch the broadcasting artists before the microphone, made its debut Sunday night atop the New Amsterdam in New York. The stage of the former home of the Ziegfeld Palaces has been converted into a radio studio, with a heavy glass in a steel frame taking the place of the usual stage curtain. Performers did their stuff behind this glass, while the audience heard the proceedings through loudspeakers.

FitzPatrick Releasing 2 New Music Masters

Two new music master films, "George Frederick Handel" and "Frederick Chopin," are now being released by FitzPatrick Pictures. Nathaniel Shiklet conducts his Victor concert orchestra throughout these releases.

Boles Leaves for New York

West Coast Bureau, THE FILM DAILY

Los Angeles—Frank Boles has taken a long lease on the new million-dollar theater to be built at Westlake and Western here.

New Warner Theater for Morgantown, W. Va.

J. L. Warner announces plans for the construction of a 2,000-seat Warner house in Morgantown, W. Va.

The Industry's Date Book

Mar. 20: Annual meeting of Maryland T.O. officers at Baltimore.
Mar. 25: Annual meeting of Projection Advisory Council at Town Hall, N. Y.
Mar. 26: Premiere of "Mammy" at the Warner, N. Y.
Apr. 1: Premiere of "Journey's End" at New York house, not yet decided.
Apr. 5: Second annual banquet of the Warner Club, Inc., at Hotel Commodore, N. Y.

THEATRE WANTED

For rent or lease. Modern house, talking equipment, seating set less than 1,000. In New York, Brooklyn or Long Island. Write giving full description and terms. Box 364, Station N, 203 West 69th Street.

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ELMER PEARSON

Business Counsel and Producers' Representative

17 East 45th Street N. Y. C.
Business Is Excellent When You Run Good Pictures
PROVEN BY
Clancy in Wall Street
THE LAUGH PANIC OF THE YEAR
featuring CHARLEY MURRAY and LUCIEN LITTLEFIELD
WHICH OPENED AT
R. K. O.'S ALBEE THEATRE, Providence, R. I.
TO TREMENDOUS BUSINESS AGAINST COMPETITION OF TWO
OF THE SEASON'S OUTSTANDING PICTURES
READ THIS WIRE

PTA 373 38 NL PROVIDENCE
Nat Levine,
Aristocrat Pictures,
1650 Broadway, New York City.
Clancy in Wall Street Opened Saturday and Sunday Splendidly to the Best
Business in Many Weeks With Tremendous Competition in the Opening of the
Vagabond King at Fays and The Rogue Song at Loews stop We Look for
Record Breaking Week as the Audience Reaction of Picture is Wonderful,
People are Laughing and Talking About Picture stop You have a Comedy
Sensation That Should Do Big Business Everywheres Good Luck
Charles Reed Jones

A BETTER MONEY PICTURE THAN MACFADDENS FLATS—BOTH
PICTURES PRODUCED BY EDWARD SMALL
First Run Bookings Now Being Arranged
Communicate
NAT LEVINE—ARISTOCRAT PICTURES
1650 BROADWAY, NEW YORK
The announcement book for Pathé's new season comedy product is out today.

This book keynotes a new thought and a new pace in comedy making.

Pathé has ever been supreme in this field and this announcement sets a new high mark.

General Sales Manager
PATHÉ EXCHANGE, INC.
FOR 1930 AND '31

CHECKER COMEDIES (SIX)
MANHATTAN COMEDIES (SIX)
MELODY COMEDIES (SIX)
CAMPUS COMEDIES (SIX)
FOLLY COMEDIES (SIX)
RODEO COMEDIES (SIX)
RAINBOW COMEDIES (EIGHT)
WHOOPEE COMEDIES (EIGHT)

{all two-part productions}

Produced at Pathé's Culver City Studios

E. B. DERR, Executive vice President in charge of production
JOHN C. FLINN, vice President in charge of comedy production
ALONG THE RIALTO

with

Phil M. Daly, Jr.

A. P. WAXMAN'S fame as "Silk Hat A. P." having spread to the West Coast, where the natives like to make visitors feel at home, the Warner publicity chief on his recent arrival in Hollywood was greeted by a barrage of top-hat wearers, the dudes being Max Shagrin, Harry Mairzlish, George Thomas and Maurice Silver. . . . Ted Healy has been given a Loew headline berth for four weeks around New York prior to getting into a lower berth headed for Hollywood's talker factories . . . .

LUCILLE WEBSTER GLEASON had to change her vaudeville plans and return to the Coast, where husband Jimmy goes to work for Pathé as soon as the dentist is finished working on him, which can't be too soon to please Jimmy. . . . George K. Arthur also is Hollywood-bound after a vaudeville sojourn. . . . Mrs. Irving Berlin attended a private New York showing of "Mammy," which her hubby wrote for Al Jolson, who incidentally is in town for the premiere March 25 at the Warner . . . .

RICARDO CORTEZ is scoring heavily with his gripping drama, "Wanted," at the Palace this week. . . . Also on the bill is Fannie Brice, who recently became a full-fledged cinemastar. . . . It is United Artists, and nobody else, who will produce "The Bad One" with Dolores Del Rio and Edmund Lowe, and, if your curiosity aches to know which of the two stars is to be the "bad" one, just call up Warren Nolan . . . .

DENNIS KING, who vaughbons to his musical picture at the Criterion, will go to London to play in "The Three Musketeers" at the Drury Lane. . . . Eddie Cantor is back in New York after finishing his stage tour in Cleveland and will start West next week to begin his Hollywood activities. . . . Walter Knapp, formerly of the Hammerstein offices, now is connected with Edward Small in New York . . . .

TERRY RAMSAYE hit upon a hot idea when he dug up a batch of screen lovers' clutches that have made serial history and collated them into the current Pathe Audio Review . . . . Laurence Schwab, who left Broadway behind to make talkers in Hollywood, is reported as having declared that the future of the legitimate stage is all in Hollywood . . . . Charles Mac- Arthur and Ben Hecht have another play scenario under way . . . .

ALTHOUGH Ben Lyon started work in "Hell's Angels" more than a year and a half before he did "Warner," he will be seen on Broadway in the latter film six months before the first one—and this is not a mathematical teaser, either.

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Hagerstown House Inaugurates New Idea in Kiddies' Matinee Club

WARNER BROS. Maryland theater in Hagerstown, Md., has instituted a new idea in children's matinees which is being well received by its patrons. Every boy and girl under 16 years of age who regularly attends the house has been given a membership button in the Kiddies' Matinee Club. Each Saturday ten numbers, selected from the numbers on the membership buttons, are posted in front of the house, allowing free admittance to their owners providing they show their numbers buttons to the doorman. There are other attractive features to these Saturday matinees including the unexpected awarding of prizes and novelties from the stage during the progress of the show. From time to time, special performances are announced at which club members are admitted at reduced prices.

Football Game Used for "So This Is College"

FACT that local interest was centered on a championship high school football game at the time of the showing of "So This Is College," enabled S. Pechner, manager of the Fox, at San Francisco, to put over a good stunt. Pechner arranged to have both teams see the picture. The players appeared in uniform and sat in special block of seats accompanied by cheer leaders and team supporters. Mayor Ralph presented the trophy to the winning team on the stage of the theater. Announcements of the event were made in the schools and local newspapers.

MARCH 18-—MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

I. Brodie

Bartlett Cormack

Ben Hall

Edward Everett Horton

Truman H. Talley

TEN YEARS AGO TO-DAY

Educational to release 13 two-reel Chester comedies.

Select closes deal for Prizma leases.

Paramount reported making investigations relative to sale of the product.
Coast Wire Service

Latest Hollywood Happenings

I-G-M FINISHES WORK ON 3 FOREIGN VERSIONS

German versions of "A Lady to Love" and "Dinner at 8" have been completed at the I-G-M studios. Jacques Feyder has finished directing the all-talking French p.o.v. version "Le Spectre Vert," in which Garbo is the female lead. The Spanish version of the film is Free and Easy, which stars Busby Berkeley and Ray Milland. The female lead in the film is a femme fatale, and is expected to be completed some time in March.

Tiffany Cameramen Now Using the New Sound Box

Tiffany cameramen are now working in what has been termed a "cinema box," invented to safeguard the safelight of motion picture photographists. This new box is a rectangular tank and contains a camera run by an electric motor, a "finder" of a new and improved type, a focusing mechanism which permits the cameraman to change his focus without opening up the door or getting at the camera, and combinations of special frames and materials. The box can be moved to any part of the studio, working on lights just as the present camera box does.

Bowie in "Paramount on Parade"

Elaborate cast of "Paramount on Parade" will include Clara Bow, who is upon her return to the Coast to make a sequence for the Paramount social.

The largest and most powerful incandescent lamp in the world is being demonstrated at the studios. It gives a 8,000,000 candle power over a spread of 120 degrees, when housed in a mammoth reflector. It operates without noise and has been designed especially for huge Technicolor sets.

Frank McHugh has been signed to a long term contract by First National. He was signed as a direct result of his work in "Madamoiselle Modiste," now being filmed. He was introduced to pictures by Robert Armstrong, with whom he worked in a Des Moines stock company several years ago. "Bright Lights" was his first picture.

Al Dubin and Joe Burke, the prolific writers, recently completed the scenario of "Napoleon and the Girl," for Warner Brothers, and also wrote a new score for "Top Speed" for First National. Al composes the music, while Joe furnishes the lyrics.

CURRENT RELEASE

"SONG OF THE WEST"

(Directed by Ray Enright)

COMING RELEASES

"HOLD EVERYTHING" "GOLDEN DAWN"

Barbara Kent in Nolan Film

Supporting Mary Nolan in "What the Want" will be Barbara Kent, who is the latest addition to the cast.

A Little from "Lots"

By RALPH WILK

JACK BENNY says he knows a chap who bought two pants suits to save money and then burned a hole in the coat.

George Duryea had an ambition gratified when he played in "Radio Kisses" for Mack Sennett. During his three years in pictures he has always enacted emotional roles, although he had usually played comedy roles on the stage. It was when he had almost despaired of ever the score of "In the Pink" he said, "I'm going on," and on the screen, that he was engaged for the Sennett comedy.


When Mauri Grashin and Tom Lennon, Pathe writers, got their names in the paper for the first time, they became quite excited. Purchasing 100 copies of all the sheets in town, they carefully clipped out the item. "What'll we do with the rest of the papers?" asked Lennon. "I'll show you," said Grashin. He then folded the papers neat and went out on Washington Blvd., where, with part of the sheets missing he sold them at a discount.

Arthur Lake to Be Starred Arthur Lake will be starred by Radio Pictures in "Tommy," which Melvin Brown is directing.

O'BRIEN-ERICKSON TO DO THIRD TOGETHER FOR FOX

George O'Brien, star, and A. F. Erickson, director, will again work together in making "The Last of the Dunes," for Fox. The same combination has been made for the company "The Lone Star Ranger" and "Rough Romance." Adaptation and dialogue for the latest picture is being written by Gertt Lloyd.

"Whoopee" Cast Here April 1

Eddie Cantor and practically the entire cast of "Whoopee" will arrive at the Samuel Goldwyn studio here before April 1. Production of the musical extravaganza will be under joint supervision of Goldwyn and Ziegfeld and will begin April 17.

M-G-M Revue Nears Completion

The March of Time," Metro-Goldwyn-Mayer revue, featuring stars, humor and dances, of the past, present and future is now nearing completion. Latest units added to the production were "Graduation Day," featuring the Duncan Sisters, and a Clift Edwards sketch.

2 English Players Cast

Jillian Sand and John Garrick, English players, have been added to the cast of "Are You There?" which will star Beatrice Lillie. David Butler will direct for Fox.

11 Featured Players in Cast

Number of featured players in "Fox Movietone Follies of 1930" has been increased to eleven with the addition of Huntley Gordon to the cast.

Van Buren with "U"

Universal has signed A. H. Van Buren, stage director. He is now at work with Ernst Lammers who is directing "What Men Want."
EIGHT SEATTLE HOUSES NOW HAVE WIDE SCREEN

Seattle—Eight theaters here are now equipped with enlarged screens, with many exhibitors planning future installations. The houses now ready to show enlarged pictures are the Egyptian, Liberty, Venetian, Roxy, Bagdad, Columbia, Music Box and Blue Mouse.

Month's Layoff Planned
at Universal Studios
(Continued from Page 1)
to be finished in about three weeks. As soon as final scenes are completed, Carl Laemmle, Jr., will depart for New York where he will confer with executives for product for the forthcoming season.

Jennie Goldstein Signed
for Jewish Talker Series
(Continued from Page 1)
will start production as soon as Miss Goldstein completes a road tour. The first picture will be based on the book "Sonichka," the musical play in which she is now appearing at Gabe's in New York.

Illinois Exhibs in Tieup
with Advance Trailer
Chicago—Arthur F. Gangel, district manager of Advance Trailer Service, has arranged a tieup where his firm will supply advertising film to all houses of the Illinois Independent Theater Owners' Ass'n.

4th Ave. Amusement Co.
Shifts Several Managers
Louisville, Ky.—Flynn T. Stubblefield, manager of the Alamo, has been appointed manager of the Starlight and Freeman T. Collins, present manager, has been transferred to the Apollo in Indianapolis. J. Johnson Musselman, formerly at the Alamo and now in charge of the Hippodrome and Liberty theaters in Terre Haute, will be recalled to assume his old duties there. The houses are all owned by the Fourth Ave. Amusement Co., of which Fred J. Dole is president.

Publix Drops Stage Units
in Dallas and San Antonio
Dropping of Publix units at the Palace, Dallas, and the Texas, San Antonio, effective last Saturday, leaves the state of Texas entirely off the circuit's presentation route.

Color Cartoon in "U" Film
An animated cartoon sequence in color illustrating how Paul Whitehead became king of jazz will serve as a prologue to "King of Jazz," in which Universal is starring the band leader.

Harriscolor Deal Reported Off
West Coast
Los Angeles—Negotiations by Warners for the purchase of Harriscolor are reported as having been called off.

Citizens Back Theater
Donna, Tex.—A committee is now forming among local citizens to raise $40,000 for the building of a modern theater here. Since Pudux closed the Donna, the local town has been obliged to visit neighboring cities for picture entertainment, with business men complaining as a result.

COAST AGENTS TO SEEK
ACADEMY RECOGNITION
(Continued from Page 1)

AL COUTURE ASSUMES
BROTHER'S INTEREST

Manchester, N. H.—Theater interests of the late Eugene Couture have been taken over by his brother, Al, who acquires sole ownership to the Paramount-Crown and a half-interest to the Strand. Al is coming into control of the lease of the Park. Couture also is head of the Strand Amusement Corp., owning to and it is being remodeled to seat 1,400.

Five Feature Releases
by Paramount in April
(Continued from Page 1)

Song Sheet Racketeers
Again Active in N. Y.
(Continued from Page 1)

(Continued from Page 1)

FILMs, Television Added
to Equity Constitution
(Continued from Page 1)
picture line and tied up a selection will be made before the annual election in May.

The purpose of these changes, Equity's directors say, is to make the association in a position to extend greater protection to its members and to provide for developments which may arise from television, which is considered to be just around the corner. No plans are under way at present for a reorganization of efforts to organize all the actors in Hollywood, but it is intended that something along these lines will be undertaken again at the proper time.

K. C. Theater Men Refuse
Places on Censor Board
Kansas City—Efforts have been made in local theater men on screen to organize a board with six women have met with protest from the managers named as the "a" board. The Judge selected Ben Ketchum, Orphenus; Ray Whitaker, Shubert; Lawrence Lehman, Mainstreet; Chas. Raymond, Midland; Louis Charnisky, Pantages, and George Young, Gayety. The censorship board idea is the outgrowth of cases involving three burlesque houses, one of which is now closed for staging objectionable shows.

2 Chain De Luxe Houses
To Be Built in El Paso

Erie, Pa.—This city will see two Chisholm De Luxe houses shortly. Locow's understanding is planning to build a 4,000-seat house, has not decided as yet upon a site. William F. Meany of the Meany office recently visited here with the intention of acquiring a location. Some time next month construction will begin on a 1,700-seat house, a block bounded by State, Fred Eighth and Ninth Streets. The house, with one floor of box seats, will have been set at $1,000,000.

Anti-Dirt Club
Kansas City—Members of the local Fox exchange, have formed the Broom and Duster Club to promote cleanliness and orderliness around the building. Forrest E. Judd is president and J. Al Grisham is his first assistant, linked with Charles Lewis and Herbert Buckmaster as assistants.

52 TWO-REEL COMEDIES
FROM PATHE IN 1930-3

(Continued from Page 1)
etirely in color, and Whopecomie comics, musical and novelty features in miniature.


Two large stages at the Pathe studios are being devoted exclusively to the production of approximately 1,000,000 a year, in a complete comedy village which will present permanent exterior and indoor sets.

Since, in part, is its supervisor seems to be a happy task. Josciah Zuro, director general musicals, also acts as chair, and is responsible for visual capacity for music in comedies.

Five directors now at work are Al Heath, Robert DeLacy, Fred Guell, Wall Fox and Monte Carter. Carter is in charge of two-reel musical comedies. Robert Felsen and Alf Smiley are the associate directors. Charles Younger is in charge of all the comedy stars and supporting players.

The list of writers includes George ON, John Cantwell, Luther Janis, Dan Kasolowsky, Ray Whitehorn, Harry W. Hurst, Guy Voyer, Walter De Leon, J. Kein B. S. Pollard, and many others.

Among the songwriters who are continuing numbers to the short feature comic songs are Jack Harrod, Chas. Arnold and A. Smith. They have made with the special block of seats accompanied by cheer leaders and team supporters. Mayor Rolph presented the trophy to the winning team on the stage of the theater. Announcements of the event were made on the subject of the picture.

(Continued from Page 1)
**West Coast Theaters Plans Further Expansion**

**TALKERS GET 78 P. C. FORMER DRAMA FANS**

**Dawson and Sper To Produce 18 For Sono-Art**

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**The Eclipse**

*By JACK ALICOATE*

YOU live in a city or town more than a pullman jump from a valley of bright lights and the law you are about to see that dancing at the local opry house deserves it as direct from Broadway—may be safe in putting it in as a slight deception or vision of the truth, because, in a landscape, the legitimate drama is now permanently divorced from motion pictures as the conundrum. Take a morning walk in the Times building to the theater where Columbus in statue hangs out and you will find talkers in and the shows out, anywhere. By this we do not mean that the show business in America is dead. Far from it. In fact, we look for rather a general trend among the legitimate field. The next few years. You will display more readily the stage of blood by mechanical sound than you can make direct operation by the telephone. In fact, we wish to make here a prophecy that Broadway has suffered like Uncle Tom, with body soul, entirely. To the movies.

**Wide-Film Last Call!**

HERE is a certain, rather active, energetic being used in sev.-locations that tells us in unmistakable terms that one of these fine things he will wake up and find a new wide-film seller spread all over the land. We have previously given our merry opinion that this element is irresistible and an ever-growing step forward for the industry. The exhibitors or their own, no is not up-to-the-minute on conquering innovation and the time for its installation may easily find himself on the outside looking in.

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**Series Starring Silver King to Be Made in Three Years**

*West Coast Bureau, THE FILM DAILY*

Hollywood—Douglas S. Dawson and Norman L. Sper have just concluded arrangements to produce 12 pictures starring the horse, Silver King, for release through Sono Art World Wide. The series will be made over a period of three years, it is stated.

**CHICAGO CAMERAMEN HOLD NOMINATION OF OFFICERS**

Chicago—Nominations for coming elections of the Cameramen's Union Local 666 were held recently at Essany studios. Charles Davis was again elected for the presidency, while Oscar Ake was re-nominated for vice-presidency. Gene Cour declared renomination for secretaryship in favor of Norman Alley. Elections will be held at the annual meeting at the Palmer House, April 7.

**British Exhibitor Group to Make Silent Survey**

London—A committee has been appointed by the London section of the Cinematography Exhibitors Ass'n to study the silent film situation. (Continued on Page 7)

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**FILM LEADERS WILL SPEAK AT IND. INDORSERS MEET**

Indianapolis—Annual convention of the Indiana Indorsers of Photoplays will be held here at the Claypool Hotel for two days beginning April 21. Dr. Clinton L. Wunder of Philadelphia will be one of the principal speakers with leaders of the industry scheduled to take part in discussions. Mrs. David Ross of this city is general chairman of arrangements and Mrs. Earl Peters of Fort Wayne will preside.

**Former Rochester Exhibs Sue Six Film Distributors**

Rochester, N. Y.—Elmer Loritz and William Stables, former operators of the Monroe, have filed suit for $400,000 in Supreme Court against the Film Board of Trade and six distributors whom they charge with (Continued on Page 7)

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**Development to be Continued By Fox's West Coast Circuit**

**Capitol Breaks Record with "Anna Christie"**

A new record for opening day as well as for week-day business at the Capitol was set by "Anna Christie," which drew $3,500 more than the previous first day record gross, according to the management. Tremendous crowds continued over Saturday and Sunday and another record is expected on the week.

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**One-Time Legit. Patrons Prefer Screen Fare to Amateurs**

Preference of the public for talkers, when it is a matter of choosing between screen entertainment and the stage performances put on by the amateur or semi-professional drama groups known as Little Theaters, is indicated in about 460 responses to a questionnaire sent to theater men and others throughout the country with a view to determining what has become the habit of the patrons formerly claimed by legitimate road shows. The returns show that 78 per cent of these one-time drama fans have been absorbed by the talkers, while only

(Continued on Page 7)

**WARNERS REPORTED AFTER HARRISCOLOR PROCESS**

**Los Angeles—Warner Bros. are reported negotiating for the Harriscolor process, which has been inspected and given a favorable report by the Warner engineers.**

(Continued on Page 7)

**12 New Members Join Illinois Exhibitor Assn.**

Chicago—In response to a letter sent out by the Illinois Independent Theater Owners for new members, 12 exhibitors, five of whom represent downtown theaters, enrolled within a week.

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**Fox Hearings**

Scheduled hearings in connection with the Fox affairs now stand as follows:

Tuesday, 3 p.m.—Show case order obtained from Judge Coleman by William Fox to restrain small independent group of stockholders in demand for receivership, and action by William Fox against Stilson and J. E. Otterson over Fox's "B" stock.

Wednesday, 10 a.m.—State Supreme Court hearing before Justices Aaron J. Levy in suit by Stilson and Otterson to enjoin Fox from his action for recovery of "B" stock.
The Broadway Parade

In no important openings are scheduled for this week. Two long-run films came to Broadway last week, "Mamba," which is at the Gaiety, and "Song O My Heart," which is playing at the Forty-fourth Street, "White Cargo" closed at the Colonnade yesterday.

Picture Distributor Theater Opening Date
"Mamba" Warners Central Oct. 2
"The Love Parade" Paramount Rivoli Nov. 19
"The Rogue Song" M-G-M Astor Jan. 28
"Green Goddess" Warner Windward Feb. 13
"Pantin' on the Bluff" United Artists Carlton Feb. 14
"Vagebond King" Paramount Criterion Feb. 19
"Song of the West" Warner Warner Feb. 27
"Case of Sergeant Grischa" RKO Tiffany Mar. 10
"Mamba" Warners Tiffany Mar. 10
"Song O My Heart" Fox 44th St. Mar. 11

Ginsberg on trip

Henry Ginsberg is on a trip to Middle West Wunderx exchanges. He will visit St. Louis, Milwaukee and Cleveland.

Maxwell succeeds Payne

Cape Girardeau, Mo. — Reynolds Maxwell of Joplin has succeeded C. Payne as manager of the local Fox.

Alexander Sells Theater

Mishawaka, Ind. — L. W. Alexander, owner of the Tivoli here, has leased the house to Lewis Carcohty, Max Brown and Henry Lowenstein, all of South Bend, Ind. Alexander was recently appointed manager of the Sona Art.

Kennedy resigns from Apollo

Indianapolis—James D. Kennedy has resigned from the Apollo after eight years. Fourth Avenue Amusement Co. is now operating the house.

Glick joins Texas Circuits

Belton, Tex. — After 15 years with Universal, C. Clark has resigned in order to become affiliated with the Beltonian and Beltex theater circuits. It has purchased an interest in the company.

Marlow sells to Fox

Herrin, Ill. — John Marlow has sold his theater in this city and Murphy-Boro to Fox.

Parsons Leaves New Era

London—R. J. Vivian Parsons has quit New Era Films to join Producers Distributing Corp., which he will represent in western England.

Mauk to Have Sound

Superior, Ariz.—Western Electric apparatus has been put in the Mauk

Opens with sound

Nampa, Idaho — The Adelaide has opened up with sound. Western Electric equipment is used.

M-G-M Opens Dallas Branch

Dallas—M-G-M has formally opened its new exchange here. Leroy Bickle is manager.

Public to Reopen Plaza

El Paso, Tex.—Plans are under way for the reopening of the Plaza here sometime in July. John Paxton of Public is taking bids for the remodeling of the house which is expected to be completed about July 15.

Talkers for Bristol House

Bristol, England — Eastville Hippodrome has been opened to the public with talking pictures. Edible is the equipment.

Complete Improvements

Rhinelander, Wis.—Improvements at the Majestic, including a new sound screen and new upholstered seats, have been completed.

Orpheum Equipped

Twin Falls, Idaho — New velvet curtains and stage draperies have been installed at the Orpheum.

To Handle U. S. Films

London—Equity will distribute in 1930 eight silent films featuring Buddy Roosevelt through an agreement with Artclass Pictures Corp. of New York.

British Theater Sold

Leeds, England—Max Goldstone of this city has sold the Plaza, Batley.

The Industry's Date Book

Mar. 20 Annual election of Maryland M.P. & M. officers at Baltimore.
Apr. 1 Premier of "Journey's End" at a New York house, not yet decided upon.
Apr. 5 Second annual banquet and ball of the Warner Club, Inc., at the Hotel Commodore, W. 40th St.
Apr. 6-7 Spring convention of Tri-State M.O. at S. Park Hotel, New York, N. Y.
May 5-8 S.M.F.E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.
May 25 Fox annual sales convention starts in Phila.
June 2-7 International Cinema Congress at Brussels.

New Officers Elected to Coriscana Amus. Co.

Coriscana, Tex.—Officers of the Coriscana Amusement Co. were recently elected at a meeting of the stockholders. J. N. Garrity was named president, W. T. McElrath vice-president; John Murray McGee, secretary-treasurer. The board of directors now consists of J. N. Garrity, J. J. McGee, Mrs. V. G. Winslow, H. O. Blanding, William Ped and R. L. Hamilton.

William Wellman Gets Release from Contract

Hollywood — William Wellman, whose contract with Paramount had some time to run, has obtained his release from the agreement and is leaving that company.

Mrs. Berlin Sees "Mammy"

A private showing of "Mammy" has been given Mrs. Irving Berlin at the Warner home office. Berlin wrote all the songs for the Al Jolson picture.

Skouras Becomes Father

Spyros Skouras has become the father of a nine and a half pound boy, born March 7 at Miss Lippincott's Sanitarium. Mrs. Skouras is doing nicely.

F. N. Gets Release Date

April 20 has been set by First National as the general release date for "Show Girl of Hollywood."

The Film DAILY

Monday, March 17, 1930

Financial

NEW YORK STOCK MARKET
(QUOTATIONS AS OF SATURDAY)

<table>
<thead>
<tr>
<th>Stock</th>
<th>High</th>
<th>Low</th>
<th>Close Sales</th>
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NEW YORK CURB MARKET

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"LAST PRICE QUOTED"
THE JAMES CRUZE PRODUCTION

Starring OLIVE BORDEN and LLOYD HUGHES in a fast bubbling tale with a new angle on flippant flappers, seeking sheiks and rowdy revels. Indulgent fathers, careful mothers and reformed radio announcers, too, are going for it like kids for the jam closet.

ASK R-K-O, STANLEY-WARNER, FOX, LOEW, SPARKS, CIRCUIT MANAGERS--THEY KNOW!
A Tremendous UNITE

THE GREATEST CARNIVAL EVER OPEN ON
"BE YOURSELF" is a riot of laughter. Audiences are left limp from laughter at 'Be Yourself'. One of the zippiest comedies to ever reach the screen. Wowed the Audience." — N. Y. American

SCORES BIG!
“Chuckful of cheer, chuckles and wisecracks.” — N. Y. News

Hilarious Comedy!
“Fannie Brice at her best. Sparkles with scores of surefire laugh provokers. Don't miss this one.” — N. Y. Graphic

BRICE A RIOT!
“A sure and skillful entertainer. Clever comedy and catchy musical numbers.” — N. Y. Mirror

HUNDREDS OF LAUGHS!
“Fannie Brice gives a superb performance.” — N. Y. Eve. World

GRAND COMEDY!
“One of the best talkie comedies offered up to the time of going to press. Worth seeing” — N. Y. Journal

LAUGH GEM!
“Probably the happiest picture now current. Fannie Brice at her funniest.” — Brooklyn Eagle

Worth the price of admission alone to hear Fannie Brice sing—

"COOKING BREAKFAST FOR THE ONE I LOVE"
"WHEN A WOMAN LOVES A MAN"

Directed by THORNTON FREELAND
Along the Rialto

with

Phil M. Daly, Jr.

Marjorie Sullivan, executive secretary of the National M. P. League, tips us off to the fact that Faith Vilas, Fononda Sheseley and Laura Niles, debutante members of the Junior Radio Commission of the League, will talk about current films over WPCH at 3:30 p.m. today. For their good deed they will be treated to a lunch at Pierre's by Mrs. Stanley P. Woodward, the League's president, and Elvio Hitchings, reviewing secretary, will discuss selected films with the debes.......

Donald Henderson Clarke says that if Jack Francis gave him all the material for "Louis Beretti," as printed, he wishes Jack would hurry up and send him material for the novel he is now working on, by the same system, which must be telepyric since Don hasn't seen Jack in years..... Warner Bros. has signed Laura Lee as featured comedienne in "Top Speed".......

Carl E. Milliken, aide to Will H. Hays, spoke to 600 representative Washington women who met in the Capitol under the auspices of the Better Films Committee of the Eastern division, Daughters of the American Revolution.....

Dr. Frederick A. Cook, explorer-adventurer, recently released from the Federal penitentiary, makes his first public appearance and statement since his release at the Embassy by Fox Movietone News. Godfrey H. Boger, owner of Boger's projection rooms, has retired and transferred his business to Emanuel Rosenbloom and Joseph Josephson who will operate under the name Audio Public Projection Rooms on the seventh floor of the Film Center Bldg. .......

Al Smith, no, not our former governor, took the first prize in the Public Gold Getter Contest recently when box-office receipts were smashed to smithereens on "Her Unborn Child" at the Winona, Winona, Minn. Alice Goodman, who does a lot of reading for the M-G-M scenario department, expects to take the prize for synopsizing the most amount of short stories during the year. She'll take the prize providing no one sees her doing it. Helen Morgan has been recruited by R-K-O to play at the Palace for the week beginning March 29th. And we also hear that Gene Edwards will appear on R-K-O time for four weeks. He will open at the Palace, Chicago, March 22, then to Cincinnati, Cleveland and the dear old Palace on Broadway.......

March 17---Many Happy Returns

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Elinor Golden Flynn John McCarthy H. D. Goldberg

Marie Quillan Harry Reichenbach Sid Grauman

Patricia Harris

Ten years ago today

Star Co. brings suit against graph and Pathe Freres when announce production of "Get Quick Wallingford."

Tri-Star Pictures Corp. with $1,000,000 capital to pictures.
BLIX OFFICIALS RETURN FROM MANAGERS’ MEET

ublix executives are back in town after spending the past week in Chicago, where they attended a meeting of city and district managers at the Drake Hotel. Sound was one of the chief topics discussed at the conference, which was in session Monday to Wednesday, and was presided over by D. J. Harris, general supervisor of the management.

The main address was by Dr. M. L. Brotte, sound expert for the Lublinian, who discussed methods of checking and preparing for this new medium of the medium. The subject was taken up by Harris and Brotte, and the future held promise for better films. A. M. Botsford, of advertising and publicity, and Fred Mather, of the sound department, took up the subject of the control of the expenses. Peck, chief of the sound department, stressed the importance of the music department. Vice President John Ballinger, president of Lublinia, spoke about the sound of the music department.

Walters Co-Operating

With Warner in Drive

Lithuanian emigrants have been added to the network of the company. The move was prompted by the belief that Warner films are essential even to the smallest theater.

Bill Cody Will Make 6 Outdoors for Sono Art

Los Angeles—Sono Art is reported to have signed Bill Cody to star in a series of six outdoor pictures for the company.

Relieves Sick Manager

San Antonio—Al Fournet, former manager of the Texas here, is temporarily relieving the manager of the Kirby, Houston, who is ill.

TALKERS GET 78 P. C. OF FORMER DRAMA FANS

Warners Reported After Harriscolor Process

(Continued from Page 1)

definite information is obtainable at this time, the presence here of H. M. Warner, Sam E. Morris and A. P. Waxman is construed as having some connection with the prospective deal. However, H. M. Warner is said to be due back in New York on April 1.

West Coast Theaters
Plan Further Expansion

(Continued from Page 1)

ng $50,000 to erect a theatre in Huntington Park, will include a number of construction jobs as well as acquisitions of established properties.

Franklin predicts that 1930 will be another boom year for West Coast Theaters, which exceeded all expectations for business in 1929.

Former Rochester Exhib
Sue Six Film Distributors

(Continued from Page 1)

refusing to supply films to the Monroe after Lortiz and Stahle had failed to pay an arbitration award of $72 in a dispute with Pathé. It is claimed that the companies demanded $625 each as security before release of films was resumed under the contract agreement.

British Exhibitor Group
To Make Silent Survey

(Continued from Page 1)

members are H. E. Hayward, J. Alexander, James Tilhey, H. P. Selwyn, S. Dorin and E. A. Huddleston. The move was prompted by the belief that silent films are essential even to the smallest theater.

Smith PDC Manager

Reginald Smith, formerly of Producers Distributing Co., Ltd., Pathé's distributors in Great Britain, has been named managing director of the organization. He replaces George Smith who resigned recently.

Relieves Sick Manager

San Antonio—Al Fournet, former manager of the Texas here, is temporarily relieving the manager of the Kirby, Houston, who is ill.

“Outboards” Finished

A new Spotlight for Pathé entitled “Outboards” has just been completed at St. Augustine, Fla.

“Van Beuren News” Is Latest

“Van Beuren News” is the latest release of Talking Topics of the Day.

Now On Broadway

Author—“Rogue Song”
Beacon—“General Crack”
Canoe—“Strange Case of District Attorney M”
Capitol—“Anna Christie”
Carnegie—“Across the World with Mr. and Mrs. Martin Johnson”
Central—“Diirards”
Colony—“Cobbers and Kellys in Scotland”
Criterion—“Vagabond King”
Eagle—“Puttin’ on the Ritz”
Fifth Ave—“Mysteries of Dr. Fu Manchu”
Fifty-fifth St.—“Dieh Hab Ich Geliebt”
Film Guild—“Blackmail” and “Hunting Tigers in Africa”
Forty-fourth St.—“Song O’ My Heart”
Galaxy—“Manchu”
Globe—“The Case of Sergeant Grischa”
Hippodrome—“Street of Chance”
Little Picture House—“Up the Congo”
Loew’s New York—“Monday, Devil May Care”
Monday—“Lost Zeppelin”
Wednesday—“Across the World with Mr. and Mrs. Martin Johnson”; Thursday—“Dark Red Roses”; Saturday—“Troopers Three”; Sunday—“Little Johnny Jones”
Paramount—“Sarah and Son”
Rialto—“Be Yourself”
Roxy—“The Love Parade”
Roxie—“Such Men Are Dangerous”
Savoy—“Son of the Gods”
Warner—“Song of the West”
Winter Garden—“Green Goddess”

Universal Discounts Nolan Suit

West Coast Bureau, THE FILM DAILY

Hollywood—Charges of unfair treatment in a suit brought by Mary Nolan against Universal because she claims she was removed from “What Men Want” are branded as ridiculous by Carl Laemmle, Jr.

DIRECTORS
Who They Are and What They Did

INQUIRE WITHIN

Now being distributed to all subscribers to THE FILM DAILY
Dr. De Forest Sound Clinic
To The Rescue

You can have De Forest Sound Quality without junking your present equipment. Have De Forest engineers diagnose the ailments of your machine.

Hundreds of exhibitors are desperate! They are faced with the necessity of junking their ill-purchased bootleg sound equipment and taking the loss. This is a burden that few of them can bear. It is to those theatre owners that this message is directed.

DR. DE FOREST SOUND CLINIC will show you how your present equipment may be completely rebuilt without the necessity of losing your original investment. By the addition of De Forest sound head and necessary parts, you will have De Forest sound quality and Protection.

Clinic engineers will gladly examine your present equipment free and give you an estimate of the cost of rebuilding. Factory trained men will reconstruct your machine at surprisingly low cost, and you will have sound that will make friends for your theatre.

This is the first concrete plan to come from any manufacturer of sound equipment to give the exhibitor material aid in his pressing problem. The plan was conceived for you. Make the most of it!

“Our Clinic for Your Gimmick”

GENERAL TALKING PICTURES CORPORATION
218 West 42nd Street
New York, N. Y.
Actors' Equity Spent $85,582 in Fight on Coast
LEGAL DELAYS COMPLICATE FOX SITUATION

Demonstrate Projector Head for 56 mm. Films

Sausages
—and individual effort
—By JACK ALICOATE—

WE WERE ASKED by a well-meaning, picture-novice banker the other day if we did not think the present crop of pictures were so much alike as to be termed factory-made or chain store product. We replied that some picture companies, like some butchers, do turn out picture product like links of sausages, but, like the sameness of each link, do not always sell their product at a profit for this very reason. It has always been our contention that every successful picture reflects the genius of a single or small group of individuals. Now, more than ever, is creative thought needed as an offset to the easier but uninspired studio factory methods. To our way of thinking the floor was never more wide open nor the opportunity greater for the individual creator of the artistic, the unusual and the compelling than is offered now as well as in the future of the talking picture.

The Idea Market

IT STANDS to reason that the same set of men working day in and day out on the same lot in the same old way must grow brain weary trying to find the way out. Studio business energy and efficiency is decidedly one thing and individual creative effort within the same studio is definitely another. The day of the small producer may be waning but the hour of indi-

<table>
<thead>
<tr>
<th>Natural Vision Head is Now Being Made for G. W. Weeks</th>
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<td>Practicability of showing 56 mm pictures by attaching a new projector head and upper magazine to a standard projection machine was yesterday demonstrated to representatives of the trade press. The new device, which is known as Natural Vision head, is being exclusively manufactured for George W. Weeks, vice-president of Sono Art-World Wide Pictures. Replacement can be made in approximately 30 minutes.</td>
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$1,000,000 NET ESTIMATED FOR COLUMBIA THIS YEAR

Columbia Pictures will earn a net of around $1,000,000 this year, compared to the record of $551,822 in the fiscal term ended June 30, 1929, according to an estimate published in 'The Wall Street News.' The profits at this rate would be equal to a share on the 100,000 shares (Continued on Page 7)

26 VAN BEUREN TRAVELGOS TO BE RELEASED BY PATHE

A series of 26 one-reel sound subjects, known as "Vagabond Adventures" and presenting the experiences in the travels of Tom Terris as the "Vagabond Director," will be re (Continued on Page 7)

Sunday Midnight Shows for 2 More Philly Houses

Philadelphia — Two more local houses in the downtown section have adopted Sunday midnight show as a regular policy. They are the Kharem and Stanley.

Hammond Demonstrates New Recording Device

Gloucester, Mass. — John Hays Hammond, Jr., has invented a recording device which is said to eliminate extraneous mechanical noises. The device was recently demonstrated here before a group of experts.

Maze of Injunctions Seen as Harmful to Bancamerica Plan

By a postponement till tomorrow afternoon of yesterday's Fox hearings before Federal Judge Frank J. Coleman, the stumbling blocks that have been thrown in the way of the Bancamerica group refinancing plan as a result of injunctions and counter injunctions, the situation has reached the stage where it is generally felt that legal complications will prevent a settlement before April 15, the date of the next annual election.

In this event, and provided H. L. Stuart and J. E. Otterson are able to go through with a Supreme Court (Continued on Page 7)

VA. EXHIBS SAFE FROM NEW TAXES FOR 2 YEARS

Richmond, Va. — With the adjournment of the State Legislature, Virginia amusement operators have no fear of state tax measures for two years. Lucian H. Shrader of the House of Delegates who had planned to introduce a bill which would place a 10 per cent tax on theater tickets, has gone home to Amherst.

Warners Definitely Set Plans for Two Houses

Two more Eastern theaters are definitely set for Warner Bros. A 3,000-seat house will be erected at West Chester, Pa. and will be ready about the first of 1931. At Torrington, Conn., a 2,500-seat theater is planned, with the opening set for the Fall.

The complete text of the Revised Standard Player - Producer Contract, prepared by the Academy of M. P. Arts and Sciences, is printed on page 6.
Sausages
—and individual effort
(Continued from Page 1)
viaducts for tried and true effort, brains and background in picture technique is just dawning. The individual will rise again in pictures as far as talkers are concerned no truer word was ever written than "If a man can write a better book, preach a better sermon, or make a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door."

Eastman Kodak Stock up 15½ Points in Two Days
Stock of Eastman Kodak has registered a gain of 15½ points in the past two days. Sale of shares for yesterday's Exchange session witnessed a turnover of 13,000 shares, for a rise of 5½, Monday totaled 4,800, with the stock moving up 10 points.

Capitol Exh. to Handle "Clancy" in Two States
Capitol Film Exchange has obtained the greater New York and Northern New Jersey distribution rights for the comedy, "Clancy in Wall Street," produced by the Aristocrat Pictures, featuring Charles Murray and Lucien Littlefield. A preview screening for the trade will be given at 2 p.m. tomorrow at Loew's New York Roof.

Gov. Favors N. J. Billboard Tax
Trenton, N. J.—Governor Morgan F. Larson has gone on record as being in favor of the billboard regulation act introduced into the Assembly by Agnes C. Jones of Essex County. The M.P.T.O. of New Jersey is fighting against the proposed measure.

Schmelning in German Talker
Berlin—"Love in the Ring," featuring Max Schmelning, heavyweight fighter, and Olga Tschekova, was shown here recently.

No More Complaints
Complaints concerning salacious advertising now reaching the Hays office are practically nil, it was stated yesterday.

Excellio to Release Films in Latin Countries
Excellio Talkfilms Products Corp. has made arrangements for the releasing of talkers in France, Italy, Spain and South America. The productions, to be made in New York with Italian, French and Spanish actors, will include features of special appeal to Latin audiences and short educational and historical subjects with talking sequences. Officers of the corporation are Joseph Gagliano, president; T. R. Milana, vice-president and treasurer, and Theodora Marcone, secretary.

R-K-O Division Managers
Holding Meetings Here
R-K-O Division managers, representing the 12 groups in the R-K-O circuit, are holding a series of meetings which will last until Monday. The operating chiefs are meeting in the office of Joseph Plunkett, vice-president and general manager.

Standard Gets Four
State Rights Talkers
Cleveland—Standard Film Service Co. has purchased four features for distribution in Pittsburgh, Cincinnati and Detroit where the company maintains offices in addition to this territory. The pictures are: "Dark Red Roses," "Love at First Sight," "The Crimson Circle" and "The Call of the Circus," all of which are talkers.

Two Warner Specials Open
Next Week on Broadway
Two Warner specials will have their premieres on Broadway next week. "Sixty Months," opens March 26 at the Warner, while John Barrymore in "The Man from Blankety's" makes its debut March 28 at the Central.

Sharick Back at Cleveland
Cleveland, O. — Andrew Sharick, Universal exploiter who has been managing a Universal house in Washington, is back again. Ralph Ravenscroft, who has been doubting for Sharick in the territory, has returned to Kansas City.

$200,000 Alterations
Warner is spending about $200,000 in remodeling the Winter Garden and installing a new box-office.

Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in
MOTION PICTURE INSURANCE
STEBBINS, LETERMAN & GATES
INCORPORATED
1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040

The Industry's Date Book

Mar. 20 Annual election of Maryland N. T.O. officers at Baltimore.
Mar. 25 Annual meeting of Projectionists' Union of New York.
Mar. 26 Premiere of "Mammy" at the Warner, N. Y.
Mar. 28 Opening of "The Man from Blankety's" at Central, New York.
Apr. 1 Premiere of "Journey's End" at the New York, house, not yet decided.
Apr. 7 Conference will take place N. Y.
Apr. 15 Second annual banquet and Institute Lecture at Warner Club, Inc., at Hotel Commodore, N. Y.
Apr. 16-17 Spring convention of Tri-State P.T.O. at Memphis.
May 4-5 "New Faces" Spring meeting at Wardman Park Hotel, Wash-

Schnibben at Washington Hbb.
Washington Bureau of THE FILM Daily
Washington—F. Schnibben
the Colonial, Florence, S. C., is to be treated at the Walter Rex
Hospital, having been shot in sustai

AD-VANCE-AD

"I have certainly been receiving wonderful service on your trailers and want to thank you for it."

GRAND THEATRE,
West Palm Beach, Florida

CINEMAScope

NEW YORK STOCK MARKET

High Low Close Sales

Am. Sept. 1930 26.50 24.50 23.50
Con. Fm. Int. 23.50 21.50 20.50
Con. Fm. Ind. 21.50 20.50 19.50
Kaiser Talk 34.50 32.50 31.50
Loew's 23.75 21.75 20.75
Film Distributors 34.50 32.50 31.50
Paramount Nat. 34.50 32.50 31.50
R-K-O 34.50 32.50 31.50
Universal 34.50 32.50 31.50
Warner Bros. 34.50 32.50 31.50

NEW YORK CURB MARKET

Bro. & Katz 33.50 31.50 30.50
Columbia Pete. 31.50 29.50 28.50
Gorman Inc. 33.50 31.50 30.50
Loew Inc. 34.50 31.50 30.50
Metro Inc. 34.50 31.50 30.50
Pathe 34.50 31.50 30.50

EASTMAN FILMS

J. E. Brulatour, Inc.

Eastman Films

1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040

Financial
GARBO SMASHES ALL CAPITOL N.Y. RECORDS!

Morning!

Noon!

Night!

METRO-GOLDWYN-MAYER
Electrifying the Amusement World!
Alleged to be No More Business as usual Among the Rialto (with Phil M. Daly, Jr.)

J. J. McCarthy, who is credited with originating the idea of showing films at $2 just like stage plays, declares the John McCormack film, "Song O' My Heart," at the 44th St., has the biggest advance sale ever enjoyed by a special.......
And Major Edward Bowes, of the Capitol, sez "Anna Christie" must continue to give five shows daily throughout the week in order to accommodate the clamoring crowds.......

Also, Richard Barthelmess and Constance Bennett in "Son of the Gods" will be held a second week at the New York Strand.

Irving Berlin is coming East for the premiere of "Mammy" at the Warner on March 26.

* * *

Hernon Breon makes a triumphant return from Europe in time for the opening of "Lumina," which he directed, at the Rivoli on March 27. Winifred Westover had planned to come from Hollywood for the same premiere, but can't get away on account of pressing duties on a western lot.... Edgar Selwyn treks to the Coast shortly to help on some M-G-M films. Sigmund Romberg has returned to New York from Hollywood and will remain for six weeks or so.

* * *

Jess F. Norman, president of the Tri-State M.P.T.O., is having elaborate plans made for the convention to be held at the Lafayette Hotel in Little Rock on April 6 and 7. Otto Harbach and Jerome Kern, song-writing team recently signed by Warners, leave languorous Palm Beach soon for Hollywood and action.......

Sophie Smith has made a change in running time at the Little Picture House and weekday shows start on the four o'clock, running from 1 to 11 p.m., while Sunday shows will run on the even hour from two to midnight.

* * *

A. Dubin and Joe Burke, who wrote the score of "Hold Everything," have been working together 15 years. Yasha Bunichuk will conduct an orchestra of 200 musicians at the benefit for the Israel Orphan Asylum to be given March 22 in Madison Square Garden. Lee De Forest is in Chicago to lecture before the physics faculty of the University of Chicago, at the Lewis Institute and Institute of Radio Engineering.

* * *

Messmore Kendall, of the Capitol, has accepted the chairmanship of the m. p. division of the annual maintenance appeal of the Salvation Army. Harry Milstein, Universal branch manager in Pittsburgh, and his bride are back from a honeymoon trip. Charles Reed Jones has returned from Providence where he exploited the premiere of "Clancy in Wall Street" at the R-K-O Albee. Helen Morgan will sail for Europe after a short appearance in vaudeville. She has booked passage for April 18.

A Film Fact a Day

Industry spends close to $100,000 yearly in advertising.
20,000 Publix House Planned for Okla. City

Cherokee City—Publix has commenced plans for a $2,000,000 theater which will be the largest and elaborate in the Southwest, and it will also erect a $250,000 theater in the Capitol Hill section of Oklahoma City in the near future.

Sales Convention Is Set for Los Angeles

Los Angeles has been selected as the site for the coming Fox annual district convention, which begins May 11. District managers, branch managers, salesmen and bookers will attend.

Simpson Chain Acquires Another

Weymouth, Mass.—Phil Smith circus has acquired the Weymouth, which has been closed to permit the installation of Western Electric equipment.

lease Methuen (Mass.) House

Methuen, Mass.—Century, seating 1,000, has been leased to a group of former operators headed by Nathaniel Goldberg of Boston. The theater is reopening at the beginning of April in a theater under the name of

More Sound Installations Made in Theaters of the U. S.

Wichita, Tex.—Western Electric goes into the State which will soon begin offering sound pictures.

Plainfield, N. J.—The Cameo, under the management of C. Henry, has reopened with talkers after being renovated.

Belleville, Ill.—The Washington, has installed Western Electric equipment.

Comanche, Okla.—The Ritz has been equipped with Western Electric.

Bellaire, O.—Western Electric apparatus has been installed in the Temple.

No. Birmingham, Ala.—The No. Birmingham will open soon with RCA Phonophone equipment.

Long Beach, Calif.—RCA Phonophone engineers are wiring the Laughlin for sound.

Sanderson, Tex.—The Princess is being wired by RCA Phonophone engineers.

Portland, Ore.—The Oregon is carrying out its sound picture policy by installing the Western Electric apparatus.

Milwaukee, Wis.—Western Electric has wired the Pabst for film and disc.

Aurora, Mo.—W. E. film and disc equipment is now in the Princess.

Boston, Mass.—Moviephone has been installed at the Strand, operated by Eddie Markell.

Vergigre, Neb.—Sound apparatus will be installed at the Empress, owned by A. V. Jecmmick.

Jackson, Fla.—The Casino has completed installation of a Western Electric Sound System.

Madisonville, Ky.—Talking pictures are coming to the New Capitol which has installed Western Electric.

Fort Stockton, Tex.—The Grand has installed new talking equipment.

Westhampton Beach, N. Y.—The Star is being wired by RCA Phonophone.

Annapolis, Md.—Western Electric equipment has gone into the Star, seating 387.

Kulpma, Pa.—Installation of Western Electric sound system has been completed at the Imperial.

Co-Operative Service Adds 18 More Houses

Detroit—Eighteen new theaters have been added to the list of those being booked by Co-Operative Theater Service Corp. In this city, the Republic and Highland Park have joined while at Flint the Woodward Theater Co. has enlisted the Ambassadors, Calvin, Ferndale, Garden, Harmony, Koppin, Lakewood, Rialto, Uptown, Wayne, White Star and Durante. The Riveria, Strand and Echo at Niles and Family, and Jackson also are among the newcomers.

Elect Officers for N. Y. S.M.P.E. Branch

William Palmer of Paramount has been elected permanent chairman of the New York chapter of the S. M. P. E. Other officers of the recently formed branch are: Donald F. Hyndman, treasurer; Timothy E. Shea of Bell Laboratory Co., and Max C. Bask of RCA Phonophone, board of managers.

Edward Getlin Dies in Paris

Edward Getlin, European representative of all Hearst newsreels and editor of the Paris edition, known as P-G-M Actualites, died Monday morning in Paris, cable dispatches state. He was born in Brooklyn 37 years ago and had been in Europe 11 years for Hearst. A widow and child survive. Burial will take place abroad.

Don't Take Our Word For It!

THAT

Clancy in Wall Street

IS THE

Laugh Panic of the Year

LET

A FELLOW EXHIBITOR

TELL YOU

It's Funnier Than "McFadden's Flats"

NAT LEVINE - ARISTOCRAT PICTURES
1650 BROADWAY, NEW YORK

EMPIRE THEATRE
PORTLAND, MAINE

March 15, 1930.

Hollywood Pictures Corp.,
56 Piedmont Street,
Boston, Mass.

Gentlemen:

It is gratifying to write you that "Clancy in Wall Street" opened to-day, not only to capacity business, but the best business we have enjoyed in many weeks.

I believe this speaks volumes for "Clancy in Wall Street" as an attraction, as for opposition we have Irene Bordoni in "Paris" at the Strand, and "Song of the West" at the State.

"Clancy" is surely one hundred per cent entertainment, and the comments from our audiences to-day were most enthusiastic and highly favorable.

There is every indication that you have a box office winner in "Clancy in Wall Street," and I wish you every success.

Very truly yours,
A. Goodside (signed)
Owner.
CHESTER CONKLIN

"Whaddaya mean stealing my
make-up?"
Audio-Cinema Starts
Work on “I Pagliacci”

Audio-Cinema has put “I Pagliacci” into production at the Edison studios, New York, where Jos. Coffman is in charge of the production and direction. A number of opera stars will be in the cast including Fernando Corea, tenor; Alba Novo, soprano; Giuseppe Interrante, Nino Fucile and Mario Vallee, all baritones. Fortune Gallo will assist Coffman in the direction. Western Electric system is being used for recording.

Demonstrate projector head for 56mm films

Warns Against Music and Film Copyright Violations

- Atlanta — The standard exhibitor contract is a license to show copyrighted films and exhibitors must be prepared to play copyrighted music in any form pointed out. L. B. Harrell, executive secretary of the National Association of Motion Picture Owners, in a statement recently issued. Harrell warns exhibitors against taking the Thacker decisions the wrong test and making themselves open to court actions.

Legal delays complicate settling Fox situation

(Continued from Page 3)

order granting them the right to the Fox “B” stock held by the Bankers Trust, they undoubtedly will use the present time to get together a new board of directors for the Fox interests and thereby come into control.

Adjournment of yesterday’s actions, one of which was a show cause order obtained by William Fox to restrain a group of independent stockholders demanding a receivership, while the other was a similar order against Stuart and Otterson over the “B” stock, was by agreement between the lawyers, who on the previous day had asked postponements on the actions brought against Fox by Stuart and Otterson by the independent stockholders. These actions are due to come up in the State Supreme Court today. Two receivership actions also are scheduled to be heard by Judge Coleman tomorrow.

Although the growing legal tangles, which are regarded in some quarters as being engineered to keep the Fox case in abeyance until the annual meeting, may prove fatal to Fox’s announced refinancing plan, the New York Stock Exchange already has begun trading in rights to subscribe to additional A stock and debentures proposed under this plan. Rights will expire March 28.

An order permitting Fox Film and Fox Theaters to act as co-plaintiffs with William Fox in his suit against Stuart and Otterson was signed by Judge Coleman yesterday morning.

$1,000,000 Net Estimated for Columbia This Year

(Continued from Page 3)

of common, after payment of preferred dividends. Columbia earned $29,907 in 1927 and $155,638 in 1926.

Robbins Gets Taunton Post

Taunton, Mass.—Clarence E. Robbins has been appointed manager of the Strand, local Bristol Amusement Co. House, coming from the Strand, Worcester.

Sues Theater for $15,000

Winestead, Conn.—Suit for 15,000 has been filed against the Winestead Opera House by Kosmos Constantin of Milford over the lease on the theater and the purchase of an organ.

Longer screen careers predicted by Kalmus

Ten to 15 years will be added to the careers of picture stars by color photography, according to Dr. Herbert S. Kalmus, president of Technicolor. Contracts are now being given stars between thirty and forty years of age. Kalmus claims because color does not show sagging chins, wrinkles and lines around the eyes.

‘Anna Christie’ Breaking

Records at Capitol, N. Y.

(Continued from Page 1)

being the gross for the first four days, estimated at nearly $70,000, which is better than the full week’s business for some pictures at this house. Other new records include the opening day’s gross, Monday, of $17,378, and the record for any week-day, all of which have been exceeded.

As a result the picture will be held over for a second and probably a third week.

Zapp Taped Banquet

Detroit — Members of the local Film Board tendered Henry Zapp, newly appointed Pathe manager here, a banquet in appreciation of his work as a member of the board.

Doll With RCA

Oklahoma City—William Dool has succeeded H. L. Pettry as RCA salesman. Pettry is now handling Detroit territory for the same company.

Hall Recovering

Beeville, Tex.—Henry Hall, manager of the Hall Bros. here, is recovering from injuries received in an automobile accident.

Remodeling Providence Strand

Providence—With the taking over of Strand by Publix, the house has been closed for renovations. Sound equipment will be installed.

Fire Watchman

Omaha — All local houses seating more than 1,000 will be required to keep a watchman on duty to guard against fire hazards, if a bill introduced at the last council meeting goes through. Omaha theater employees are supporting the measure.

MUSES CHANGED IN NEW ACADEMY AGREEMENTS

(Continued from Page 6)

To furnish the artist not less than one hundred (100) days’ employment hereunder. The guaranty of this paragraph is in no way to be diminished, and in no way to be disregarded by the producer to the profit of the producer. The producer employs the artist only in the capacity of an employee, and it is understood by both parties that the employment of the producer the artist’s performance of service under this agreement, it being understood, of course, that such a guarantee shall not be binding on the producer, but that should the artist be less than its ability to perform under such an agreement as far as in advance of the actual termination as the producer may be able to estimate the same.

If the artist shall be dismissed for the artist the shall not thereafter be required to perform more than one hundred and twenty (120) hours after the time of such discovery of the agreement, or that the artist is not required to perform under this agreement, this agreement, at the option of the artist, then this agreement, at the option of the artist, the producer to elect to exercise the rights and privileges under the provisions of this paragraph, the artist must do so by written notice to be served upon the producer, and the consequences of the in default of paying the the artist the 15th day after the execution hereof by the producer to pay the actor the compensation to the artist as .-. Los Angeles, California, . . . , to the artist personally, or by mail or personal delivery by mail, but the provisions contained in this paragraph shall be wholly void for unwarranted delay.

Should any dispute or controversy arise between the producer and the artist concerning any matter arising out of or in connection with this agreement, the dealings of the Parties, the enforceability of this agreement, or the statute of limitations upon any such actions, any such action or proceeding shall be determined in accordance with the laws of the State of New York.

The producer agrees to pay the artist, and the artist agrees to accept, thirty (30) days’ notice of the termination of this agreement, effective on the last day of the thirty (30) days following the giving of the notice.

The ARTIFICIAL bryster of the globe may prevent the ASSISTANT DIRECTOR of said company from performing services for any other artistic person, and the ARTIST MAY BE REACHED BY TELEPHONE WITHOUT UNREASONABLE DELAY.

Comanche House Planned

Manchester, N. H.—A new theater to be $20,000 is planned here by N. Story, RCA Photophone equipment will be installed.

Wilson Made Asst. Mgr.

Richmond—Wilson S. Wilson has appointed assistant manager of Bijou, Witmer & Venice House, New York.

Kimmell Managing Two Theaters

Philadelphia—The Colonial, Harold J. Kimmel is full charge of the Bijou.

Myers Succeeds Michael

Stewart H. Myers has succeeded Earl H. Michael as assis-

manager of the Loe’s here.
Opens Garrick Theatre, Chicago,  
Next Sunday, March 23

WILL EARN FIVE MILLION DOLLARS SURE IN FIVE YEARS!  
ONLY ONCE IN EVERY TEN YEARS DOES ONE LIKE IT COME ALONG!

When a New Picture Opens Cold in a 3 Day Town and Draws a  
Standing Box Office Line that Lasts Two Weeks—Some of It In  
the Rain—Then You Know You’ve Struck Something!

IT DRAWS  
BECAUSE  
IT’S NEW!

IT CASHES  
BECAUSE  
IT’S BIG!

IT CLICKS  
BECAUSE  
IT’S THERE!

NOTHING LIKE IT EVER SEEN BEFORE

The Belgian Congo Picture with the New Slant  
The Amazing Camera Captures of the Royal Expedition into the Heart of Africa Headed  
by Sir Hubert Winstead, F.R.G.S.

Showing in 8 Reels of astounding shots the entire wild animal denizens of the locale and including startling tribal traditions including

GORILLAS, WILD WOMEN! In Shots UNBELIEVABLE

An Authentic incontestable Celluloid Document showing the Sacrifice of a Living Woman to Gorilla Hordes!

The Term for Gorilla in the African Tongue Is

“INGAGI”

And that’s the Name of the Newest Picture House Box Office Record Breaker that in Its First Tryout in San Diego Played to Over 40,000 People in 13 Days!

CONGO PICTURES, Ltd.

U. S. Headquarters—1105 No. Western Ave., Hollywood, Cali

N. Y. Representative—WILLIAM ALEXANDER—Hotel Astor
“Disraeli” Star Is Due Back from England Next Week

As a result of arrangements just concluded with Warner Bros., George Arliss will quit the legitimate stage, for several seasons at least, to make a series of Vitaphone pictures. When the noted English and American star was making the talker version of “Disraeli,” J. L. Warner obtained an option on his future services for the screen. This option has been taken up and Arliss, who has been vacationing in England, is due to sail for New York on the Berengaria at the end of this week, and will leave for Hollywood shortly after his arrival here next week.

AVERST LOUIS MUSICIAN STRIKE OVER MATINÉE CUT

St. Louis—Dispute between the Musicians’ Mutual Benefit Ass’n and the St. Louis Amusement Co., controlled by Skouras Bros., Enterprises, has been settled after a series of

Manchurian Theater Fire Kills 76 and Injures 126

Kirin, Manchuria—Seventy-six persons were killed and 126 injured when fire caused by a film explosion destroyed a picture theater in this city.

Judge Coleman Restrained From Acting in Fox Suits

M-G-M EXECUTIVES SAIL FOR CONTINENTAL TOUR

By going to a higher court and obtaining from Federal Judge Martin T. Manton, senior judge of the U. S. Circuit Court of Appeals, an order requiring Federal Judge Frank J. Coleman to show cause why he should not be restrained from taking any steps whatever in actions pending before him with regard to the Fox affairs, H. L. Stuart and J. E. Otterson have caused another delay.

Papers Represent Answer of 48 Defendants in Damages Action

Constituting a blanket denial of charges made by Ivan Abramson and the Majestic Film Corp., against 48 motion picture companies and individuals, the defendants yesterday filed their answer to the suit seeking damages amounting to $1,300,000 and alleging violation of the Sherman Anti-trust Law. The action, which was filed Dec. 31 in the U. S. District Court, Southern District of New York, is against 13 major companies, five important executives, Film Boards, the Trade and the Hays organization.

Attorneys for the defendants are

(Continued on Page 5)

BRUCKER TO PRODUCE COLOR CARTOON SERIES

A series of animated cartoons in color will be produced by Elias Brucker in association with Photocolor. Milt Gross will write the scenarios. Brucker has a five-year contract with Gross and Thomas A. Johnston for the production of these shorts, the first of which will go into work within two weeks in the East.

SHERMAN TAKING OVER 12 MORE N. Y. THEATERS

From 12 to 14 additional houses are expected to be added to the Sherman circuit in about two weeks, according to Benjamin Sherman, president of the company. The theaters are located in various parts of New York City.

Paramount Convention is Scheduled for June

Paramount will hold its annual sales convention about June 1.
Financial

NEW YORK STOCK MARKET

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NEW YORK CURB MARKET

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FUNCTIONING WITHOUT FINANCE

NEW YORK TIMES

March 18, 19...

that is likely to prevent William Fox and the Bancamerica group of bankers from going through with their refinancing plan before the annual meeting on April 15.

Judge Manton's order is returnable April 7. Meanwhile Judge Coleman is restrained from acting on any suit in connection with the Fox case. These actions include, in addition to the original and subsequent petitions for receivership, a suit brought by Fox for an injunction to prevent Stuart and Otterson from exercising the power of Fox's "B" stock now held by the Bankers Trust.

Justice Aaron J. Levy, of the State Supreme Court, recently handed down an order in Fox's application for an order to enable him to obtain possession of this voting stock and this suit before Judge Coleman is an appeal from that decision.

Mathews Made Winnipeg's First National Manager

G. A. Mathews has been made Winnipeg branch manager for First National, succeeding M. Isman, who has resigned to operate his own business.

Acquire Former Cruze Studio

West Coast Bureau, THE FILM DAILY

Hollywood—Final papers were recently signed whereby Pan-American Pictures has acquired the Sunset and Gower studio, formerly known as the James Cruze studio.

Greeing at Detroit Hipp. 25-

Detroit—Gus Greeing is now managing the Hippodrome which recently reopened after being closed for alterations.

Cantor Making Short

Eddie Cantor is making a unit short, being directed by Hobart Henley at the Paramount Long Island Studios.

New AMPC Meeting Place

Starting today, the AMPC will meet on the second floor of the Blue Ribbon Restaurant at 145 W. 44th St. Louis Fehr, of the "New York American" and president of the Newspaper Club of New York, will be the speaker.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theaters

Standard Vaudeville Acts

1600 Broadway, New York City

Phone Penn. 3580

Meanwhile there is pending a State Supreme Court suit brought by Stuart and Otterson to enjoin Fox from the foregoing action for recovery of his stock. Stuart and Otterson claim that this suit in Judge Coleman's court seeks substantially the same relief that was denied by Justice Levy. The State Court hearing was to have been heard yesterday, but an adjournment was obtained until tomorrow.

In the case brought in Brooklyn Supreme Court by Henry F. Otto and Isidor Weiss, minority stockholders, to enjoin Fox from pledging the Loew stock in any further financing, Justice Norman S. Dike has granted a temporary injunction, pending trial of a suit for a permanent injunction, restraining the execution of any Fox refinancing plans which would not protect the Fox Theaters stockholders.

Reginald Smith Named P.D.C. Managing Director

London—Reginald Smith has been advanced from secretary to managing director of Producers Distributors Co., Inc., distributing the picture to Pathe in Great Britain. He succeeds George Smith, who recently resigned.

Winners Making Beacon Double Feature House

With the showing of "Wide Open" and "Lady Windermere's Fan" starting Friday the Beacon becomes a double feature house with one talking and one silent picture on each program.

Quigley and Diamond Arrive

George E. Quigley and Milton Diamond, of Warner Bros., arrived yesterday from Europe, representingatives of the Tobis and Kuchenmeister talking picture companies hailed Tuesday from the other side for New York to continue conferences toward forming a working agreement with Warner Bros.

TRIP EXHIBITORS

Eber.son on Chicago Trip

John Eberson left yesterday on brief business trip to Chicago, expected back in New York Monday.

ELMER PEARSON

Business Counsel and Producers' Representative

17 EAST 45TH STREET N. Y. C.

FOR SALE

Complete disc talking equipment in excellent condition now operating in theater.

S. ORSRIN

Telephone Oliven 9801

The MADISON

"A Hotel Distinctively Different"

UNEXCELLED COLONIAL HOSPITALITY

JUST COMPLETED IN ATLANTIC CITY

Now Ready for YOU!

Fireproof—Showers and Baths Throughout

From $4.00 Daily.
European Plan
From $7.00 Daily.
American Plan

FEITNER & HOLLINGER, Inc.
EUGENE C. FEITNER, Managing Director
NEW YORK. In 5th week of $2 run “The Vagabond King” is doing absolute capacity every performance at the Criterion. Topping receipts of “Covered Wagon,” “Wings” and other hits playing this famous Broadway road show theatre.

WHILE

FILMDOM

ACCLAIMS SUCCESS OF

“THE VAGABOND KING”

CHICAGO. Broke all existing records opening week-end at United Artists Theatre.

ROCHESTER. First picture to play Eastman Theatre second week since opening of house in 1922.

MIAMI. Three times normal business at Fairfax Theatre. Miami Herald says: “So amazingly perfect that one hesitates to compare it with any other motion picture.”

NEW ORLEANS. Variety reports, “‘Vagabond King’ topping all previous records at Saenger Theatre.”

BOSTON. Wire from Uptown Theatre: “‘Vagabond King’ perfect box office attraction.

MINNEAPOLIS. Wire from Century Theatre: “‘Vagabond King’ got greatest reception from audiences in Minneapolis show history. Started big and growing bigger.”

NEWARK. All records smashed at Rialto Theatre.

SAN FRANCISCO. Greatest business St. Francis Theatre has seen in months.
COME THE GREATEST B. O.

HITS IN HISTORY


"YOUNG EAGLES." Buddy Rogers, star of "Wings," unites with director of "Wings" to produce greatest air-romance thriller yet! With Jean Arthur, Paul Lukas, Stuart Erwin.

"BENSON MURDER CASE." William Powell as "Philo Vance" in best of all S. S. Van Dine mystery thrillers. Same principals as in "Canary" and "Greene."

GEO. BANCROFT in "Ladies Love Brutes." Variety names Bancroft "biggest box office draw on the screen" in annual poll. This hit, with Mary Astor and Fredric March, shows why.

"LIGHT OF WESTERN STARS." Another "Virginian." Richard Arlen, Mary Brian, Harry Green, Regis Toomey.

"PARAMOUNT ON PARADE" The Frolic of the Stars: Richard Arlen, Geo. Bancroft, Clara Bow, Evelyn Brent, Clive Brook, Nancy Carroll, Ruth Chatterton, Maurice Chevalier, Gary Cooper, Leon Errol, Skeets Gallagher, Harry Green, Helen Kane, Dennis King, Abe Lyman and Band, Jack Oakie, Zelma O'Neal, William Powell, Buddy Rogers—and more—in one Big Smashing Hit!

AND 20 MORE JUST AS BIG!

PARAMOUNT NEW SHOW WORLD
Coast Wire Service

Hollywood Happenings

A Little from "Lots"

By RALPH WILK

Hollywood

THREE leading foreign cor-
respondents are fashioning sce-
narios and originals at local studios.
They are Hayden Talbot, who is
with Fox, and a veteran Hearns-
man, Samuel Spewack, now with
Paramount, but formerly Moscow
and Berlin representative of the
New York World; Basil Woon, of First
National, a former Hearst man.

Richard Keene is playing
the leading masculine role in "Top
Speed," which Mervyn LeRoy is
directing. Keene recently
played in "Happy Days" and
"Let's Go Places," and before coming
to the Coast had appeared in "The Big Party,"
"The Golden Calf," "Spring Is
Here," "Seventeen," and the
New York Music Box Revue.

Do you remember when Irvin Wil-
lit, Victor Fleming and Phil Rosen
cameramen; when John Gil-
hart was a director; when James
line Logan was a reporter in Scott
Bluffs, Neb.; when Harvey Teece,
Jack Meador, Reg

Doctor and Tom Gavaghy worked
on the "New York Herald"; when
Patterson MacNutt was golf ex-
pert on the "New York World";
when Harry Hammond Beall was the
pride of Gallipolis, O.; when
Charles West and Ollie Garver
worked on the "Los Angeles
Times"?

Our Passing Show: Ollie
Garver singing "Second Hand
Rose"; George Lipschutz busy
at Fox.

Manchurian Theater Fire
Kills 76 and Injures 126

(Continued from Page 1)

Among the dead are 23 policemen,
loss their lives in attempting to
clear the fire and prevent a panic
among the 1,000 persons in the audience.

Sells Galva House
Galva, Ill. — W. C. Hippler has sold his theater here and is returning
to Maquoketa, Ia.

Buy Chagrin Falls House
Chagrin Falls, O.—Herb Ochs
and L. S. Caseley have taken over the
Falls and are decorating the house
and installing sound equipment.

FILE BLANKET DENIAL TO ABRAMSON SUIT CHARGES

(Continued from Page 1)

Max D. Steuer, Henry Epstein and
Gabriel L. Hess. Date of trial of the
suit is indefinite and may not occur
for many months.

A statement issued yesterday af-
fternoon from the Hays office says
the action is based on "the alleged
representatives of certain pictures
produced by the plaintiffs.

"Some of the pictures produced by
Mr. Abramson, and in defense of
which he wrote a book in 1929, called
"Mother of Truth," were 'Forbidden
Fruit,' 'A Fool's Paradise,' 'Sex
Lure' and 'Enlighten Thy Daughter,'" says the statement.

"The charge of monopoly or restraint
of trade is based upon the failure of
these and similar pictures," Steuer, in part
said "is utterly ridiculous. No industry is
more actively competitive than the produc-
tion, distribution and exhibition of motion
pictures.

"However, the respondents in the
business have consistently affirmed, and now
re-affirm, their intention not to use the world's
great entertainment medium to transmit salacious
and immoral tendencies to a wide
audience of 250,000,000 weekly.

"The answer, in part, as follows, the working of "The Formula," under which
"selection of wholesome screen material is
made for many months.

"There is little difference of opinion be-
tween the business as fundamentally right which
is fundamentally wrong. Perfectly con-
scious people, however, differ about themes
which are on the border line. Who is to say
what is right? The companies, them
selves, with a growing consciousness of their
responsibilities and of their pledges, took upon
themselves consciously to determine, to
so far as they were able, what was suitable
and what was not. On June 24, 1924, the
voluntarily set up a system planned to ex-
cessively those themes which demand
consciousness for success. This system be-
known as 'The Formula' and operated as
not agreed on until December, 1927, when
it was modified by an agreement executed with the Author's League of America, which
brought the author into the situation in a
more intimate way.'"

M-G-M Executives Sail
for Continental Tour

(Continued from Page 1)

on the France for a six weeks' tour
of inspection of the M-G-M offices
in Europe, winding up with a con-
tinental convention of the company's
representatives to be held in Paris.

The trio will disembark at Naples,
one of the ports of call on the Medi-
terranean cruise of the France, and
proceed from there to Rome, then
Berlin and Paris.

Loew, Blum and Freeman
are taking aboard with them the first two
foreign film versions made by M-G-M.
"One is in German, "Selbstsucht Geda-
ger Frau," with Wilma Banky in the title, and the other is
"Le Specter Vert." In French, dir-
ected by Jacques Feyder, with André
Lucuet starred. Both pictures were
made with a different cast and di-
ector from that used in the English
version.

At the Paris convention Arthur
Loew, who has just returned from
Hollywood, will tell the continental
representatives of M-G-M on the
progress being made in the Coast
studios.

Now in Production
At Paramount Studios

seven pictures are now being fil-
ated at the Paramount studio. Six
all-talking English and one is a
french version of "The Benson
Order Case."

Rex Tuttle is directing "True to
Navy," starring Clara Bow, with
decor March; Nancy Carroll is
working on the "Devil's Holiday,"
with Edmund Goulding directing;
the Return of Dr. Fu Manchu,
Jack Roland V. Lee is directing;
shortly completed; Louis Gassner
and Mack are directing William
Well in "The City of Silent Men";
the picture is on "High Society,"
with Edward Sutherland
ing; Otto Brower and Edwin
Patterson are directing "The Border
Point," with Richard Arlen, Fay
May and Jack Holt, and the "Ben-
no Murder Case," Spanish version.
Under direction of Cyril Gardner
A. W. Pezet.

Mannon Will Supervise
New Vagabond Series

J. Mannon will supervise the
Vagabond Adventure series and
Humorettes College Novelties to
made at the Art Studio for Adele
V. Jan Benen.

Wives Swason Music

Myron Swason has composed
songs to be sung by Gloria
Swanson in "What a Widow!" for
her Artists.

Cody Opposite Swanson

Cody will play the role of Gloria
Swanson's "What a Widow!" in
place of Ian Keith. Owen Moore
will have the original male part
in the United Artists picture.

M-G-M Signs Wodehouse

H. G. Wodehouse has been signed
vire original for M-G-M. Wode-
house is now in England, but will
return to Hollywood in May.

Temp St. Louis Musician
Strike Over Matine Cut

(Continued from Page 1)

inferences, thus averting another
strike. The dispute was the result
of misunderstanding over a point
settlement of the strike of last
summer. The agreement made
pledges that in some of the smaller
houses musicians were to receive
seven nights and one matine
week. Several houses claimed
the Sunday matinee, and the
musicians received but $44 a week.
Matters were to be regulated by
restoration of the wage originally agreed to.

Reopen at Milaca
Milaca, Minn. — The Casino has
remodeled and reopened.

More Communism

Tiffany's special ballyhoo
for "Mamba," a jinriksha
pulled by Daniel Henderson,
Nacho in African gear, with
Helen Basil, showgirl, in the
seat, invaded Wall St. yester-
day and then went up to City
Hall to invite Mayor Walker
to see "Mamba." Police took
it for one of those communis-
tic demonstrations and escorted
the exploters to the Tombs.

Publicity.

Members of Congress Set
Against Hudson Measure

(Continued from Page 1)

Mayhew Wainwright, state Ed F.
Stevenson, president of Vis-
igraphic Pictures, who presided
at the recent meeting of producers
when a resolution protesting against
the proposed legislation as "an
insidious unwarranted attempt to
throttle and paralyze one of this
nation's greatest industries" was
unanimously adopted.

Extra Sunday Showing

"Song O' My Heart," will be
shown three times on Sundays dur-
ing its run at the Forty-fourth St.
Shows will start at 3:45 and 8:45.

BEN TURPIN

"Ain't he a funny
lookin' feller!"

(HE'S IN IT)
ALONG THE RIALTO

with

Phil M. Daly, Jr.

HELEN MORGAN is billed to play the Palace next week and she ought to draw a heap of extra trade as a result of the increased following she has attracted through her film appearances.—J. P. McEvoy will leave Havana behind in time to attend the N'Yawk opening of Alice White in "Show Girl in Hollywood," which J. P. wrote.—Herbert Spencer Berg is now holding forth in the exploitation department of Columbia.

* * *

WILLIAM "BILL" TRUGS, Kansas City manager for United Artists and a popular boy in the 'Sippi Valley, is entitled to feel proud of his abilities as a teacher, now that two of his former men have been made branch managers. Lee Doty is in New Orleans and "Tomm" Thompson in Milwaukee. Irv Fleming is now making the rounds in the interests of publicity for Davis, Cootts & Engel's music catalogue.

* * *

EDDIE CANTOR is back in town from the road tour of "Whooppee." He and some of the original cast will leave Saturday for Hollywood to make a film version of the show. Will Whitmore tells us that the geographical boundaries of the N. Y. branch of S. M. P. E. have been defined as the area taken in by a circle having a radius of 50 miles from Times Square.

* * *

WILLIAM E. RAYNOR, director of short subjects sales for Pathé, is in Philadelphia, where he will be spending several days conferring with Robert Mochrie and his boys at the company's branch office there. Little Billy, who has the part of the midget in the Pathe circus picture called "Swing High," once had the strange experience of being shipped by express during a theatrical tour. "Just put a tag on me and handed me to the express agent," he relates. "I wasn't even marked 'Perishable.'" Perhaps they discovered it cost less to have Billy travel that way, as he makes such a small package.
It's Such Men as You Who Break Trusting Hearts"

said the irate mother of a trusting girl old enough to have voted for Grover Cleveland. "You men trample on the souls of young girls and make a joke of their confidence—you—you—viper in trousers."

Haldane was innocent; knew he was innocent—but just at the moment could think of nothing really effective to say. But he eventually regained his presence of mind — and WHAT he said and how he said it is disclosed in the dialog of this talking typhoon of comedy.

Example of unusual and effective ad campaign available in Press Sheet.
First National has put you in the big money class. First National will keep you in the big money class with hit after hit after hit!

A First National And Vitaphone Picture
Silver Duty May Cost Films $10,000,000 Yearly

Wide Film Projectors Set for April Delivery

Second Thoughts

by Jack Alcoate

CERCENTAGE booking looms on the horizon as the one sensible, straightforward and satisfactory solution to the pressing problems of distribution. The analysis of application is elementary. A large, or small, should produce and distribute given production an amount and on the actual takings at his office. No more and no less. Arrangement is obviously just equitable. We are not trying to win the pros and cons of the argument in a paragraph, but we do insistently suggest that perhaps there is a way out, and that it may be sooner than most film folk expect.

1 HAVE A PULITZER prize. A Pulitzer prize book and a Pulitzer prize editorial. Why not Pulitzer prize motion pictures? Remember hearing something is thought in the dim and distant hut, like other good deeds by boy scouts, is probably now a shelf gathering dust. We have the facts and figures at hand just at this minute but let out last season's pass to another Theater that twenty as many people as the Ten Best Pictures of the year see the Pulitzer prize play as lead the Pulitzer prize book editorial combined.

KNOW OF no business vice quite as childish and no vice as dumb as that of the exhibit, primarily, and secondarily, the producer and distributor, in

International Projector is Preparing to Market New Equipment

Projectors for wide film will be ready for delivery by International Projector Co. the latter part of April, THE FILM DAILY learns. It is understood the company already has orders for approximately 200 of the devices, which are being made for 70 mm or 65 mm and with probability that the 65 mm will be standardized. The 65 mm projector made by International Projector can be used for the present standard 35 mm film by a simple arrangement of changing of sprockets and

3 Former Metropolitan Exhibitors Re-Enter Field

Within the last week, three former metropolitan exhibitors re-entered the exhibition field. Michael Rudin, who recently sold his Brooklyn chain to Fox Metropolitan, has taken over

Bunn Calls Good Sound Aid to the Community

Good sound equipment in the picture theater helps to build up the business of a town and is an asset to the community, says C. W. Bunn,

Silver Duty May Cost Films $10,000,000 Yearly

210 American Pictures for England This Year

Washington Review of THE FILM DAILY

Washington—Out of 317 pictures scheduled for distribution in Great Britain this year, 210 will come from American producers, and 240 of the total will be in sound, according to the Department of Commerce.

Fox N. Y. Exchange Files 34 Suits Against Exhibitors

Thirty-four suits have been filed by the Fox New York exchange against exhibitors on the exhibition contract since the signing of the Thacher Decree, which makes com-

Adoption of Duty on Silver Seen Raising Films’ Cost

M-G-M Plans 5 Versions of “Monsieur Le Fox”

West Coast Bureau, THE FILM DAILY

Los Angeles—M-G-M will produce “Monsieur Le Fox” simultaneously in five languages, English, German, Spanish, French and Italian. Gilbert Roland will play the male lead in at least two versions, the English and the Spanish. Hal Roach will direct and supervise.

Washington Review of THE FILM DAILY

Washington—About $10,000,000 a year may be added to the cost of motion pictures as a result of the assumption that the price of silver will advance the full amount of the duty. Senator Pittman, of Nevada, who proposed the amendment, contends that the full amount will not be passed on to the consumers.

Now the Smellies

Wash., D.C. of THE FILM DAILY

Washington—A patent for a device transmitting odors associated with scenes displayed on the screen has just been issued to John H. Leavell of Los Angeles by the U. S. Patent Office.
Second Thoughts
— on first rate subjects
(Continued from Page 1)

wrapping advertising from a given publication because of an unfavorable criticism or review of a picture. The greatest friends this industry can have are the newspapers. They can likewise be dangerous enemies. Critics are but human. They give their best and their duty is to their readers first, last and always. The exhibitor who tries to intimate his local newspaper is a chump.

Columbia Arranges Many Tie-Ups for Anniversary

Columbia has arranged many tie-ups with the Gribbs-Grumo Co., Barcelona, Star Piano, Royal Typewriter, Fashion Knit, the General Growers’ Ass’n, Kinchen, Schratl Candy Co., Standard Oil, Winton Vacs, Ronson, Obtain Unterstüt Hose and other manufacturers. Tie-ups will be on radio time, cooperative advertising, window displays, etc.

120 Increase in Week
in W. E. Installations

Latest figures show 5,120 Western Electric installations throughout the world. This is an increase of 120 per week over last year. Of the total 5,300 are in the United States and 820 in Great Britain.

Feist, Dietz, to Coast

Feist, director of sales for M-G-M and Howard Dietz, publicity and advertising director, leave today for the Coast on a three-weeks’ trip.

New Norfolk Corporation

Norfolk, Va. — Micro-amplifying Lenco Corp. has been formed to take over the capital stock of $25,000. W. P. Sut- ton is president; W. M. Will, vice president; and 1. S. Nussbaum, general counsel.

Lowery Extends Booking

Extension of the booking of “Sugar Plum Papa,” Educational-Mack Sennett Talking comedy, has been made by the Loew Circuit of New York. Today, the comedy concludes a 12-day booking over the deluxe Loew houses, but will continue for seven days in some of the circuit’s smaller houses.

Sunday Talkers O. K.

Garner, 1a.—Sunday shows will be presented here, Mayor Bars has informed the support of the movement, provided the theater managers install equipment and present talkers.

Diebold Takes Back Waterloo

Waterloo, 1a.—A. J. Diebold, who recently leased the Waterloo to a week ago, takes over operation of the house again shortly.

Doorman Nearly Perishes in Fire at Fox’s Academy

Leslie Quigley, head doorman at Fox’s Academy Theater, almost lost his life yesterday when he was overcome by smoke in attempting to put out a fire in a storage room on the mezzanine floor of the theater. Only the quick work of ushers saved him. Firemen extinguished the blaze while those in the audience remained unaware of the danger.

Silents in Germany Lose
Battle Against Sound

Washington — That audible films are definitely supplanting silent pictures at the larger German theaters is reported in the M. P. Division of the Department of Commerce. The hardware is offered to smaller houses that cannot afford to install sound equipment. This condition has caused the “rise of mushroom” distributors in the field of silent pictures.

Third Dimension Films, Inc., Obtains Charter

Dover, Del.—Third Dimension Films, Inc. of Dover, has been granted a Delaware charter. Incorporation papers, filed by the Capital Trust Co. of Delaware, show the company capitalized at 100 shares.

Lifton with Sono Art

Louis S. Lifton is now assisting Mr. Simmons in the advertising and publicity department of Sono Art World Wide.

Cantor at Cincinnati

Cincinnati—Edward Cantor is now working out of the local Sono Art World Wide office.

Lindsay Theater Receiver

Audubon, N. J.—Frank W. Lindsay, the new receiver of the New Century Theatre, which is now closed. Jersey Amusement Co. was former operator of the house.

To Start Clovis, N. M., House

Clavos, N. M.—Work will be immediately started on the new house to be built by Boller Bros., of Los Angeles, to make the plans.
New Theaters

Coast Wire Service

Hollywood Happenings

Well Known Cameramen on Staff of Technicolor

With the increased demand for Technicolor cameras for color scenes in pictures now being made, the company has enlarged its staff which now includes such men as Karl Freund, who is known for his work on "The Last Laugh," "Variety" and other fine films. Al Gilks, for many years with Paramount and photographer of Wallace Reid pictures and "Old Ironside," Frank Good, Ray Remnaher, Howard Green, Charles Schoenbaum and Edward T. Estabrook, head of the camera department.

Start on "Border Legion"

Work has been started on Paramount's "The Border Legion," which features Richard Arlen, Fay Wray and Jack Holt. Otto Brower and Edwin Knopf are directing.

Garbo in "Romance"

Greta Garbo has started work on "Romance", her second talking picture for M-G-M. Gavin Gordon, Lewis Stone and Florence Lake are also cast with Clarence Brown directing.

Cook at Columbia Studios

Joe Cook is here to commence work on "Rain or Shine" for Columbia. Jo Swerling is handling the adaptation of the James Gleason play.

Radio Gets "Scrap of Paper"

Radio Pictures have acquired the talking screen rights to "A Scrap of Paper," by Victor Sardou. An English translation of the French play is now being made.

Starke Replaces Mary Nolan

Pauline Starke has replaced Mary Nolan in the cast of "What Men Want." The former star was forced to retire from the Universal picture due to illness.

Hawks Directs by Radio

Howard Hawks, directing "The Dawn Patrol" for First National, starring Richard Barthelmess, has had an elaborate radio broadcasting set installed at the location from which he gives directions to fliers while in the air making scenes for the film.

Fox to Make Horse Picture

William Sclater will direct Max Brand's story "Alcatraz" for Fox. A suitable horse is now being sought for a feature part in the picture.

Seeking Fairbanks Film Title

While there is much speculation on the title of Douglas Fairbanks' next picture, "Days of '40" will not be the name as was expected. A new title is under consideration.

Get King's Portrait

Producers who contributed to the "Barcelona Trailer," made here a year ago in Spanish and which was the first all Spanish talking picture to be shown in Spain, will be presented with portraits of King Alfonso. Adolph Zukor, Joseph M. Schenck, Harold Lloyd, Joseph Zichner, William Le Baron, Louis B. Mayer, Irving Thalberg, Carl Laemmle and Will H. Hays will receive the portraits from Marcello M. B. Ventura, commissioned by the King.

Security Distributing for Chesterfield in Illinois


Pathé Executives Win

Pathé house office executives who have organized a bowling team calling the "Swing High" team beat the regular company's team in a match replay. The executives team was made up of Phil Reisman, John McCool, Ed Ballentine, Fred Lally, William McShea, C. J. Scollard, Bill Raynor and Tom Gorman. The regular team consisted of Jack Level, George Ronen, Ed Helontis, Ed Kramer, Jack McCarron, Emmet Cashman and Frank Hageter.

BRYANT WASHBURN

Ladies and gentlemen, It's the greatest show on earth. Don't miss it!

(HE'S IN IT)
What Leaders of the 1930 FILM DAILY Book — Would Be Lost Without It

I JUST want you to know that I feel that this is not only the greatest volume of interesting reading matter I have ever had my hands on, but like all previous editions, it is a necessary part of my business tools.

Without it I would be lost, and I often wonder if the people in this industry realize the amount of work, energy and enthusiasm it takes to place such a marvelous and comprehensive book of facts in the busy motion picture executive's lap.

—Phil Reisman

Dunn & Bradstreet of Industry

I T is so definitely the Dunn & Bradstreet of the industry that I feel right at home in looking it over. I congratulate you on a marvelous job.

—J. P. Kennedy

A Fine Volume

I T is indeed a fine volume of interesting and useful information and congratulate you upon its achievement.

—J. E. Otterson

Increasingly Helpful

I WANT to assure you that this book becomes increasingly helpful to me each year. Particularly in my own office here, do we refer to it daily and have grown to depend on it.

—George W. Weeks

Great Piece of Work

I T is surely a great piece of work. —Douglas Fairbanks

Film Man's Encyclopedia

I HAVE only had time to glance through it, and it can truly be called the Film Man's Encyclopedia. It is chock full of practical and helpful information, and acts as a ready reference for the many things which must be referred to in the course of a season.

—Fred Quimby

Occupies the Place of Honor

I CAN assure you that the Film Year Book always occupies the place of honor and most ready use on my desk. I refer to it continually and only the stoutness of the binding keeps it from being worn out long before the end of the year.

—C. J. North

A Splendid Work

LET me add my congratulations to the hundreds of others that I know you are receiving. It's a splendid work, and a great book, and I feel proud to have been one of the many to contribute to its extensive content. I feel sure that much credit is due you for your constant and untiring efforts in making this publication a complete success.

—E. I. Way

The Year Book is given

Subscription $10.00

Read about this ser
Industry Say About the YEAR BOOK

Most Complete Source of Information

I CONSIDER it the most complete source of information available on all phases of the motion picture industry. There is hardly an item covering the industry that has been overlooked, and I heartily recommend its use to any one at all interested in the motion picture industry.

—N. D. Golden
M. P. Division, Dept. of Commerce

Consult the Year Book

DURING the year hundreds of letters are received from college and high school students and other investigators, asking for facts as to motion pictures. Invariably our answer is, “Consult the Film Daily Year Book.”

—Barrett Kiesling
Civil B. De Mille Prod.

A Real Achievement

I WANT to congratulate you and your staff on a real achievement. Frankly, I do not know how I would get along without it.

—N. L. Manheim
Export Manager, Universal

Few Days I Do Not Use It

I LOOK forward each year to the publication of the book and there are few days in the year when I do not actually make use of it.

—W. J. German
J. E. Brudolour, Inc.

More Interesting Than Ever

I THINK it is a great book and more interesting than ever. It is the kind of a book that every representative in the film industry will without question keep handy.

—Raymond S. Reed
Adm. Mgr., Heyeood Wakefield Co.

Tribute to the Industry

IT is a splendid piece of work and a tribute to the industry.

—Walter F. Wanger
Gen. Mgr., Production Dept.
Paramount Famous-Lasky

Used Daily by Producers

I KNOW of no publications which is of greater use daily to producers than the Film Daily Year Book.

—Robert Fairbanks
Douglas Fairbanks Pictures Corp.

Records That Are Priceless

WHAT the book itself means not only to me, but to everyone who is interested in the progress of an industry, only posterity can tell. The fact, however, remains that it is not for the Year Book much of vital importance in the history of the motion picture industry would have been buried in archives of forgotten memories and it is due to you that generations to come can find records that are priceless.

—Victor B. Hedman

Most Perfect Thing of Its Kind

I BELIEVE it to be the most perfect thing of its kind ever published about any industry.

—Monta Bell
Paramount

Look It Up in the Year Book

IT is a comprehensive and inexhaustible mine of information regarding our great industry. I have examined it cursorily, but a real thorough examination would involve weeks of study, which it will undoubtedly receive from time to time during the year as various problems arise. Hardly a day passes that some question does not come up regarding which I say, “Look it up in the Film Daily Year Book.”

—John Boyce-Smith
Vice-President, Inspiration Pictures

Bigger and Better

THE Film Daily Year Book is certainly becoming “bigger and better” with every new edition.

—Lou B. Metzger
Gen. Mgr., Universal Pictures Corp.

A Masterpiece

PLEASE accept my congratulations. This is certainly a masterpiece and I will use it to good advantage during the coming year.

—James R. Grainger
Gen. Sales Mgr., Fox Film Corp.

An Amazing Array of Facts

IT presents an amazing array of facts, readily accessible, of use to the motion picture executive.

—Terry Ramsaye
Editor-in-Chief, Pathé Audio Review

A Knockout

IT'S a knockout! Every year, when it's put on my desk, I've gone through it and concluded that it's by far the best you've done to date. This year, however, so far surpasses any of the others, that there's no comparison.

—Arch Reeve
Publicity Div., Paramount W. C. Studio

Can Intelligently Answer Any Question

WE just received your surprise package, “The Film Daily Year Book, 1930.” This is the most comprehensive moving picture industry encyclopedia ever assembled. With this excellent data at our disposal, we can intelligently answer any and every question concerning our business.

—A. P. Archer
Inter-Mountain Educational Film Exchange

Need a Fresh Set of Superlatives

A few hours after I received your letter this morning the postman staggered in with a copy of the Year Book which you were kind enough to send me. Honestly it would need a fresh set of superlatives to describe this wonderful work.

—Ernest Fredman
Editor, Daily Film Renter and M. P. News

Will Be Well Thumbéd

THE academy, as you know, is building up a comprehensive library on motion picture subjects. In this library, the 1930 Film Daily Year Book will be just in a prized place; and, you may be assured, its valuable informative pages will be well thumbed by the time the next year book is published.

—Frank Woods
Secretary, Academy of M. P. Arts & Sciences

in a Year’s Subscription to DAILY

20 Copies of Book $5.00

Out this coupon to get it

To THE FILM DAILY,
1650 Broadway,
New York City.

Gentlemen:
Herewith my check for $10.00. Start my yearly subscription to Film Daily Service immediately.

NAME

ADDRESS

CITY
STATE

Date

To: M. P. Film Daily
1650 Broadway
New York, N.Y.

Name
Address
City
State

Date

RETURN TO THE FILM DAILY, NEW YORK. NO POSTAGE NEEDED FOR REPLY.
ALONG THE RIALTO

with

Phil M. Daly, Jr.

R. F. (Pete) WOODHULL of General Talking Pictures is receiving a lot of compliments in connection with his idea of establishing the DeForest sound clinic. Pete’s one of the most widely-known chaps in exhibitor circles.

A. J. KENDRICK, president of Sound Studios, informs that he has leased an extra floor in the Sonora Bldg. to be used as a review room for demonstrations of recorded radio programs. The Sound Studios claim to have been awarded the first license by Western Electric for such recording.

IRVING BERLIN arrived in town yesterday from Hollywood, but remains only long enough to catch his breath, departing again in a few days with Mrs. Berlin for the Coast to supervise “Love in a Cottage” for United Artists. The vaudeville engagement of Lloyd Corrington, Eddie Jackson and Jimmie Durante at Fox’s Audubon next week will be their last Eastern appearance for a while, says Blanche F. Livingston, the knockout comedy team being slated to go West for some picture work.

H. M. WILCOX, operating manager of E. R. P. I. on April 1 will address the Princeton Club on “Talkies of the Future.” Rutgers Nellson called up to say that Pathe’s first song sketch, “Mandalay,” is now in its tenth week on Broadway.

WARNER FOLKS are all keyed up for the gladness affair, the second annual banquet and ball of the Warner Club, Inc., at the Hotel Commodore on April 3, and from all that can be learned in advance it is going to be a truly jubilant party. Mary Duncan will leave the Roosevelt Hospital next week and choo choo to her home in Virginia to recuperate.

WE have just received word from Hy Daub that we are one of 1,500 members enrolled in the Grand and Benevolent Order of Cuckoos. My! My! Isn’t that lovely! Never knew Hy suspected we were that way. As an official badge of our status we have been presented with a cuckoo clock. Well, here’s hoping it’s not a cuckoo timekeeper. But time will tell, time will tell. By the by, we understand Bert Wheeler and Robert Woolsey, stars of “Cuckoos,” are charter members.

MARCH 21—MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE FILM DAILY Co. to the following members of the industry, who are celebrating their birthdays today.

Sidney Franklin
James Flood
Sam Hardy

Jack Jungmeyer
W. S. Van Dyke
Edward Cronjager

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Colored Lights on Steam Makes Attractive Display

Maurice A. Mechanic, manager of the New, Baltimore, at showing of “Hot for Paris”, connected a perforated pipe to the steam heating plant and ran across the front of the box. Colored lights played on the lesse steam and made an attractive ballyhoo.

Street Car Exploits Spanish Version

G. R. NAYLOR, manager of the Medal Film Co., used street car ballyhoo to exploit a Spanish version of “Her Husband’s Affair” (“Su Intimo Secreto” at the Havana showing. Cast was covered with signs telling the perfect Spanish dialogue up through the feature and a bat inside drew attention to the bat.-Pet.

Model Zeppelin on Truck

Used for “Lost Zeppelin”

Mike Newman, exploitation man at the Spreckeles San Diego, built an 18 foot zeppelin and mounted it on a bus with lights and loud speakers attract attention to the “Lost Zeppelin.” Newman also a good newspaper break by running a benefit for the Care Kearnery Dirigible Base Fund.

Radio Tie-Ups Push

“Untamed” at Binghamton

Fred Perry, manager of Studio, Binghamton, N. arranged to have song hits and announcements of the show of “Untamed” broadcast on the daily radio programs. This a classified ad puzzle runs daily in the Sun helped put the picture over.

TEN YEARS AGO TO-DAY

“Virgin of Stamboul” open.

Ethel Clayton to form her company.

Oliver Curwood plans to put companies making features of stories for two reel subjects.
SECOND ANNUAL
WARNER CLUB
FROLIC
BANQUET
AND BALL
GRAND BALL ROOM
HOTEL COMMODORE
SATURDAY
APRIL
Dinner at 8:30
Stars Galore
MUSIC BY
Sam Lannin's Ipana Troubadors
Hollywood Degrees

Hollywood is the university of the film industry and no one who has the responsibility of production and production of pictures can consider himself a producer or a director unless he is a graduate of the university. So says George Pearson, English film man of 20 years' experience, in his arrival in New York from the coast where he assisted in the making of "Journey's End."

30 Feature Productions From Tiffany in 1930-31

(Continued from Page 1) trade people present, it was disclosed that "Journey's End" will have its premiere at the Gaity April 15. Tiffany intends to make four foreign versions of the picture, these being in Spanish, French, German and Italian. Tiffany will produce each picture in its respective country in association with a local producer, Gainsborough and Welsh-Pearson.

George Pearson, who has arrived from the Coast after supervising the picture, spoke briefly, stating that the play on which the film is based is now playing in 24 countries. He sails tomorrow for England. On Monday, Arthur Lee, Tiffany foreign manager, sails to make arrangements, in association with Pearson, for the producing of the foreign versions.

Fox N. Y. Exchange Files 34 Suits Against Exhibs

(Continued from Page 1) pulsurly group arbitration illegal. Seven of these have been settled out of court while the remaining 27 are awaiting an inquiry before the public service department. The suits are filed by George Pearson, of the home office legal department in charge. Of this total, 13 are for damaged or lost film with two cases having already been settled; nine are for N. G. checks, three exhibitors having cleared their accounts while the last batch of 12 are for broken contracts, two of which have been adjusted. All except one case which will be tried in the Supreme Court, due to the exhibitor operating up-state, are scheduled to be heard in the Municipal Court.

Don Eddy Arrives Tomorrow

Don Eddy, publicity director for RKO on the Coast, arrives in New York tomorrow for conferences with Folco Quilici regarding exploitation on forthcoming pictures.

Warner Officials Due Back

Sam B. Korson and A. E. Waxman are due back from the Coast on Tuesday.

Buys Akron House

Akron, O. — H. B. Keckler has taken over the Ideal from Mrs. Park Palmer.

Fehr Recalls Experiences as Exploiter of Pictures

Personal experiences as an exploiter were recalled by Louis Fehr of the "New York-American" who spoke to the A.M.P.A. at its weekly luncheon yesterday at the Blue Ribbon Restaurant. He complimented the publicity men on their excellent copy. Cartoon Fisher, cartoonist, also spoke at the gathering, at which Edward L. Klein presided.

Announcement was made of Don Hancock's appointment as Editor and Tom Wiley as business manager of the A.M.P.A. magazine in place of Edward MacNance and Michael Simmons, both of whom were obliged to resign because of other duties. A canvas is being taken among the members to decide upon a new meeting day.

3 Former Metropolitan Exhibs Re-enter Field

(Continued from Page 1) the Acme, on 14th St., N. Y. C., while Ben Rosasa, former New Jersey independent operator, has reopened the Adelphi in Brooklyn. Charles Swazzo, former owner of several Long Island houses, has taken back the Palace, Corona, which he operated many years ago.

Bunn Calls Good Sound Aid to the Community

(Continued from Page 1) general sales manager of Electrical Research Products. As an illustration he cites the case of the Barron Theater, Pratt, Kan., the owner of which was forced to install the best of equipment when pressure was brought to bear upon him by the merchants of the town, who held that good entertainment at home would give the citizens less cause for being absent from town.

Wide Film Projectors

Set for April Delivery

(Continued from Page 1) the gate. In the event that the 65 mm. devices are made standard, it is understood that anyone now purchasing the 65 mm apparatus will be able to adapt them to 65 mm at small cost.

At the Mitchell plant in California, 70 mm cameras now are available for immediate delivery, while 65 mm cameras may be obtained on order.

Richard Buys in Grand Ledge

Grand Ledge, Mich. — Normand Richard of Lansing has acquired the Grand from Ella Rice and her brother. The name has been changed to the state and sound equipment has been installed.

Second House for Dancer, Jr.

Neodesha, Kan. — Frank Dancer, Jr., who operates the Boot, Independence, has taken over management of the Dickinson here.

Two Close at Cleveland

Cleveland — Poor business has forced the Manhattan and Parkview theaters to close.

Bell & Howell Accuracy Begins in the Test Tube

THE rigid specifications guiding every operation in the manufacture of Bell & Howell Cinemachinery begin with inflexible chemical formulae. For the various kinds of metals used, specifications as to hardness, texture, and reaction to temperature are invariable, and can be achieved only by exacting restrictions in their manufacture.

Scores of minute inspections follow every manufacturing operation. Tolerances of one ten-thousandth of an inch are commonly demanded. Completed machines must run a hard gauntlet before they are released. Bell & Howell's first guarantee is to itself . . . that its Standard Studio Cameras, Film Perforators, Printers and Splicers be made in such a way as to render the full measure of dependable service the world has learned to expect of them.

From the "lot" to the projection booth, this insistence upon accuracy paves the way for better motion picture sound or silent. Every branch of the industry shares in these values, Bell & Howell's permanent contribution to widespread economic advancement of the industry.

Bell & Howell Co.


Established 1907
The One and Only

Lupe Velez

with

Paul Cavanagh
William Boyd

in Langdon McCormick's history-making stage melodrama. NOW greater than ever as a smashing outdoor talking thriller!

Directed by William Wyler
Presented by CARL LAEMMLE

Don't Fail To Read Complete Details In Universal Weekly

The Film Daily's

Short Subjects Quarterly

Out Next Sunday

REVIEWS AND INFORMATION OF TREMENDOUS VALUE TO THE ENTIRE INDUSTRY
THE AGABOND ADVENTURE SERIES

with TOM TERRIS
the Vagabond Director

ready now

The most sensational b.o. puller in the short subject field today!

THE FIRST 3

"THE GOLDEN PAGODA"
Buddha and mystery! You travel with Tom Terris into the quaint streets of Burma, see the native beggars, emerald temples, huge golden temple domes...and a thrilling trip into the forbidden caves of the dead Kings where one misstep means horrible death!

"STREETS OF MYSTERY"
India! Land of magic and superstition—land of the savage tiger and royal elephant, of ancient temples...The tense dramatic story of a boy lured by the beauty of a bronzed savage swallowed up in the mysterious streets of India: A super-thrilling episode!

"THE LAIR OF CHANG-OW"
China, oldest civilization in the world—jost houses, queer temples, sinister poppy-fields splendid silks, eternal rice, leering coolies...And a curdling evening and night in the Wang-ho caves, the lair of the dreaded bandit chief Chang-ow. Mysterious, exciting!

produced by
THE VAN BEUREN CORPORATION
released by PATHÉ
Pathe Cinema to Handle RCA Photophone in France

RKO 1930-31 Program Has 30 Features

Report R-K-O Negotiating for 7 Chicago Houses

Pathé Cinema-RCA Photophone Deal Covers Five Year Period

ELECT NOLTE HEAD OF M.P.T.O.5 OF MARYLAND

Baltimore—Charles E. Nolte has been elected president of the M. P. T. O. of Maryland at the annual meeting just held. Other new officers are Lauritz C. Garman, vice president; Frank A. Horning, treasurer, and William E. Stumpf, secretary. The following comprise the new board of directors: Herman A. Blum, Frank H. Durkee, J. Louis Rome, William Kalb, Thomas D. Goldberg, Samuel Soth and Phillip Miller.

FOX CIRCUIT COURT CASE ADVANCED TO MARCH 24

At the request of Samuel Uнтерmyer, attorney for William Fox, Senior Judge Martin T. Manton, of the Circuit Court of Appeals, has advanced the date, from April 7 to March 24, for the full court hearing on the writ obtained by H. L. Stuart and J. E. Otterson requiring Federal Judge Frank J. Coleman to show cause why he should not be restrained from acting on the Fox cases pending before him. Untermyer's attorney, J. E. Otterson, will be heard.

Some Films on New Year Schedule Will be Made Abroad

RKO's feature output for the 1930-31 season will comprise 30 features. This total is approximately the same as that of its current program. Some features will be made abroad but production plans have not as yet been completed, it was stated Friday. The short subject program has now been determined. The RKO policy, as in connection with the 1929-30 schedule, will provide for the subjects being made by outside units.

TexAS Exhibitor Ass'n Will Handle Equipment

Dallas—Arrangements to handle the many items of theater equipment, as well as plans for resuming the order of district meetings conducted during previous seasons, have been made by Allied Theater Owners of Texas. A sound screen and a projector (Continued on Page 12)

Atlanta House Bombing—Laid to Labor Troubles

Atlanta—Labor troubles are said to be the cause of the bombing of a downtown theater, the second incident of its kind here in four months. Damage is estimated at $500. The house has been employing non-union labor, police state.

Latin Films Only

West Coast Bar, THE FILM DAILY

Hollywood—Tom White, independent producer of foreign-language films, has leased the California for the exclusive showing of Spanish-speaking pictures. He will reopen the house March 29 with his own production, "La Rosa Del Fuego" with Don Alvarado, Rene Torres and Emanuel Martinez in the cast.
Financial

NEW YORK STOCK MARKET
(QUOTATIONS AS OF FRIDAY)

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<th>Security</th>
<th>Opening Sale</th>
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NEW YORK CURRENCY

- 1 British Pound = 22.50 U.S. Dollars
- 1 German Mark = 0.45 U.S. Dollars
- 1 Canadian Dollar = 0.75 U.S. Dollars

REVIEW

From BACK FROM SHANGHAI

LUCKY LARKIN

DARK RED ROSES

LOVIN' THE LADIES

WISE GIRLS

SHORT SUBJECTS

SOUND

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EDITORIAL—Wide Film Steamrolling in

FINANCIAL, Daily Market Activities

HOLLYWOOD HAPPENINGS, Coast News by Telegraph

"A LITTLE FROM LOTS" by Ralph With

DAILY'S FEATURE PAGE

TIMELY TOPICS, Digest of Current Opinions

A FIRST PLACE FOR DALLAS

ALONG THE RIALTO, by Phil M. Daily, Jr.

BIRTHDAY GREETINGS TO EX-JOHN H.

EXPLOITATIONS

TEN YEARS AGO TODAY, Called from Film Daily File

FOREIGN MARKETS, by Louis Pelgren

PRODUCTION IN THE EAST

SHORT SHOTS FROM N. Y. STUDIOS, by Harry N. Blair

REVIEWS OF NEWST RELEASES

PRESENTATIONS, by Don E. Gillette

THE WEEK'S HEADLINES, Resume of News

THE INDUSTRY'S Date Book

Mar. 25 Annual meeting of Projection Men's Council at Town Hall, N. Y.
Mar. 26 Premiere of "Mammy" at the Warner Co., N. Y.
Mar. 28 Opening of "The Man from Blankety's" at Central, New York
Apr. 5 Premiere of "Journey's End" at the Gaity, New York
S-S Conference will take place at N. Y.
Apr. 6 Spring convention of Tri-State, P.T.O. at Memphis
May 5-8 S.M.P.E. Spring Meeting at the Wardman Park Hotel, Wash-
ton, D. C. 
May 16-17-18 Paramount Eastern offices hold annual sales meet-
ting, Atlantic City
May 24-25-26-27 Paramount western offices will hold annual sales meet-
tings at San Francisco
May 25 Fox annual sales convention at the Hotel Commodore, N. Y.
June 2-7 International Cinema Congress, Brussels.

Reopen Arcadia House

Arcadia, La.—Len T. Langston reopened the Dixie which was
cently damaged by fire.

Universal Changes Title

"Captain of the Guard" is the title of "La Marseillaise," Univ.

Let Us Solve Your Problems!

Over 20 Years of Experience Qualifies Us as Specialists in

MOTION PICTURE INSURANCE

STEBBINS, LETERTMAN & GATES

INCORPORATED

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AR. BOYD ENTERPRISE

1700 SANSOM STREET

PHILADELPHIA, PA.

[Image of the Film Daily Daily page with various articles and advertisements]
Wide Film Steaming In
(Continued from Page 1)

N-E-W-S O F T-H-E D-A-Y

United States

Kinston, N. C.—The Grand Theater has been destroyed by fire with losses estimated at $100,000. Plans are being made to rebuild as soon as insurance adjustments are completed.

Bladenboro, N. C.—The Lyric has been sold to J. C. Lambden and O. H. Young by the Amusement Operating Co.

Charleston, N. C.—Recent DeForest installations in the Carolinas have been made in the following towns: Albemarle, Asheboro, Clinton, Eden, Durham, Shelby, Wilmington, Charleston. RCA Telephone has been installed in the stores of Neu, Morehead; Roxboro, Weldon; Selma, Marion; Paris, Island; Moultrieville, Wadesboro.

Wallace, N. C.—The Wanoca has been equipped with De Forest sound. Wallace is said to be the smallest town in the U. S. to boast a theater wired for sound. It has a population of 648.

Charlotte, N. C.—Announcement of the engagement and approaching marriage of Hugh Smart, Manager of the Imperial, to Miss Marjorie Urne, of Montgomery Ala. has been made.

Staples, Minn.—E. H. Hill has purchased the theater here from Kay O. Wilson. The house will be remodeled.

Flushing, O.—William Bethel has reopened the Pastime which has been closed on account of an accident to him.

Springfield, Mass.—Edward M. Mulkin plans to reopen the Mulkin next week when decorations are being made will be completed.

Morgantown, W. Va.—An electric short circuit caused a fire at the Metropolitan here resulting in a loss of approximately $40,000, Manager George Sallows, declares.

Detroit—Joe La Rose has succeeded Guy Wonders as manager of the Fox theater. J. M. Joice, formerly in charge of publicity for the Fox in Brooklyn, is now associated with La Rose as publicity man.

King City, Cal.—The Relic Joy will open soon with RCA Photophone sound equipment.

Sumner, Wash.—The Liberty theater is being wired by RCA Photophone.

Chandler, Ariz.—Western Electric equipment has been installed in the Manhatten.

Grand Rapids, Minn.—Announcement is made that the Grand is being wired for sound by RCA Photophone engineers.

New Egypt, N. J.—The Isis is being wired for sound by RCA Photophone.

Akron, O.—RCA Photophone engineers are installing sound in the Southern.

Newark, N. J.—Weeghchick is in the hands of RCA Photophone engineers.

Deep River, Conn.—RCA Photophone sound equipment is going into the Pratt.

Windsor, Conn.—The Tuxenis is being wired for sound by RCA Photophone.

Foreign

London—H. D. Waley and W. Vinton have formed Continuous Projectors, Ltd., to manufacture a continuous projector invented by Waley.

Berlin—Tauber Tonfilm Co. has been formed by Richard Tauber, Max Reichmann and Manfred Liebenau. Plans are being made to produce five pictures starring Tauber.

Lyons, France—Tobis has wired the Scala and Majestic here and the Varieties at Vienna.

Wembley Park, England—Associated Sound Film Industries, Ltd., will make the "City of Song" in English and German.

New York

Jack Huber has resigned from Columbia exchange.

Melrose, Bronx, former Louis Simon house, has been converted into a public market.

Joe Fiesler, formerly managing the 5th St. Playhouse, is now in charge of the Film Guild in Newark.

Anita Stewart is making personal appearances at the Loew's Grand, Bronx.

R-K-O Bronx theaters are showing "Kollegiate Kapers," neighborhood musical stage revue.

The Luxor will open soon with RCA Photophone sound equipment.

Corona, N. Y.—The Palace has gone sound—RCA Photophone.

Rochester, N. Y.—The Grand is being wired by RCA Photophone.

Back to Silents

Pittsburgh—Silent pictures have returned here with the reopening of the Gayety under this policy. The Cinemusical Co. has leased the former burlesque house and a feature of the new regime is a 50-piece orchestra.

Gets Sound Equipment

Eureka, S. D.—Sound equipment has been installed at the State.

RCA for Iowa House

Belmond, Ia.—The Lyric is in installing RCA sound equipment.

RCA for Faulkton, S. D.

Faulkton, S. D.—Levi F. Roberts will install RCA in the New.

Raising Fund for Sound

Midland, S. D.—Local business men are raising $4,000 to buy sound equipment for the new American Legion hall here.

Leases Ipswich (S. D.) House

Turton, S. D.—E. J. Quinn has leased the State at Ipswich and will install sound.

Improving South Dakota House

Highmore, S. D.—Extensive improvements are being made at the new Grand, including the installation of Western Electric equipment. S. H. Tomer is owner.

Fred Scott

"If only I had a larynx like that!"

(His in it)
Exhibitors Daily Reminder

Keep bulbs in electric signs clean; you'll get much better illumination for your money.

Sunday, March 23, 1930

Magistrate Aroused Over Sprinkler System Delays

Following testimony by Assistant Fire Chief Joseph B. Martin that 191 orders requiring installation of sprinkler systems in various establishments, including film studios, were tied up in the Board of Standards and Appeals, Chief Magistrate McAdoo has ordered officials of the fire department to appear before him Monday in connection with his inquiry into the Pathe studio fire. The adjoining hearing of John C. Finn and Henry Lally before District Attorney Crain is to be resumed in Homicide Court on Tuesday.

Must Wire for Sunday Shows

Garner, Ia.—Although this town has voted for Sunday movies, officials refuse to pass the ordinance permitting sabbath shows until the local house installs sound equipment.

New Iowa Talker House

Creston, Ia.—The Iowa has been opened with Western Electric sound equipment.

McLaren for Jackson House

Jackson, Mich. — W. S. McLaren will manage the new Butterfield which opens here in April. Bernard Smith has succeeded McLaren at the Capitol.

New Price Scale

Baltimore—Fred G. Schanberger, Jr., has revised the price scale at the Auditorium from 35 cents to $1.50, to from 25 to 50 cents.

Fox House Helps the Deaf

St. Louis—Earphones for the hard of hearing have been installed at the Fox, Grand and Washington Blvds.

Shine Joins RCA

D. S. Shine has been made a special representative of RCA Photo-phone Inc.

Film Boards of Trade Report Additional Theater Changes

MINNESOTA

Changes in Ownership

Sunday Lakeville—Lansdowne, sold to J. Neinian by Arvidson.

Closings

Cinema-Movies; Riviera—Princess; Janesse—Augusta.

MISSISSIPPI

Changes in Ownership

Fulton—Hudon, sold to John W. Hume by George Johnson.

Closings

Fayette—Jolly, sold to James W. Hume by Mrs. Joe Passou.

NEW JERSEY

Changes in Ownership

Harriman—Booth, sold to J. L. Grosby by W. C. Deming.

Closings

Amers—Ampers—Petersham—Upson House, Bayonne—Upson House, sold to N. C. Willard by J. L. Grosby.

NEW YORK

Changes in Ownership

Allegany—Wash, sold to J. F. Lowry by J. L. Grosby.

Closings

Amphion, Art, Clear—Fifth Ave, sold to Joseph Mayer, Jr., by J. L. Grosby.

LONG ISLAND

Changes in Ownership

Northport—Northport, sold to Gladstone—Green Park—Palace, sold to H. G. Crockett, sold to W. H. Truax.

Closings

Arvonne—Parke; Arbor—Arcades, sold to Mr. Mayer; Franklin—North Babylon, sold to H. G. Crockett; St. Albans—St. Albans, sold to H. G. Crockett.

STATEN ISLAND

Changes in Ownership

South Beach—Staten Island, sold to New York.

Closings

Magdalena—Caisson; Mountaintop—Mountaintop, sold to J. O. Tarver.

NEW MEXICO

Changes in Ownership

 Hatch—Palace, sold to Ron Hopkins by J. O. Tarver.

Closings

NAVAL NAVIGATION SCHOOL

Closing

Baldenbro—Lyric—Fairmont—Star—High Point—Alderman.

NEW THEATERS

Asheboro—New, owner—J. F. White, Jr.

"Are you getting out in the lobby after each show and listening to the patrons of your place? Scraps of conversation and direct statements to you will help you gauge the tastes of your customers."
60 Foreign Press Men Now at Coast

To Make “Big Fight” in Spanish—Fred Kohler in “Little Caesar” — Name Town After Cooper—Ralph Wilk’s Notes and Other Wired Coast News

A Little from “Lots”

By RALPH WILK

Hollywood

GEORGE O’BRIEN sings two songs in his newest picture, tentatively titled, “A Holy Terror,” directed by A. E. Erickson. The songs are “The Song of the Lumberjacks” and “Nobody Knows,” both written by John Little and Eddie Burke.

Walter DeLeon recently completed his original story, “Fire Men,” for Pathés. He also wrote the continuity and dialogue. He is now writing another original for Pathes.

Do you remember when Sam W. B. Cohn was publicity director of Associated Producers, when Tom Lennon was a lawyer in San Francisco; when Mauri Grashin was a reporter on the old “Chicago Herald.”

Rowland V. Lee, veteran Paramount director, has signed a new contract with Paramount. He directed two of George Bancroft’s most successful pictures, “The Wolf of Wall Street” and “Ladies Love Brute.” Lee was well prepared when sound pictures came into being. Several years of stage experience had left him well founded in the proper use of dialogue, while additional years as a motion picture actor increased his worth.

Colleen Moore was so interested in the stage debut of her brother, Clive, that she traveled to St. Louis to witness his performance as the juvenile in “June Moon.”

Tom Buckingham, who wrote “Officer O’Brien,” to which T. C. Grett directed for Pathes, is at work on an original that Garrett will also make for Pathes.


Completes Plans for “Big Fight” in Spanish

Plans have been completed by Samuel Zelwer of James Cagney Productions for the making of “The Big Fight” in Spanish. Ralph Ince has been assigned to direct this version and will be assisted by Andres de Segurola, operative and screen star as well as author and linguist, who will also translate the story into the Spanish tongue.

Paramount Signs Taurog

Paramount has signed Norman Taurog to direct forthcoming productions for the company. His first assignment will be at the Astoria studios.

Wellman with Warners

William Wellman has been signed by Warners to direct “College Widow.”

Columbia Making Original

“The Man from Hell’s River,” which Columbia will produce, is not by James Oliver Curwood but an original, the company states.

Start Lillie Picture

Hamilton MacFadden has started direction of Beatrice Lillie in “Are You There?” for Fox.

Fred Kohler to Star in “Little Caesar” for F. N.

Fred Kohler’s first starring vehicle for First National will be the “Little Caesar,” a story of the underworld.

Gets Lead in Five Versions

Barbara Leonard, hailed as a “find,” will play the leading feminine role in all five versions—English, German, French, Italian and Spanish—of M-G-M’s “MonSieur Le Fox.” Two other players, Frank Lackteen and Miss Nita Quintero, also will be in all editions. Gilbert Roland will act the male lead in the English and Spanish editions, while Andre Luguet will play the same role in the French version and Jean de Briac in the German and Italian. Arnold Korf has a principal part in the English and German versions. George Davis and Helmar Corin will appear in the French and German editions, and Robert Elliott is in the English cast.

7 Leading Men in Bow Film

Clara Bow has seven leading men in her next, titled “True to the Navy,” for Paramount: They are: Fredric March, Eddie Dunn, Rex Bell, Eddie Fetherston, Harry Sweet, Ray Cooke and Charles Sullivan.

Town of Gary

The Great Northern Railway will rename the town of Bonnyside, Mont., to Gary, in honor of Gary Cooper, who owns a ranch near by and who was born in Montana.

Chesterfield Changes Title

Chesterfield has changed the title of its second all-talker to “Ladies in Love.”

Radio Casts June Clyde

June Clyde has been added to the cast of “Hawk Island” by Radio Pictures. George B. Seitz will direct.

Going to Hollywood?

YOU will find a cordial welcome at the charming and hospitable Hollywood Plaza Hotel...right in the heart of movieland. Enjoy the ideal location, and quiet homelike atmosphere...the luxurious furnishings, faultless service...and, noted guests. The dining room is operated by the famous Pig’n Whistle Caters. Rates are most reasonable.

The Plaza is only a few minutes from the beaches, golf courses, studios, downtown loop of Los Angeles, and within a block of Hollywood’s famous fashion shops, theatres, cafes, etc.

Write or wire for reservations, or ask for FREE illustrated booklet, and rates.
Along the Rialto

with

Phil M. Daly, Jr.

With Harry M. Warner and other officials of the Warner firm due back from Hollywood on Tuesday, and representatives of the Tobis and Kuechenmeister talking picture companies scheduled to arrive from abroad at about the same time, that much talked of deal involving foreign talker patents is expected to be concluded.

The Paramount, ace Broadway house of the Publix chain, is receiving its management nowadays from Stephen Barutio. Steve formerly managed the Metropolitan in Boston and the Rialto in this great big town. Incidentally, he helped open the Paramount . . . . And what a capable and pleasant secretary he has in Anne Rubin, who is on the job in a serious, consistent way.

Mike Simmons speaking in behalf of Sono Art-World Wide. Sez his outfit will stage a 47-station radio hookup Mar. 23 to plug the songs used in "Blaze O' Glory," in which Mr. Dowling stars . . . . Beside Mack, who publicizes the Capitol with much gusto, is smiling, officially, and personally, at the way they're crowdin' in to hear Greta talk in "Anna Christie." Getting into the Capitol these days is like trying to bust the Notre Dame line on something.

John Boles, who is currently appearing in "Song of the West," will be the guest star of Roxy and his gang at their broadcast Monday evening over WJZ. He'll also make personal appearance at the Roxy when "Captain of the Guard" begins a run there next Friday . . . . Add to the list of personal appearing gentlemen Maurice Chevalier, who will start a series of them at the Fulton Monday. For two weeks he will appear under the direction of Charles Dillingham, through arrangement with Jesse Lasky. Duke Ellington's band will entertain along with Chevalier.

Jimmy Quirk's mag, "Photoplay," lists the following as the best pictures of the current month: "Lumina," "Hell Harbor," "Only the Brave," "Montana Moon" and "Such Men Are Dangerous." The Lambs Club has gone pictures. If you don't believe it, eavesdrop on that spot some day and you'll get the impression that the stage is a prehistoric institution.

When Leo Brecher shows "Men Without Women" at the Plaza, March 26, 27 and 28, the picture will be known as "Caught."
Theater Equipment

BY WILLIAM ORNSTEIN

Buckling and Breathing Eliminated on 56mm Head

Buckling and "breathing" of film as it passes through the sprockets into the upper magazine are being eliminated through the Natural Vision Head, which converts 35 mm. film to 56 mm. pictures. Elimination of these hazards not only includes any possibilities of fire from these sources, it is said, but also film from being damaged. In addition safety devices are attachable with the new head as an added assurance against fire. Other advantages the new wide film apparatus promises.

Presto Products, Inc. Opens Toronto Office

Toronto—Presto Machine Products Corp. has opened offices here at 505 Yonge St., where J. E. Rudell is in charge. The Presto Mobile Unit, now being marketed in Canada, is claimed to have "definite features of superiority" involving "increased output—approaching the theoretical ideal volt generation." "Extreme sensitivity as the result of unique armature design and construction, laboratory flexibility, increasing volume and minimizing record wear." "Clarion-like definition established by use of highly specialized materials in magnetic-circuit components." "Elimination of sharp resonance peaks by virtue of correct balance of oscillating elements free from excessive needle scratch and other disturbing noises without sacrifice of tone quality."

Tri-State Will Handle Stan-O-Phone in Ohio

Cleveland—Selling rights to Stan-O-Phone, portable sound equipment, for the state of Ohio, have been acquired by Tri-State M. P. Co., of which Jack Flanagan is president.

Sound Theater on Wheels Shown Capital by ERPI

Washington Bureau of THE FILM DAILY

Washington—Complete talking picture equipment mounted on a motor truck was recently demonstrated by Electrical Research Products before the President and other high government officials in connection with the annual dinner of the White House correspondents held at the Hotel Willard. The device, which is practically a theater on wheels, was later placed on public display. The truck has a solid steel body and is lined with lead. This new development will permit the showing of talking pictures in out-of-the-way communities.

Chatman Buy Air Washers Dallas—Chatman Bros. has purchased Carrier Air Washers for their respective houses.

EXCEPTIONAL BARGAIN—

Slightly used 266-foot Universal camera with automatic dissolve shutter. 2" F/1.5 Carl Zeiss lens. 2" F/1.9 Dallmeyer lens, five magazines, carrying case. Universal tripod, all practically brand new—

$350.00

FIRE-PROOF

WILLOUGHBYS

Shoes for Trial Sample

Phone Penna. 0330

Motion Picture Department

U. S. and Canada Agents for Debrir

SAY UNBREAKABLE RECORD CUTS SHIPPING PROBLEMS

(Continued from Page 1)

will make disc records using the same process in the talking machine industry, but will be out of the ordinary in that they will reduce shipping difficulties to a minimum. Records can be made as high as 36" in diameter and can be pressed in multiples of from two to 10, according to size. Recording studio will also be located at the company's headquarters.

Five qualities are claimed by the company as important to the producer and distributor. They are: brilliant tone, durability, unbreakability, economy in packing and freight, and tightness (the 10" record weighs 3.6 ounces; the 16" less than one pound). Arthur D. Little, Inc., of Cambridge, Mass., collaborated in the development of the record and is under exclusive contract to Unbreakable Record for a long term of years.


All Netoco Houses to Have Sarasone Screens

New London, Conn.—All theaters in the Netoco chain will be supplied with the Sarasone screen, invention of Chester Harson of Boston, it is announced here. The screen is said to improve the appearance of the picture thrown upon it as well as amplifies and clarifies the accompanying sounds. Each square foot of the screen contains some 12,000 ends of tiny silvered wires of coil, which, coming through the warp of the cloth on front, act as tiny reflectors. Because of the hyper-reflecting quality thus obtained, theaters using the Sarasone screen are able to reduce projection amperage with consequent reduction in electric bills. Another advantage is that the picture appears as bright and as natural from any seat in the house. No matter what size, the screen is seamless. Installations are now in the Rivoli and State theaters, Roxbury, and the Capitol, here.
Scots Write 95

Edinburgh — There are 95 wired houses in Scotland, according to the latest statistics available. Western Electric and RCA Photophone lead in the number of installations, the former claiming 42 and the latter 24.

Press Austrian Gov’t to Help Sound Films

Washington Bureau of THE FILM DAILY

Washington — Austrian sound film interests are bending every effort to produce and distribute important talking pictures in Austria, it is reported to the M. P. Division of the Dept. of Commerce. The matter soon will be placed before the government by the Austrian minister of commerce.

32 Censored in Germany in Jan.; 11 Made in U.S.

Washington Bureau of THE FILM DAILY

Washington — Thirty-two feature films, half of German and half of foreign make, were censored in Germany in January, according to statistics forwarded to the M. P. Division of the Department of Commerce. Eleven of the foreign films censored were produced in the United States. There were 39 rejections in December and 33 in November.

Sound Equipment Insurance

London—Insurance against break-down in talking picture equipment purchased from it has been taken out by Syntok Talking Films, Ltd.

Opens Berlin Branch

Berlin—A distributing office has been opened at 48 Friedrichstrasse here by Defra, recently formed by French and German interests to produce multi-lingual films.

Foreign Service

Through the medium of Trade Papers International, a reciprocal news arrangement in which this publication participates, spot news of all important foreign developments is brought to the readers of THE FILM DAILY as rapidly as modern news-gathering facilities permit.

Trade Papers International is represented in London by Ernest W. Friedman, editor of "The Daily Film Renter"; in Berlin by Karl Woflfsohn, editor of "Filmbildenschein," and in Paris by P. A. Harle, editor of "La Cinematographie Francaise."

High Quality at Moderate Price Is Good-All Claim

Ogallala, Neb.—Features identical with those to be found in high-priced equipment are claimed for the latest Good-All sound reproducer put out by the Good-All Electric Manufacturing Co. of this city. It is said the apparatus, which is of the disc type and sells for $1,200, has perfect fidelity of reproduction, offers evenness and silence of operation and is sturdily constructed. The reproducer has a non-repeating tone arm.

Tobis-Klangfilm Offered in France at Cut in Price

Washington Bureau of THE FILM DAILY

Washington — Tobis-Klangfilm is offering its sound equipment in France at a heavy reduction in prices, according to information in the hand of the M. P. Division of the Dept. of Commerce. Apparatus which previously sold as high as $13,800 is now being offered at prices ranging from $7,000 to $9,750.

Pathé-Cinema to Raise Capital to $8,000,000

Paris—Authorization for an increase in capital to $8,000,000 has been obtained from the stockholders of Pathé-Cinema. The company's receipts in 1929 showed a 25 per cent advance over those in 1928.

Advises Non-Flam Film

Glasgow—The Glasgow Ass'n of the Educational Institute of Scotland has passed a resolution urging the Government to rule that non-inflammable film must be used for shows where audiences are made up mostly of children.

Gleize to Direct


Czecho-Slovakian Imports

Prague—Thirty-five French films were imported by Czecho-Slovakia in 1929, against 34 in 1928. Great Britain sold 21 in 1929, against 15 in 1928.

Talker for Gwen Farrar

London—A talking picture comedy is being prepared for Gwen Farrar, the vaudeville comedienne.

London Legit Gets Sound

London—Talking picture equipment has been installed at the Palace, legitimate house.

To Build in Liverpool

Liverpool—Famous-Lasky Film Service, Ltd., is planning the erection of a house in this city. No site has been selected yet.

Poland Won Over to Sound; Declares P. L. Palmeton

That Poland has finally been won to the view that the future of the films depends on the audible picture is the assertion of P. L. Palmeton, executive manager of Electrical Research Products. "The indication," he says, "is that Poland will go all-talking in the near future." He adds that "the natural antiquity to anything foreign and the inherent belief in Polish that synchronized pictures represent an artificial art have gradually been overcome according to the reports of our agents."

100% Rise in Film Duty Expected in Australia

Sydney—Approximately $2,280,000 will be realized by the Australian government from the film duty for the year ending June 30, 1930, according to estimates. This represents the highest figure since the tariff on films went into effect in 1915 and compares with $424,000 in 1916. Last year the income from this source was only half as great.

Natan Report on Deal for 52 Spanish Houses

Paris—Natan is reported to be negotiating for the control of the Verdaguer chain, the largest in Spain, comprising 52 theaters. If the houses pass into French hands they will very likely be wired for audible films.

To Start English Version

London—The English version of "City of Song" will be placed in production by Associated Sound Film Industries at the end of this month under the direction of Carmine Galone.

Australian Chain Expands

Sydney—Western Suburbs Cine-

mas, Ltd., has acquired eight theaters in the suburbs of this city. A quarter of a million dollars is involved in the transaction.

Gaumont Improving Theater

London—Gaumont has closed the Avenue Pavilion to permit extensive alteration, including the installation of sound equipment.

"Show of Shows" in London

London—"Show of Shows" opens for a season's run at the Tivoli on Monday.

First French Multi-Lingual

Berlin—"Les Saltimbanques," the first French multi-lingual film, has been completed here by M. Lauzin. The picture is in French, German, English, Italian and Spanish.

START MOVE TO REVIVE ITALIAN FILM INDUSTRY

Rome—A movement to revive Italian film production has been outlined by producers, distributors, exhibitors in Italy as the result of series of conferences held here to factors in the industry. As a result to this the following plans have been made: the formation of a body with government aid to lend financial aid to independent producers, a 20 per cent cut in film tax at all theaters showing Italian pictures, adoption of a single compulsory patent for domestic product in the country's film houses.

Elveys Joins Move to Aid British Multi-Lingual

London—Maurice Elvey has associated himself with the World Radio branch of the Consumers' League in the production of multilingual films. Britain as a means of placing the British industry in a strong position. He has been made a member of the managing committee of the company.

Pathé-Natan Completes First Menjou Talkie

Paris—"Mon Grosse de Foi" Pathé-Natan talkie in which A. Menjou is starred, has been completed under the direction of L. Limur.

British Chain Wires 2 Moi in London

Standard Cinema Proprieties, Ltd., has wired another of its houses, the New Adelphi, in pool, and the Regal, Bristol.

Montagu Sails for U. S.

Montagu Monsoul has sailed for the United States, where he will study the film situation.

Complete Negotiations

Berlin—Negotiations between Austrian Selenephone Co. and German syndicate, for mutual use apparatus have now been completed.
Short Shots from New York Studios

By HARRY N. BLAIR

The motion picture business must be the most exciting profession in the world. It offers the youth of today an opportunity to rise and to become as big a success as any profession.

The world of the movie is vast, and it is constantly changing. We have witnessed the growth of the motion picture industry from its infancy to the present day.

The industry today is a multibillion-dollar industry, and it continues to grow. The film industry is one of the most important industries in the world today.

The film industry is a vast and complex one, and it requires a lot of hard work and dedication to succeed in it.

The film industry is also a very competitive one, and it requires a lot of hard work and determination to succeed in it.

The film industry is a very exciting one, and it offers a lot of opportunities for those who are interested in it.

The film industry is also a very rewarding one, and it offers a lot of satisfaction for those who are interested in it.

The film industry is a very important industry, and it plays a key role in the world today.

The film industry is also a very influential one, and it can shape the world in a number of ways.

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The film industry is a very important industry, and it plays a key role in the world today.

The film industry is also a very influential one, and it can shape the world in a number of ways.
Charles "Buddy" Rogers in "Young Eagles" with Jean Arthur and Paul Lukas (All-Talker)
Paramount
Time, 1 hr., 10 mins.

SATISFACTORY PROGRAM OFFERING, COMEDY RELIEF BY STUART ERWIN AND JAMES DEAN TOO MUCH TO FAIR STORY.

Charles "Buddy" Rogers' fans will be satisfied with his latest picture. Grover Jones and William Slavena McVitt fashioned a script, which treated air war fairly lightly. The comedy relief was assigned to Stuart Erwin and James Finlayson and they ring up many laughs. The story is also rather intriguing, with Mary Gordon (Jean Arthur), the heroine, being forced to pose as a German spy for a few reels. In the end, of course, she proves to be an American spy, who, however, is captured by the enemy territory with Von Baden, the German ace, capably played by Paul Lukas. The air scenes credit director T.C.


Directors: William A. Wellman; based on "The One Who Was Clever" and "Sky High," by Elliott White Springs; Adaptors, Charles Jones and William Slavena McVitt; Dialoguers, Grover Jones, William Slavena McVitt, O'Toole and Cullen; Assistant Director, A. J. Stout; Monitor Man, not listed.

Direction, fair. Photography, good.

Richard Dix in "Lovin' the Ladies" (RKO)
Time, 1 hr., 5 mins.

SOPHISTICATED COMEDY PROVIDING GOOD ENTERTAINMENT, FULL OF LIFE AND HILARIOUS SITUATIONS. CAST GOOD.

Adapted from William Le Baron's play "I Love You," this production proves good mature entertainment. Chief among its assets is a fine strain of humor. The film boasts any number of engaging situations and brightly-toned lines. In its direction Melville Brown reveals a keen understanding of comic values, and he has kept the comedy consistently fast and light in tempo. The picture also gains much by fine photography and splendid settings. Heading a well-balanced cast, Richard Dix is engaging enough, though his humor is a bit too broad and he sometimes overdoes the part. He plays an electrician who is hired to handle guns to a bit of a fairyish girl. Instead he falls in love with a friend of the lady he has been engaged to woo and ends by marrying her.

Cast: Richard Dix, Lois Wilson, Allen Kearns, Rita La Roy, Rene Macuraedy, Virginia Bruce, Selma Sylven, Jackson, Anthony Bushell, Henry Armetta.

Director, Melville Brown; Author, Will Godfrey; Assistant Director, Elliott Comer; Monitor Man, L. E. Day.

Direction, fine. Photography, fine.

"Wise Girls" (All-Talker)
Time, 1 hr., 37 mins.

WHALE OF A DOMESTIC COMEDY FULL OF REFRESHING HUMOR AND HELD ALONG BY A STERLING CAST.

J. C. and Elliott Nugent's "Kemp's" has been made into a film that is really good stuff. There have come to the screen new productions full of such provoking humor. What makes this film so refreshing is the keen sense of human nature that it reveals. The word "human" perhaps best describes the picture. Every one of the characters is extraordinarily true to life and full of the warmth of life. There is truth of being. It is humaneness. The film owes much to its cast, which has among its players both the Nugents. They are a pair of terminals that C. G. gives a portrayal of a plaintive, irritating small-town family that is positively a gem. The story is about the daily personal intimate war of youth with architectural ambitions only to have the marriage later annulled. The husband, who is really in love with a younger sister, is tickled at the idea.

Cast: Elliott Nugent, J. C. Nugent, Roland Young, Norma Lewis, Claire Blaisdel, Marion Shilling, Lora Spellman, James Donlan.

Director, E. Mason Hopper; Author, J. C. and Elliott Nugent; Editor, Margaret Booth; Assistant Director, R. B. White; Photographer, William Daniels.

Direction, fine. Photography, good.

Ken Maynard in "Lucky Larkin" (Synchronized)
Universal
Time, 1 hr., 4 mins.

GOOD WESTERN CHOICE OF EXCITEMENT AND FAST AND THRIBBING IN THE FIRST-RATE ENTERTAINMENT.

Ken Maynard is starred in a western that provides exciting entertainment. For sheer blood-stirring quality this picture can stand its group with the best of the so-called westerns. The picture as a whole boasts of such consistency of action and such heedlessness of plot. The result is a production of mendacious popular appeal. This makes use of all the devices that have been tried in the action field and found successful. Not satis with a thrilling fire and a tense hand-to-hand struggle, the producers have devised as a climax a horse race across the desert that is one of the finest things of its kind on the screen. The story, which is laid in Arizona, has to do with a lucky horse owner whose whole fortune depends upon the outcome of the race. One can have no doubt that the horse is "Lucky Larkin" by his master's name to win the cast is good.

Cast: Ken Maynard, Nora Lane, B. Todd, Charles Clary, Paul Hurst, Janey Lee, Blue Washington, Tarzan (horse), Ken Maynard.

Director, Harry J. Brown; Author, M. Jackson, Tiller, Lea Teach, Slavens; Assistant Director, Averman; Cameraman, Ted McCord.

Direction, good. Photography, good.

"Back From Shanghai" General Pictures Corp.
Time, 50 mins.

ROUTINE PRODUCT WITH ENOUGH EXCITEMENT TO REDEEM IT. LEONA ST. LEO DOES GOOD WORK.

If this production were not tuneful in having a generous measure of excitement, there would be certain to make more of a hit with young people than with adults, as it contains many of the attributes of a moldy film. Action involves gunplay, villain-chasing, a fair amount of romance and a few personal counterattacks. Finally there is Leon St. Leo, who is pretty successful in carrying on the Douglas Fairbanks style. His acrobatic ability will not lure captive young film-goers. He is copped by a thoroughly blacky in the film has been treated with blackness. The plot concerns sacred vase stolen from a Buddha by a young Chinese man who is the son of a scientist who is. The scientist is that it may be used to destroy the power of a god. The hero cannot find the thief to whom he has pose of it, he tries to steal it and is caught.


Director, J. P. McGowan; Author, George H. Williams; Adaptors, Not Listed; Editor, Not Listed; Cameraman, H. Deppe; Title Writer, Not Listed.

Direction, okay. Photography, good.

Tom Tyler in "The Canyon of Missing Men" (Synchronized)
Syndicate
Time, 51 mins.

PASSINGLY SATISFYING WESTERN WITHOUT DIALOGUE. BEST SUITED FOR A DOUBLE-FEATURE PROGRAM.

Tom Tyler and Sheila Le Gay, an unusually likable western love team, are the center of interest in this story of cattle rustlers and kidnappers. Tyler plays the role of a member of the gang who decides to go straight after meeting the nice daughter of a ranch owner. For revenge his former pals kidnap the girl, obtain a ransom, then hold both the girl and her father and are about to engage in more dirty work when the hero comes riding to the scene and clammers the action. Though it is not so original, the story and its handling should prove popular with western fans, and the picture ought to get by all right as part of a double bill.

Tom Tyler, Sheila Le Gay, Tom Foreman, Bud Osborne, J. P. McGowan, Chad Allen, Bob Kortman, Tom Tyler, Director, J. P. McGowan; Author, George H. Williams; Adaptors, Not Listed; Editor, Not Listed; Cameraman, H. Deppe; Title Writer, Not Listed.

Direction, fair. Photography, fair.

"Dark Red Roses" (All-Talker)
Int. Photoplay Dist.
Time, 1 hr., 12 mins.

FAIRLY ENTERTAINING BRITISH-LONE STAR Wiring FROM DOMESTIC COMPLICATIONS. HAS SUCCESSFUL PLOT, HANDLED TO SUIT AMERICAN AUDIENCES.

As one of the first British sound productions made in Wembley, this is not a bad piece of entertainment, even from the American standpoint. It has a pretty good dramatic plot, dealing with a jealous sculptor who wants to get even with a musician he believes has deserted his love in a love affair with the former's wife. The sculptor arranges a ruse whereby he plans to catch the musician's memory by making a plaster cast of them, but fails to go through with it. There is a tense scene as well as some pleasing lighter sequences in which a couple of clever children take part, and some musical interpolations that are also handled with the philosophical touch that would find its best appreciation among arty audiences.

Cast: Stuart Stewart, Frances Doble, Hugh Eden, Kate Cutler, Sydney Morgan, Jack Hulbert.

Director, Sinclair Hill; Author, Stasy Aumonier; Adaptors, Not Listed; Editor, Not Listed; Cameraman, Not Listed; Monitor Man, Not Listed.

Direction, good. Photography, good.
New Theaters

Short Subjects

SOUND

Pathe Audio Review No. 12

Time, 10 mins.

This should prove a fine bit of entertainment considering that it possesses some good music and a certain amount of really beautiful color and presents an assortment of highly interesting subjects. It is also notable because it offers glimpses from the past of figures historical and otherwise. We see General Jacob S. Coxey at the time he led "Coxey's Army" in its march to Washington; Eamon de Valera haranguing a Dublin crowd in the days of Ireland's struggle for independence, and Leon Trotsky in the heyday of his power in Russia. There are also gaps, however, in Neshoba County. Mary Garden as they appeared some half dozen years back and Ruth Roland in a bit from an old Pathe thriller. Other subjects are the Catt Lady in a bit on the effects of women. It is pleasing arrangement of Strauss melodies, while Mr. and Mrs. Jesse Crawford have an augmented repertory of five numbers in their organ program.

Presentations

By DON CARLE GILLETTE

PIANO FESTIVAL STAGED BY KAHN AT PARAMOUNT

About two-score pianos participated in the big windup scene of "Dancing Keys," featuring Art Kahn, re-created in the theater at the Paramount. Harry Gourian devised and staged the production, which is designed primarily to exploit Kahn's abilities in manipulating the ivories. The surrounding artists, including Lucille Peterson, are soon to join the regular Orchestra in pleasing arrangement of Strauss melodies, while Mr. and Mrs. Jesse Crawford have an augmented repertory of five numbers in their organ program.

DANCING IS HIGHLIGHT ON ROXY STAGE PROGRAM

This week's stage offering at the Roxy is pretty much of a dance festival. For the opening number, "Ballet Chasssine," Patricia Bowman and Leonide Massine indulge in some artistic movements with the support of the Roxy Ballet Corps. Then comes the Russell E. Markert Roxette in "Divertissement," a delightfully routine stepping affair. In George W. Meyer's "My Song of the Nile," Ellen Eckler and the Roxy Ballet Corps put over a few more terpsichorean fancy work, while Lucille Fields and the Roxy Chorus add to the gayety. The whole was staged and colorfully costumed exhibition. A final dancing treat is presented by Miss Bowman in the closing number, which also features Percy Wenrich, Dolly Connolly and Tom Cowan, with the entire Roxy Ensemble participating in the vocal climax.

New Screen Can Show Films in Lighted Room

Lifelike Screen Corp., of New York, will hold a series of exhibitions of moving pictures on a screen, which, it is believed, will effectively show pictures in a fully lighted room. The screen can show films with about one-quarter of the light usually employed in projection, the company states, which is particularly striking when screened colored pictures. The screen is said to be dull on the ordinary screen, live on the new life-like screen. Exhibitions will be held from March 25 to 28 at the Engineering Societies Bldg. 29 W. 39th St., at 8:15.

Sunday Shows in Texas

Despite Court Actions

Ballinger, Tex.—Despite controversies with local ministers, three houses in Rannels county continue to operate on Sundays. W. A. Smith of the Palace has recently brought into court and acquitted, while J. Yates of Miles recently paid a fine. J. H. Hodge of the Winters will have his case tried in May. Regardless of the outcome, all three exhibitors intend to stand by their guns by agreements to show pictures on the Sabbath.

New Plastic Covering for Houses Wired for Sound

Dallas—King Studios, Inc. has perfected a new acoustic plaster especially for decorating walls in theaters equipped for sound. The plaster, which is claimed, is composed of special material combinations to meet with acoustical requirements of theaters.

Greenblatt Heads New

Jackson Publix Branch

Jackson, Miss.—C. W. Greenblatt has been made manager of the new Publix office here. A. H. McAdams is publicity director, and E. Perkins art director.

Brazel Issues New Catalogue

Cincinnati—Brazel Novelty Manufacturing Co. of this city has issued its new catalogue to aid exhibitors in preparing for the children trade during the Easter holiday season. There is presented an unusually extensive and varied selection of devices used in conjunction with film exploitation.

Florence Buys Cooling System

Magnolia, Ark.—W. F. Florence, owner of the theater here and one in Homer, La., has purchased a Carrier Air Washer for his house there. He has already installed the cooling system in the Louisiana house.

Four Orders for Kipp Device

Dallas—Kipp Equipment has been ordered for the following Texas houses, Palace, Brownsville; Forney, Tex.; the House in Atlanta; Monahans, Monahans. The sound device is being distributed here by Square Deal Film Exchange. J. G. Tomlin, manager.
**Week's Headlines**

**Monday**  
West Coast Theaters plans further expansion. Talkers now 75 p. c. of former Little Theater drama fans.  
Dawson and Sper to produce 18 for Sono Art.

**Tuesday**  
New Trina firm plans 52 house talkers yearly. Agents to seek Academy recognition.  
52 two-reel comedies from Pathe in 1930-31.

**Wednesday**  
Actors' Equity spent $65,582 in fight on Coast.  
Legal delays complicate Fox situation.  
Demonstrate projector head for 56 mm. films.

**Thursday**  
Fox actions in Federal Court blocked 'til April 7.  
File denial in Abramson suit charged.  
Arthur puts stage to make Warner talker series.

**Friday**  
Silver duty may cost films $10,000,000 yearly.  
30 features from Tiffany in 1930-31.  
Wide film projectors set for April delivery.

**Today**  
Pathe Cinema to Handle RCA Photophone in France.  
RKO 1930-31 Program Has 30 Features.  
Report RKO Negotiating for 7 Chicago Houses.

**PALTHE CINEMA TO HANDLE PHOTOPHONE IN FRANCE**

(Continued from Page 1)  
French Republic, Pathe Cinema will hereafter continue the development program for RCA Photophone and takes over all sound recording equipment that has been under lease at the Pathe studios, Ross states.  
Negotiations have been conducted here and abroad for the past two months and include, in addition to a cash payment, extensive royalty payments to RCA Photophone, Ross says.

**Philadelphia Rialto Will Reopen with 'King of Jazz'**

Philadelphia—"The King of Jazz" will be the first picture to play the Rialto when it reopens in April, according to Andy Sharrick, manager of the house.

To Build at Monroe  
Monroe, Ga.—Robert Lee Nowell will build another house here.

To Rebuild at Mebane  
Mebane, N. C.—J. M. Coble will rebuild the Majestic which was destroyed by fire.

Remodel Georgia House  
West Point, Ga.—The Shawmut has been remodeled.

Open Ashboro House  
Ashboro, N. C.—J. E. White has opened the Sunset. This makes two houses in Ashboro for White.

**More Sound Installations Made in Theaters of the U. S.**

Detroit—RCA Photophone equipment is being installed in the Castle.

California, Mo.—The Finke will open soon with RCA equipment.

The Verona is being equipped by RCA Photophone.

Baypoint, Cal.—The Angeles has been wired with RCA Photophone.

Tarkio, Mo.—The Tarkio is being wired by RCA Photophone.

Pearl River, N. Y.—RCA Photophone is wiring the Pearl River.

Cheraw, S. C.—The Lyric is being wired by RCA Photophone.

Harvey, La.—RCA Photophone sound equipment is going into the Victory.

Trinity, Tex.—The Queen will open soon with RCA Photophone equipment.

Three New Jersey theaters, the Liberty at Cape May, the Blakers and the Regent at Wildwood are being wired for sound by RCA Photophone.

Columbia, Tenn.—Western Electric apparatus has gone into the Princess.

Bowling Green, O.—The 758-seat Cla-Zel has installed the Western Electric.

Pine Bluff, Ark.—The Community seating 600, has put in Western Electric equipment.

Toledo—The Palm has been wired for sound by W. E.

Narberth, Pa.—Narberth has installed W. E. equipment.

Pittsburgh—The Brushton has opened up with sound, via Western Electric equipment.

De Ridder, La.—Talking pictures are coming to the Realart, which has installed Western Electric.

Corpus Christi, Tex.—The Agnes has put in Western Electric equipment.

Pratt, Kans.—Western Electric equipment has been installed in the Barron.

Shelbyville, Ky.—The Bon Ton has been wired by Western Electric.

Louisville, Ky.—Western Electric have completed wiring the 514-seat Crescent.

Rush Springs, Okla.—The Gem has gone talkie with the installation of Western Electric apparatus.

Huntsville, Ala.—The Lyric has installed Western Electric equipment.

Greenville, O.—Western Electric equipment has been installed in the Wayne. The house seats 460.

St. Johnsburg, Va.—Western Electric has wired the Palace.

Selma, Calif.—The Selma has completed installation of Western Electric.

Anchorage, Alas.—Western Electric has gone into the Empress.

Idaho Falls, Ida.—Sound pictures will be shown at the Rex over Western Electric equipment.

San Bernardino, Calif.—The Ritz has gone sound with the installation of Western Electric apparatus.

Los Angeles, Calif.—The Banner has installed Western Electric.

Eagle Grove, Ia.—Princess has been wired for sound with Western Electric.

 Eldorado, Ark.—The Majestic is carrying out its sound pictures policy by installing Western Electric apparatus.

Detroit—Sound pictures will be shown at the Granada over Western Electric apparatus.

Miles City, Mont.—The State has gone talkie with the installation of the Western Electric equipment.

Weymouth, Mass.—The Commercial has been wired for sound by Western Electric. The house seats 683.

Cicero, Ill.—Installation of Western Electric equipment has been completed at the Palace.

Cleveland, Tenn.—Western Electric equipment has gone into the Princess.

Dayton—The Federation has been wired for sound by Western Electric.

Cincinnati—The Star has joined the list of wired houses, installing the Western Electric System.

Bingham Canyon, U.—The Princess has completed installation of a Western Electric System.

Camden, N. J.—The Star has put in Western Electric film and disc system.

Western Electric Sound equipment has gone into the Garden.

New Orleans—The Arcade has put in Western Electric apparatus.

New Orleans—Western Electric equipment has been installed in the Isis.

**FOX CIRCUIT COURT CA ADVANCED TO MARCH**

(Continued from Page 2)  
myer has asked Judge Manton either vacate the show cause or grant a full court hearing.  
Following this special hearing Monday, the various receiverships and the suit brought by against Sturtevant and Otterson Fox's "B" stock are scheduled to come up Tuesday afternoon before Judge Coleman. The State Supreme Court also has two postponed hearings on the calendar for Wed. day, one being the action by O. son and Stuart on the Fox suit and the other to restrain the French reworking plan from going into effect.

**Nagel and Brown to Make Short Series for Tiffany**

(Continued from Page 1)  
The Tiffany series, a band of 75 pieces, Claude Fitting will direct these pictures for fany release.

**Texas Exhibitor Ass'n Will Handle Equipment**

(Continued from Page 1)  
Motion pictures have already been adopted by the organization, and $25 has been subscribed by the director for use as capital.

To Remodel Macon House  
Macon, Ga.—Fifteen thousand dollars will be spent in remodeling Dreamland.

Glendale, Ariz.—Sound equipment has been installed in the Glendale

Madison, Fla.—M. Blalock wired the Madisonian for tall pictures.

Crookston, Minn.—Electra equipment has been installed in the Lyric.

Montezuma, Ga.—Western Electric equipment has been installed in the Grand.

Lamar, Colo.—RCA Photophone equipment is being installed in the Victory.

Monroe, N. C.—The Strand is open soon with RCA equipment.

Tacoma, Wash.—RCA Photophone is wiring the Park.

Los Angeles, Cal.—Bard's 1 Street is being wired by RCA Phone.

Sulphur Springs, Tex.—RCA Photophone equipment is being installed in the Mission.

Seattle, Wash.—The Society is open soon with RCA equipment.
Scratches Removed from Negatives!

Positive and Negative Costs Reduced With the RECONO TREATMENTS

AMERICAN RECONO, INC. now offers to the motion picture industry the scientific film treatments evolved by J. J. F. Stock of Berlin, prominent among the scientists active in the European field of photo-chemistry.

Three complete and distinct treatments are offered:

First— The scratch removing treatment for negatives and positives (including color): actually removes scratches and other abrasions from both celluloid and emulsion sides of the film.

Second— The Impregnation Treatment for preserving new negatives and positives. This process actually prolongs the life of negatives or positives, rendering them impervious to scratches, to absorption of oil and to other deteriorating conditions to which film is subjected. Retards brittleness, actually improves the projected image, and clarifies the sound track.

Third— The Rejuvenation Treatment. This treatment successfully restores damaged or worn negatives and positives (including color). The film is completely rejuvenated, eliminating shrinkage and brittleness.

Each of the treatments attains its effects by the impregnation into the film of a scientifically balanced solution of certain chemicals by means of precision-gauged mechanical devices entirely automatic in their operation.

No coatings or lacquers are used in any of the treatments. The processes are covered by basic patents which have been under successful commercial operation in Berlin for the past seven years.

During several months of trial demonstrations in New York City, we have proven to most of the major motion picture companies our ability to treat negatives and positives (including color) in line with the above claims.

Effective with this issue of Film Daily, our new and specially constructed laboratory is open for business at 245 W. 55th Street. We have the most modern equipment, thus insuring the proper treatment and handling of all film. The actual work is performed by skilled technicians who have had years of training in the plant of the parent company in Berlin.

AMERICAN RECONO, Inc.
245 WEST 55th STREET
NEW YORK CITY
Telephone Columbus 6746
2,700 Operators Are Attending 150 Sound Schools

ARBITRATION CLAUSE IN M-G-M CONTRACT

Plan Another $2,000,000 Addition to RKO Studio

The Public
—must be catered to—

By JACK ALICOATE

OVER ONE MILLION customers to be catered to each and every week throughout the year is a considerable number in any league, yet, that's approximately the number that pay as they enter the picture theaters of these United States from Saturday to Saturday. All of them are demanding something about what to give them in the way of production and story, and they want it sooner rather than later. If this great international industry is to continue as the dominant force in the world's activity and progress it must continue to give its millions of patrons what they demand in the way of story material and what the ever changing demands of thought, demeanor and morals warrant.

Modernism is not Smut

By this we do not in any sense mean the word mean dirt. Smut in its present form has no place whatsoever in the screen. Our thought rather to that the progressive and modern ideas of our younger thinkers must be considered if we are not to let the parade pass us by. Public demand cannot be sidetracked. If the ear ladies wish to wear their hair short and their skirts short, no power on earth can stop them. So with picture story material. Keep a watch on the public pulse. The answer is manifest. Give the dear old public what it wants and ninety-nine percent of the home folks will be satisfied.

Censors Must Live

Like normal minded inhabitants censors must be constantly doing something, whether right or wrong, if they would be out of a job. They.

(Continued on Page 2)

New Plant Improvements
Are Announced by Le Baron

West Coast Bureau, THE FILM DAILY

Los Angeles—Another $2,000,000 addition to the RKO production plant, bringing the total studio building investment to $6,000,000, is announced by William Le Baron, studio chief. Although it had been intended to postpone this latest project until late fall, a change of plan will cause the work to get under way before the new season's schedule is started, and the new buildings are

PHILLY THEATER SECTOR IS GRADUALLY SHIFTING

Philadelphia—This city's amusement section is gradually shifting towards West Philadelphia Station. Its moving is being accompanied by reports, confirmed and unconfirmed, that new theater projects are in the works. R-K-O owns an option on a Market St. site and as its lease on the Erlanger expires in 90 days, it is anticipated that the company will build. One

Haralson Named Manager of Texas Exhibitor Assn.

Dallas—R. H. Haralson has been named manager of the Allied Theater Owners of Texas, succeeding W. S. Waid, resigned. Haralson for some time has been associated with H. A. Cole as booker for Federated Theaters.

FRENCH INDEPENDENTS
PLAN 3,000-HOUSE CHAIN

Paris (By Cable)—A national circuit of 3,000 houses is planned in France by independent theater owners, who are seeking to hand together for the purpose of mutual protection and co-operative trading, as well as to hold their own against the big combines. The organization, known as the Circuit National, is expected to have an initial capital of about $60,000, and enrollment of 600 independents will be aimed at in 1930.

Roach Plans to Resume Studio Activity April 1

West Coast Bureau, THE FILM DAILY

Hollywood—Production at the Hal Roach studios in Culver City is to be resumed on April 1 after a month's layoff during which the 1930-31 production plans are being laid out. Warren Doane, vice-president and general manager, is due back from New York, where he went to discuss the new season's program with M-G-M officials.

Winter Garden to Start New Policy on April 3

After extensive alterations the Winter Garden will start its new policy of continuous performances on April 3 with "Under a Texas Moon" as the first grind attraction at this house.

Canavan Sees Recording and Reproducing Much Improved

Approximately 2,700 operators are improving their knowledge of sound projection through attending 150 classes being held by projectionists' unions throughout the country, estimates William E. Canavan, president of the I.A.T.S.E. & M.P.O.

"There is no comparison with the brand of recording put out 18 months ago," says Canavan in commenting the work of the studios. "Intensive need of training projectionists in operating equipment is now past as they are doing uniformly good work."

(Continued on Page 2)

DEPOSITS REQUIRED UNDER NEW AGREEMENT

Both arbitration and deposit clauses are embodied in the new M-G-M exhibition contract, just printed and now ready for use, THE FILM DAILY exclusively learns.

Under the arbitration plan four arbitrators are to be appointed in event of dispute, two by each party. This group will select a fifth arbitrator from outside of the industry in case it fails to agree and the case will then be heard. In event the original four arbitrators cannot agree on the picking of a fifth his appointment will be made "by the presiding judge of the highest court of the state wherein the exchange of the distributee from which the exhibitor is served is located."

(Continued on Page 2)

FIND 90 P.C. OF COAST STUDIOS RECORD VIEWE.E.

West Coast Bureau, THE FILM DAILY

Hollywood—Ninety per cent of the studios at the Coast are recording via Western Electric equipment, according to a survey made by Fox. Total of 70 studios use W. E. apparatus exclusively.

Tom Mix May Return to Pictures Next Fall

West Coast Bureau, THE FILM DAILY

Los Angeles—Tom Mix is understood to be negotiating for a return to pictures next fall after he finishes his season with the Sells-Floto Circus.

Carfare Plan

Lowell, Mass.—Managers of local Publix houses have made arrangements with the Eastern Massachusetts Street Railway Co. whereby persons living in nearby communities will be able to go to and from Publix theaters at one-half the regular street-car fare.
The Broadway Parade

A mong the pictures to be presented on Broadway this week are "Mammy," in which Al Jolson will be seen at the Warner on Wednesday, succeeding "Song of the West," and "The Man From Blackey's," starring John Barrymore, which will be shown at the Central on Friday, following "Dixieland."

Fulton Co. Appoints More Representatives

Chicago—C. H. Fulton, president of E. E. Fulton Co., theater supply house, announces the appointment of two more sales and service representatives, Bernard Faller for the Cleveland territory and L. C. McElroy in Kansas City. Additional representatives will be named soon in Detroit, Dallas and Minneapolis, Fulton states, and when conditions warrant the company will establish branch offices in these key cities and in Omaha, where Roy Willett has been the firm's agent for two years.

Plans Spanish Talking Films at Agua Caliente

Aguja Caliente, Mexico—W. R. Bowman is planning to make a series of Spanish talking pictures here. Mexican players and scenarios will be used.

W. B. Frank Returns

W. B. Frank, representative for Mack Sennett, has returned from the coast.

Mrs. Butler Buys Best

Independence, Kan.—Mrs. Viola Butler has bought the Best here.

Lasswell Succeeds Brown

Tacoa, Wash.—Jerry Lasswell has succeeded Bradley Brown as manager of the Fox Colonial here. Brown has been transferred to Medford, Ore., where he will take charge of one of the circuit's houses.

Riverside Corona Opens

Riverside, Cal.—The Corona has been opened here. Manager Harper provided an elaborate opening for the initial program.

Sound for Neb. House

Verdigris, Neb.—A. V. Jaceinek, owner of the Empire, has purchased sound apparatus, which will be in- stalled within the next few weeks. The house is being remodeled for the installation.

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New Galion House

Galion, O.—W. E. Wisternor plans to open the State in April.

The Public

must be catered to

(Continued from Page 1)

like the professional reformer and the hypocrite, will squawk as long as we have the weak minded to listen to them and, like the melancholy days of autumn, we must take them as the herald with the sweetest sound that leads us to a rather sprightly thought that covers a local censorship argument as completely as a Palm Beach coat of tan. When you are next approached by the self-esteem local censor and told how much good he or she is doing by cutting the very heart and life out of fine, splendid pictures, ask pomeranians if his or her morals have, up to this point, been impaired by seeing so many salacious pictures in the raw, and if not, why not.

Wilbanks with Atlanta

Ad-Vance Trailer Office

Atlanta—Jim Wilbanks is now with the local Ad-Vance Trailer Office, covering Tennessee, Georgia, Florida and Alabama.

Jack Rosenthal Dies


Buys Independence House

Independence, Kan.—Mrs. Carl Butler has taken over the Best from the Fite Bros. interests.

Sell Oakfield House

Oakfield, N. Y.—The Goldberg interests has sold the Opera House to Samuel Baglio.

Redecorating Boulder House

Boulder, Colo.—The Fox-Isis is being redecorated and redressed, according to George Paper, manager.

Leases Trenton House

Trenton, N. J.—Green Ave. Realty Co. has leased the Gaiety.

Installs Ventilating System

Altoona, Pa.—Typhoon ventilating equipment has been installed at the State.
COLUMBIA offers All Talking 8 Western Features

Buck Jones

"The Man from Hell's River" will be ready in May—A Big One Every Month Thereafter

PROSPER with COLUMBIA
IRVING BERLIN

"Let Me Sing and I'm Happy"

"Across the Breakfast Table Looking At You"

"To My Mammy"

SONG HITS

WARNER BROS THEATRE

March 26

WRITE'S JOLSON'S

Grand Opening

"Vitaphone" is the registered trade-mark

Vitaphone Corporation designating its product.
Mammy is a household name. Her favorite son, AL JOLSON, is a box-office name. It's a combination that can't be beat. Here is the world's greatest entertainer at his inimitable best as the singing, jesting Mr. Bones of the minstrel troupe. It's what the public ordered and what the public wants.

with

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

Story and songs by IRVING BERLIN
Screen play by Gordon Rigby
and Joseph Jackson
Directed by MICHAEL CURTIZ
Scenes in Technicolor

Available To You Day and Date with Broadway
Timely Topics
A Digest of Current Opinion

Greed for Profits Held Cause Of Most Box Office Failures
In the history of the film industry, it is really amazing how little genuine experimentation goes on in the picture studios. The box office test is today the most formidable factor in determining the value of a picture; and although the desire of the producers to make money out of a picture is perfectly understandable, this exclusive preoccupation with money has probably been responsible for more stupid, silly and unenticing pictures than would have been made if the aim of the producers had been to experiment with their materials and take a healthy chance on the public's liking for the results.

Thornton Delechanty in "New York Evening Post"

Asserts Sound Has Brought Projectionists to the Fore
COMPETITION which took place in the early days was between houses wired and unwired. Now the competition is between wired houses, and such a spirit can only result in better quality on the average. The quality of the show is more dependent now on the efficiency and resource of the projectionists than ever before, and where in the case of silent films certain tolerance might be allowed with the quality of projection, the same does not apply to sound.


Word "Super" Going Out of Style in Hollywood, Says Quirk
FEW picture concerns today have the effrontery to advertise their pictures as super-specials, super-productions, or super-anything. The high, mighty and useless office of supervisor has been ridiculed out of existence, and the public has habited "super" off the billboards.

James R. Quirk in "Photoplay Magazine"

ALONG THE RIALTO

with

Phil M. Daly, Jr.

JOSEPH R. FLIESLER has been appointed managing director of the Fifth Ave. Playhouse. Joe, who has had a flock of experience in managing houses around Manhattan Island, was formerly with UFA and before that with "The Morning Telegraph." Warner Bros. go on the records as pleased with the way play dates are pouring in, in connection with Sam E. Morris' Month...........

THE spot where the Brill Bros. building stood until recently at the corner of Broadway and 49th St. is not going to provide a theatre site, it seems. Warner Bros. at one time was interested in the location, but owing to its inability to buy adjoining property, dropped its plan for a house there........

PAUL BURGER, assistant to Al Lichtman, has returned to the U. A. home office from a visit to the southern exchanges. . . . George Arliss is on his way here from England. He's aboard the Berengaria, due Friday........Miss Yetta Brettler, chief booker for Bell Pictures, is a missus now, having been married yesterday. She is being treated to a southern honeymoon. Yetta says she won't let marriage interfere with her job........Captain Billy Fawcett, publisher of "Screen Secrets," who has been on an African trip, will be the guest of AMPA at its Thursday get-together........Al Dubin and Joe Burke, who wrote the score of "Hold Everything," which opens the Warner Hollywood in April, are celebrating 15 years' partnership........

BARNEY HUTCHISON says that the "Love Parade" was a success at its showing at the Cine Astral in Buenos Aires. Argentina.......Louis Simon, featured in Pathe's "Swing High," has already applied for two seats for the opening of the picture........Dorothy Burgess feminine lead is Simon's discovery........

NATHAN BURKAN is busy around the General Sessions Court these days in conducting the defense end of the Mac West trial.........Helen Kane is on the schedule for a series of personal appearances at the Paramount when "Dangerous Nan McGrew" has its initial Broadway showing in April.........Jack Buchanan now drawing salary in "Wake Up and Dream" which the ticket brokers list as a hit, will return to the Coast in about three weeks when the production expires. He's under contract to Paramount........

HARRY CHARNAS is doubling between the Winter Garden and the new Hollywood nowadays. He's supervising the completion of the Hollywood and watching over the improvements being made at the Winter Garden........

EXPLOITETTE

A Clearing House for Tabloid Exploitation Ideas.

Moving Wheels on Marquee Dress House for "Sally"
A SPECTACULAR marquee display helped draw attention to the showing of "Sally" at the Columbia, California, San Francisco. To revolve wheels, ten feet in diameter were set each side the marquee with colored light played on them from the back to make a kaleidoscope effect.

Viking Car Parade for "Viking" Showing
ALAN CUSHMAN, manager of the Hollywood, Portland Ore., arranged with the Viking automobile agency for a street parade through the business district. Eight cars, drivers dressed in Viking costumes and with door signs reading "Here's The Viking - Great Car. A Great Picture Hollywood, Now," were driven around town.

Music Does It
In West Virginia
A. B. LYMAN, managing director of the Keith-Al theater, Huntington, W. Va., made use of the S.R.O. sign to advertise the run of Pathe's "Gra-Parade." Lyman secured a window display in the leading music store in the city, with a title sheet of the theme song from the picture in attractor layouts on view, all prior to the opening. Radio station WVSZ offered to the three song hits, "Mol Alone in the Rain," and "Me in for You," three times a day with an announcement of forthcoming picture. The part of the campaign was the attractive calque which parodied the streets during the entire run.

MARCH 24--MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Carrie Daumery
Judy King
J. A. Duffy
Mildred Cliftano

A FILM FACT A DAY

6,000 theaters in the world cater to Spanish speaking audiences according to an estimate from Pathe. Of these 2.000 are wired for talking pictures.

TEN YEARS AGO TO-DAY


Samuel Goldwyn hits insane production as responsible for high rentals.

Carmel Myers is to star in Universal.
“A real contribution to the Industry”

Carl Laemmle—

“To say that I am delighted with the Film Daily Year Book is putting it very mildly. If there is anything I love it is a work well done, and this is nothing short of a masterpiece. You know the old saying to the effect that genius is the capacity for taking infinite pains. Well, you and your staff have taken infinite pains and have gone into infinite detail, so your book really bears the stamp of genius. You should be proud of it as a real contribution to the industry. Thank you very much for sending me a copy.”

The 1930 Year Book contains everything and anything anyone might care to know about the Motion Picture Industry.

"Free with a Year's Subscription to The Film Daily"
ARBITION CLAUSE
IN M-G-M CONTRACT

Provision is made for the entering of judgments in connection with awards.

Clause One of the contract, which has been revised, now reads as follows:

(a) The Distributor hereby grants the Exhibitor, and the latter accepts, a license, subject to the terms and conditions hereinafter specified, and those printed upon the reverse side hereof, which are a part of this contract to exhibit during the period of one year, when and where the date fixed or determined as herein, after provided for the exhibition in the theater hereinafter designated on the photoplays designated in the Schedule at said theater only for the number of successive days in the said Schedule provided. This license is under the respective copyrights of said photoplays and under any copyright which may be in force with respect to any matter included in such recorded sound.

"If more than one theater is hereinafter designated to show photoplays is licensed hereunder for exhibition at more than one of such theaters unless otherwise specifically agreed upon in the Schedule.

(b) In case any of such photoplays which shall be produced shall be generally released by Distributor for distribution in the United States, and if such photoplays are not so generally released by August 31, 1931, such photoplays shall thereafter be excepted and excluded from this license without notice from either party to the other, and the Distributor may exhibit or license the exhibition of such photoplays when and where desired by Distributor, and all claims or causes of action in respect thereof are hereby expressly waived by the Exhibitor."
**Plan Optional Arbitration**

Paramount to Offer 65 Features on '30-31 Program

**Small Percentage of New Product in Color,**
Lasky States

Paramount's 1930-31 releasing program will offer 65 features, Jesse L. Lasky told The Film Daily yesterday upon his return to New York from the South. This total is similar to that of the current program. "A small percentage of the product will be made in color," said Lasky, and pointed out that the matter of costs is a problem in connection with color production. He said Para- (Continued on Page 11)

7 Universal Pictures
Booked by Roxy, N. Y.

The Roxy, N. Y., has booked seven Universal features and specials. This is the most important deal the theater has ever made with any company except Fox. The pictures are: (Continued on Page 10)

**Flinn and Lally Cleared of Pathe Fire Charges**

John C. Flinn and Henry F. Lally were cleared by the Grand Jury yesterday of charges of criminal negligence in the Pathe studio fire in New York in which 11 persons lost (Continued on Page 10)

**Appellate Court to Give Ruling in Fox Trusteeship Case Only**

Scheehan Goes to Court in Opposing Fox Plan

Opposition of Winfield R. Scheehan to the refinancing plan approved by William Fox for his film and theater companies has assumed legal proportions with the announcement...

**N. J. Unit Indefinitely Tables Protection Suit**

Newark, N. J.—On the advice of Abram F. Myers, president of Allied States Assn., the M.P.T.O. of N. J. at a meeting yesterday decided to indefinitely postpone its suit involving the protection system. The mem-

**Sound-on-Film Version for Universal Newsreel**

Universal Newsreel, with Graham McNamee as its talking reporter, is now being supplied to exhibitors in a sound-on-film version as well as sound-on-disc, it is announced by Lou B. Metzger.

**Directors of M.P.T.O.A. to Hold Confab March 31**

Board of directors of the M.P.T.O.A. will hold its spring convention Monday at the association's headquar-
ters in New York. Reports will be presented by M. A. Lightman, president; M. J. O'Toole, secretary, and Jay Emanuel, treasurer. A num-

**Special Session Called on Mississippi Tax Bill**

Jackson, Miss.—A special session on taxation has been called in the Mississippi legislature to consider the revenue bill which would place a levy of 10 per cent on admissions to all places of amusement. The proposed measure, which also would impose a tax of 10 per cent on the retail price of cigars and 20 per cent on the retail price of cigarettes, is...
Published daily except Saturday and holidays at 1500 Broadway, New York, N. Y., and copyright (1930) by Wd's Film and Film Facts, Inc., W. Allicote, President, Editor and Publisher; Donald M. Mersereau, Secretary-Treasurer and General Manager; Arthur W. Eddy, Managing Editor. Entered as second class matter, May 21, 1918, at the post-office at New York, N. Y., under the act of March 3, 1879, Postage (100) free United States outside of Greater New York $10.00 one year; 6 months, $5.00; monthly, $1.00. Subscribers should remit with order. Address all communications to THE FILM DAILY, 1800 Broadway, New York, N. Y., Phone Circs. 4716-4717-4718. Film, 1152 West 43rd St., New York, N. Y., Hollywood, California—Ralph Wilk. 6425 Hollywood B. Phone Granite 6607. London—Ernest W. Freedman. The Film Renter, 99-91 Wardour St. W1. Sales, Booking, and Distribution: Friedrichsstrasse, 225, Paris—P. A. Harle, La Cinemagographique Francaise, Rue de la Cour-des-Noues, 19.

John Ebserson Moving to Larger Quarters
John Ebserson will move his New York headquarters about April 15 from 200 West 57th St. to larger quarters at 370 Lexington Ave., at 41st St., where he has leased the entire 25th floor for 10 years.

F. Greenberg Managing Electrical Prod. Branch
Dallas—Fred Greenberg has been made manager of the new Southwestern Electric Prods. Co. branch at 115 W. 18th St. Company also has branches at Memphis, Omaha, New Orleans and Atlanta.

Paramount Buys “Skippy”
Paramount has acquired the screen rights to “Skippy,” Percy Crosby’s newspaper cartoon and will begin production early in the summer at the Astoria studios. Crosby will be on hand to aid in the casting as well as aid in the development under the direction of Monte Bell.

Third Week for ‘Anna Christie’
“Anna Christie” now in its second week at the Capitol, will be held over for a third week. Attendance for the first week exceeded all previous records by 16,000, the house management states.

Adams Suffers Stroke
Boston—J. Adams, New England representative for General Talking Pictures, is seriously ill and confined to his suite at the Savoy Hotel here. Adams suffered a stroke at his office last week and has not improved since.

Pathe Releases Claire
Pathe has released Ina Claire from her contract which had five weeks to run. Miss Claire’s next picture was to have been “Holiday.”

Zukor Arrives From Coast
Adolph Zukor, arrived yesterday in New York from the Coast where he spent a month vacationing and attending conferences at the studio.

THEATRE EQUIPMENT FOR SALE
Chairs, Switchboard, Pictures, Camera Machines and all kinded theatre equipment. Now in Colono Theatre, 47th St. and 7th Ave., can be seen at anytime. All offer considered. Equipment must be moved by Monday, March 31st. Ap. M. J. JOYCE at Columbus Telephone 1037.

Wanted Theaters
For Sale or Lease
Adolph Sofferman
1560 Broadway—New York—Established 1900
Tel. Bryant 3679

AMALGAMATED VAUDEVILLE AGENCY
Attractions for Picture Theaters
Standard Vaudeville Acts
1600 Broadway, New York City
Phone Penn. 3560

The Industry’s Date Book
Today: Annual meeting of Projectionists’ Council at Town Hall, N. Y.
Mar. 26: Premiere of “Mammy” at the N. Y. Garden, Brooklyn
Mar. 28: Opening of “The Man from Kansas” at Central, New York, N. Y.
Apr. 1-2-3 Conference will take place in N. Y.
Apr. 5: Second annual banquet of the Warner Club, Inc., at Hotel Commodore, N. Y.
Apr. 6: Spring convention of Tri-State F.T.O. at Memphis.
Apr. 8: Premiere of “Journey’s End” at the Gaiety, New York.
May 5-8: S.M.P.E. Spring Meeting at Wardman Park Hotel, Washingto, D. C.
May 14-17-18-19: Paramount Eastern agents hold annual sales meeting at Atlantic City.
May 24-26-27: Paramount western agents hold annual sales meeting at San Francisco.
June 2-7: International Cinema Congress, Brussels.

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Adolph Sofferman
1560 Broadway—New York—Established 1900
Tel. Bryant 3679
How would YOU play this hand—

MILTON C. WORK

International Bridge Expert

Shows you how in

VITAPHONE VARIETIES

SUPPLY THAT DEMAND FOR VARIETY

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

EVERYONE plays Bridge—everyone will want to see and hear this sensational short length feature. .. Another example of how Vitaphone Varieties maintain that lead with live, up-to-the-minute subjects of diversified and tremendous popular appeal.

Other pacemakers

Ann Pennington in "Hello Baby"  
A 2-reel Technicolor Musical Comedy

"The Japanese Bowl"  
Technicolor ... Singing and Dancing

"Done in Oil"  
Third of famous "The Potters" series

Giovanni Martinelli  
in the prison scene from "Faust"

"The Master Sweeper"  
with Chester Conklin

"The Pay Off" with Henry B. Walthall

Joe Frisco in "The Benefit"
and set it now for Easter Week
55 other big theatres already have!
with a new and greater

ALICE

W H I T E
more ravishingly beautiful in Technicolor. And

JACK MULHALL
Directed by Mervyn LeRoy

A FIRST NATIONAL
Here's your Complete Campaign

1. Double your playing time. Triple your advertising appropriation and bill it like a circus.

2. Tell them it shows ALL about Hollywood and tells a wonderful love story besides.

3. Tell them they'll see the talkies in the making, from the make-up to the projection room.

4. Tell them they'll see ALL of Hollywood, the Montmartre, Roosevelt Hotel, Hollywood Blvd. and homes of the stars.

5. Tell them they'll meet Al Jolson and Ruby Keeler, Noah Beery and Noah Beery, Jr., Loretto Young, Walter Pidgeon and scores of other celebrities at a brilliant world premiere.

6. Tell them they'll see a new and greater Alice White photographed with the ultimate in Technicolor perfection.

7. Tell them about Jack Mulhall, Blanche Sweet, John Miljan and the cast of stars.

8. Tell them about the song hits, "Hang On To A Rainbow" and "I've Got My Eye On You" with the most novel presentations any songs ever had.

9. Tell them it's one of the finest screen ROMANCES, with laughs, drama and gripping suspense.

10. Tell them it's the story they roared at when it ran for fifteen weeks in Liberty Magazine. Better than "Show Girl", and what a sensation THAT was.

Clip this page and file it. It will come in handy when you play "Show Girl in Hollywood".
Tiffany presents

World's First All Technicolor Drama

Amazed B'way

In Tremendous Premiere

At the Gaiety Theatre, N.Y.C.

At 2 Top

WITH
Jean Hersholt
Ralph Forbes
Eleanor Boardman

Directed by
Al Rogell
Synchronized by
R.C.A. Photophone

Tiffany Productions in
729 Seventh Ave.

New York City
"Mamba" makes its N.Y. Premiere

By ROSS PELTROD

"Mamba," a Technicolor Technicolor picture, was opened on the Tiffany stage last evening and turned out to be the best, by far, of the Technicolor dramas that have appeared on the Tiffany stage. The picture has a good deal to its credit and is a well-made and interesting story, but it is only the best of the Tiffany Technicolor series.

The plot of "Mamba" is a typical work of the Tiffany studio, involving a romantic interest, a mystery, and a thriller. The story is well-sketched, the dialogue is well-written, and the acting is good. The Technicolor is well-handled, and the picture is well-produced.

The Tiffany studio has done a good job in "Mamba," and the picture is a credit to the Tiffany company. It is a well-made and interesting story, and it is well-worth seeing.

"Mamba" is a Technicolor Technicolor picture, and it is well-worth seeing. It is a well-made and interesting story, and it is well-worth seeing.
ALONG THE RIALTO

with

Phil M. Daly, Jr.

A CAGED wild cat may be seen these days atop the ticket booth outside the Globe. What's the idea? Well, it's just Pathe's way of exploiting "A Feline Fighter," Granitel Rice Sportlight, playing at that house in conjunction with Dix's "Lovin' the Ladies." Don Hancock arranged the stunt with the cooperation of Joe Rivkin of Pathe—Charles Yarmy, in charge of Warner realty transactions, is back from Oklahoma City after completing negotiations for a new exchange building in that city. Fred Dowley, who owns the Fourth Avenue Amusement Co. of Louisville, Ky., is paying New York a visit.

MR. AND MRS. AL JOLSON arrived in town yesterday for the opening of "Mammy" at the Warner tomorrow night. Marilyn Miller says good-bye to New York Sunday. She's going to the Coast to start her second picture for First National. Upon her return to Broadway in the fall she will be starred in a new Ziegfeld show—Nils Asther is taking time off from his work at M-G-M to embark on a 14-week vaudeville tour. This is his first appearance on the stage in this country.

IT'LL be off for Hollywood soon for Otto Harbach and Jerome Kern, who are under contract to write tunes for Warner films. They're now at Palm Beach taking it easy. So that she may screen to better advantage Vivienne Segal has placed her nose in the hands of a plastic surgeon on the Coast—Lou Guimond has joined the advertising and publicity staff of Columbia as editor of the company's new exhibitor house organ. He has seen extensive service in the exhibition and distribution branches of the industry. Everybody knows Lou.

EXCUSE US. We spoke about Marilyn Miller a while ago but forgot to mention that when she leaves for the coast Sunday there will be an engagement band on her finger. Her husband-to-be is Michael Farmer—Lillian Roth is certainly keeping her name on Broadway. Her work in "The Love Parade" and "The Vagabond King" will be followed several weeks hence by her appearance in "Honey" at the Paramount.

MARCH 25---MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

El Brendel Ray Enright Jackie Condon Kithno Edward F. Hurley

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Most Popular Girl Named Sally Used at Milwaukee

ALHAMBR A, Milwaukee, tied-up with the Wisconsin News to find the most popular girl named Sally when that picture recently played at Milwaukee. Contest was only part of the campaign which put the picture over.

First National

Newspaper and Theater Cooperate on Sportlight

THE Capitol theater in Binghamton has worked out a sure-fire cooperative plan on the Pathé-Granitel Rice Sportlight.

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BECAUSE bicycle riding is featured in one of the principal acts of the Vitaphone revue, "Show of Shows," Warner Bros. Downtown theater in Los Angeles recently staged a bike race from Hollywood to the downtown district as a part of its exploitation campaign. Thirty-five entrants competed for the five prizes offered, four of the participants riding on machines of an ancient vintage such as are used in "Show of Shows." Joe E. Brown started the race from Warner Bros. theater in Hollywood to the Los Angeles house.

Warner Bros.

TEN YEARS AGO TO-DAY

National Picture Theater members held convention in N. Y.

Hy-Art signs Ruby de Remer & Lillian Walker.

Jersey exhibitors meet on Sunday opening question.
THE WHOLE INDUSTRY IS TALKING ABOUT UNIVERSAL!

No. 684 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation

THE NEWS HAS GOT AROUND THAT UNIVERSAL'S PAUL WHITEMAN PICTURE, "THE KING OF OZZ" is sensational!

THE SMARTEST OF THE BUYERS FOR THE BIG CHAINS ARE TIPPING OFF THEIR FRIENDS THAT Universal's "All Quiet On the Western Front" will astound the world!

THE BEST THEATRES IN THE WORLD ARE RE-ARRANGING THEIR BOOKING TIME TO MAKE PLENTY OF room for "Captain of the Guard" and its gorgeous music . . . The flaming romance inspired by "La Marseillaise!"

THE UNPARALLELED HIT MADE BY UNIVERSAL'S GRAHAM McNAMEE TALKING NEWSREEL is discussed excitedly wherever exhibitors meet!

THE SIGNING OF LUPE VELEZ TO PLAY IN "THE STORM" AND TO REMAIN A UNIVERSAL star thereafter is applauded everywhere!

THE SIGNING OF THE FAMOUS TOD BROWNING TO DIRECT FOR UNIVERSAL IS BIG TIME news for the trade and for the fans!

THE NEVER-ENDING STREAM OF TELEGRAMS, TELLING OF PACKED HOUSES WHEREVER "THE Cohen's and Kellys in Scotland" is showing, gives us more advertising than we can find space for!

THE FACT THAT THE SYNCHRONIZED VERSION OF "THE PHANTOM OF THE OPERA" IS MAKING mint of money for exhibitors is another bit of trade excitement!

THE GROWING STACK OF CONTRACTS FOR "OSWALD, THE LUCKY RABBIT" PROVES THAT is the most popular cartoon series in the business!

THE UNRESTRAINED RAVING OF THE CRITICS OVER "HELL'S HEROES" IS EQUALLED ONLY BY the favorable reaction of the movie fans!

THE REPEATED HITS MADE EVERYWHERE BY "NIGHT RIDE" ARE ADDING MORE LAURELS TO Universal's name and fame!

THE EXHIBITORS WHO KNOW OF UNIVERSAL'S FUTURE PLANS FOR THE INCOMPARABLE JOHN nes are begging for a Boles franchise!

THE STORY IN LIBERTY MAGAZINE TO THE EFFECT THAT "MARY NOLAN IS TODAY THE greatest single bet in pictures" has got Universal's friends all hopped up!

THE FORTHCOMING UNIVERSAL PICTURE "CZAR OF BROADWAY" IS STILL ANOTHER PEARL IN our string!

THE SIGNING OF GEORGE SIDNEY AND CHARLIE MURRAY FOR A SERIES OF TWO-REEL comedies is a ten-strike in shorts!

THE ANNOUNCEMENT OF A NEW SERIES OF "LEATHER PUSHERS" IN SOUND HAS BROUGHT yell of delight!

THE INAUGURATION OF AN ENTIRELY NEW ERA IN SOUND AND COLOR BY UNIVERSAL IS sensation soon to come!

THE WHOLE INDUSTRY IS TALKING ABOUT UNIVERSAL AND IF YOU HAVEN'T GOT THE FEVER you're miles behind the times!
SHEEHAN GOES TO COURT 
IN OPPOSING FOX PLAN

(Continued from Page 1)

by Sheehan that he has obtained an order from Supreme Court Justice Philip J. McCook ordering Fox and others to appear on Friday before Justice Ford, and an order that the Bancamerica group's refinancing plan should not be restrained. Sheehan, in a lengthy affidavit, also asks the court to compel Fox to carry out the conditions of the trust agreement with H. L. Stuart and J. E. Otterton. Up to last night, papers in the case had not been served on Fox. Harry Reichenbach is representing Sheehan in connection with publicity in the matter.

Directors of M.P.T.O.A. 

to Hold Confab March 31

(Continued from Page 1)

meeting following the Memphis conclave will also present reports. E. M. Fay Enterprises is chairman of the board.

Harriscolor is Ready 
with Wide Film Service

West Coast Bureau, THE FILM DAILY

Hollywood — Harriscolor Films now is prepared to give color service on either the 70, 65 or 56 millimeter film, it is announced by Joseph B. Harris, Jr., president of the company. Harris also states that his firm has perfected its red color sound track, which, he claims, gives results even better than the black and white sound track.

Barron Redecorates Theater

Pratt, Kan.—Charles Barron's theater here has been redecorated.

Staple Equipping Booth

Rockport, Me.—New projection equipment is being installed at J. C. Staple's house here.

Theater Permit Issued

Cincinnati, O.—A permit has been issued to Paramount to build a $250,000 house here.

Dalgeville House Wired

Dalgeville, N. Y.—RCA equipment has been installed at the Strand.

Vohs Leases Melvern Theater

Melvern, Kan.—Eugene Vohs has leased the Happy Hour.

Coast Wire Service

Hollywood Happenings

Start Talmadge Series 
at Universal Studios

Richard Talmadge Productions has started "Came of Bond" at Universal studios. Location scenes are being made at Nogales, Mexico. This is the first of the series.

Feyder Tendered Dinner

Jacques Feyder, French director, will be guest of honor at a dinner tendered him by the Hollywood Asso. of Foreign Correspondents.

Ann Harding Assigned Lead

Ann Harding has been engaged by First National to play the leading role in the talker version of "The Girl of the Golden West," the Brascos. She will be directed by John Francis Dillon.

Chapman for "Practical Joker"

Edith Chapman has been assigned a role in "A Very Practical Joker" for Fox.

Finish "Czar of Bway"

William Craft has finished work on the "Czar of Broadway" for Universal. John Wray, Betty Compson, John Harron, Claud Allister, King Baggot, Wilmack and George Bryon are in the cast.

Lebedoff in Radio Film

Ivan Lebedoff has been added to "Hawk Island," to be directed by Geo. B. Seitz for Radio Pictures.

"Swing High" Completed

"Swing High," from an original story by Joseph Stanley and E. Seymour, has been completed at the Pathe studio.

Added to "Lincoln" Cast

Otto Hoffman and Edward Deering have been added to the cast of D. W. Griffith's "Abraham Lincoln" now in work at the United Artists studio.

Louis King to Direct

Louis King will direct the first Buck Jones production for Columbia.

To Make "Eyes of World"

Inspiration will make "Eyes of the World," Harold Bell Wright's novel with Henry King as director.

A Little from "Lots" 

by RALPH WILK

HARRY WEBER, artists' representative, has a record of his own, in that he has spent one day in 10 during the past 10 years aboard trains. During the 10 years, Weber has spent 13 months commuting East and West, North and South, in the interests of his various clients in the theater. The distance covered is approximately four times around the world.

Wilson B. Heller is all smiles that day he won a pewter cup for winning his flight at the California Golf Club.

Before becoming a writer, Forrest Halsey was a portrait painter of note. He drew portraits of Lionel Purnell, the late Alfred Vanderbilt, Olga Nerhusoth, Fritz Kreisler, Lily Langtry, Eleanor Robson, Harry Miller and other noted figures of the theater and society. One of his early plays, "Ennui," was produced in London, with Fanny Ward as the star.

Our Passing Show: Frank Joyce, Guthrie McClintic, Audrey Scootto, Louis Loefler, Helen Twelvetrees, Oscar Levant, Samuel Spreckel as "East of Suez," Ben Silvey, assistant Frank Lloyd on "The Right of Way."

Bert Wheeler, who recently completed a co-starring role in "The Cuckoo," for RKO, is a former comedy star of the Ziegfeld "Follies."

Several years ago Wheeler went abroad and toured the music halls of England, Scotland and Ireland. Floss Ziegfeld heard of his success abroad and brought him back for a "Follies" reunion.

"Road to Paradise" New Title

Title for the First National picture featuring Loretta Young and Jack Mulhall has been changed from "At Bay" to "The Road to Paradise," William Beaudine directed, and release is scheduled for this spring.

Two More for "Common Clay"

Beryl Mercer and Purnell B. Pratt have been signed by Fox for parts in "Common Clay."

Grace Moore on Coast

Grace Moore has arrived here from New York to begin work on her first M-G-M picture. Initial starring vehicle will be a story suggested by the life of Jenny Lind and to be directed by Sidney Franklin.

FLANN AND LALLY CLEARED 
OF PATHE FIRE CHARGES

(Continued from Page 1)

the outcome of the state's urgent need for revenue, and it is expected that strenuous efforts will be made to put it through.

7 Universal Pictures

Booked by Roxy, N. Y.

(Continued from Page 1)

"Captain of the Guard," which opens Friday; "King of Jazz," starring Paul Whiteman; "All Quiet on the Western Front," "What Men Want," "White Hell" and "Czar of Broadway."

Seattle Exhibits Appeals

Order Banning Picture

Seattle—Joseph Danz, owner of the Embassy, and F. A. Musgrave, who is handling "No More Children," here have appealed from the decision of Superior Court Judge Robert M. Jones ordering the house closed only after showing the picture two days. The Seattle Board of Censors, which barred the film here, registered the complaint that followed with the discontinuance of performances.

Lease Baldwin City House 
Baldwin City, Kan.—A. L. Myers has leased the Gem from J. L. Hitchcock.

Quinn at Fresno

Fresno, Cal.—James Quinn, formerly of Denver, has succeeded George Weist, manager of the Warner Bros. Weiss has been transferred to Los Angeles.

Fiferlik Camera Editor

Lawrence Fiferlik has replaced Al Anshauer as editor of the monthly house organ issued by Cameramen's Local Union No. 64.

McClure Gets Fox Appointment

Topkea, Wash.—Harry McClure has been appointed manager for Fox theaters here. He is president of the Emporia Chamber of Commerce.

Kerr RCA Representative

Cincinnati—W. L. Kerr is now southern Ohio and Kentucky sales representatives for RCA Photophone. Headquarter will be at the local office.

"Sally" Held Over

Washington — "Sally" has been held over for a second week at the Earle. This is the first time a picture has played two weeks at this house.

"HOLD EVERYTHING"

(Directed by Roy Del Ruth)

Glenn E. Rominger

(Sound Technician)
COLEMAN NOT RESTRAINED IN FOX RECEIVER ACTIONS

(Continued from Page 1)

making disposition of the case over the Fox-Stuart-Otterson trusteeship of Dec. 3 and the Fox "B" stock, but the order could not lift the restraint on Coleman from acting on the three receivership applications, which are due to come up today.

Three Appellate judges, Martin T. Manton, Learned Hand and Thomas Swan, after listening to argument by Richard E. Doty, Pitt and Joseph N. Wroksiner, representing the Stuart-Otterson group; Samuel Untermyer and Robert F. Lewis, attorneys for the receivers, replied that Samuel C. Coleman, representing Judge Coleman, allowed time for the filing of reply briefs, which would be delivered by last night.

In the Appellate Court hearing, Dwight argued that Judge Coleman had exceeded his authority by his intervention in the question of who produced from Stuart and Otterson are en-dorsed to vote the Fox "B" stock. Untermyer replied that it was entirely in order for the Fox interests to enter suits in the Federal and the Circuit Courts at the same time. Untermyer also contended that it was improper for the Stuart-Otterson group to seek to enter in the Court of Appeals before the lower court had been given a chance to hear the facts. He said the right procedure would have been for the lower court to pass on the case, after which it could be brought before the Court of Appeals. However, this would seem to be the right course, but that in the present case there were special conditions that were different.

Planning Wheeling Opening

Wheeling, W. Va.—Plans are being made for the opening of the new theater just completed here. Name for the house will be selected on the opening night.

Wyse Joins Charlotte U. A.

Charlotte, N. C.—Nat Wyse, formerly with Universal in Memphis, has been added to the local U. A. sales staff.

Koch Transferred to New Orleans

New Orleans—Aptly, Koch has been transferred to the United Artists exchange here from Oklahoma City office where he handled sales out of Kansas City.

Lamm at Milwaukee

Milwaukee—Louis Lamm has made manager of the Mirth, succeeding Edward Lauri who has been appointed manager of the Guildhall. Lamm was formerly director of sales at the Chicago Educational Exchange.

Benjii at Oshkosh

Oshkosh, Wis.—Ed Benjii, formerly of Sheboygan, is now managing the Strand and Oshkosh here.

"U" Buys U. S. Rights to "White Hell of Piz-Palu"

Universal has purchased American distribution rights to "The White Hell of Piz-Palu," a German picture concerning the Apline climbers of Switzerland. Ernst Udet, war ace, is in the film.

Master Art Productions to Make All Color Films

West Coast Bureau, THE FILM DAILY

Hollywood—Master Art Productions, headed by Ray Boswell, has been launched with offices at the Harriscolor Laborotory, with whom the firm has contracted for 3,000,000 feet of Harriscolor within a year, and plans to make a series of pictures entirely in color, sound and dialogue, using RCA recordings. A group of physical culture productions will be placed in work shortly as the first activity. Other plans include "Make Believe," a fairy tale with the entire cast composed of children under 12 years old, directed by Andrew Stone.

There will also be a series of all-color pictures with Gus Arnsheim and his Orchestra.

THEATERPHONE SYSTEM FOR ALL WARNER HOUSES

Following a tryout of the Theaterphone, a device for the hard of hearing, at the Warner in New York, it is announced by Warner Bros. that the system will be installed in all of the company's houses. There will be 300 seats equipped with the Theaterphone in the Hollywood, new Broadway house, due to open next month.

Graham Made Sono Art Manager at Pittsburgh

Pittsburgh—Jack Graham has succeeded Joe Lefko as manager of the local Sono Art exchange.

Franke Made Manager

Milwaukee—Emil Franks, formerly of the Dwoner, has been made manager of the R-K-O Seventh Street.

Williams Leaves San Antonio

San Antonio, Tex.—A. G. (Jack) Williams will leave for Pittsburgh shortly, having resigned as publicist director and exploitation agent of the Texas, local Publix house.

Installs Large Screen

Riverhead, N. Y. — Long Island Theater has installed a wide screen in the Patchogue.

Cabol, Cabol, Mo., Closed

Cabol, Mo.—The Cabol is now closed for alterations and installation of sound equipment.

Meyers in Fall River, Kan.

Fall River, Kan.—M. C. Meyers has opened his new theater here.

Bell Made Warner Chain Executive in Pittsburgh

Pittsburgh—Earl Bell, until recently short subject booker for Warner Bros. theaters, has been promoted to assistant general zone manager of the circuit's theaters here.

Talking Picture Epics Completes 3 Features

Synchronization of music and speech and insert sequences of three new features have just been completed by Talking Picture Epics at the Caravel studios, Long Island City. The first to be released will be "The Break-up," talker of Alaskan adventure and wild life, with accompanying dialog by Jack Robertson, who made the picture. This will be followed by "Wild Men of Kahlari," with Dr. Ernest Cadle, leader of the Denver African Expeditions and the Cadillac expedition to the Kahlari. The third production is "Lost Gods," dealing with excavations in ancient cities. Nat Shilkret provided musical direction for the three pictures.

PARAMOUNT TO OFFER 65 FEATURES FOR 1930-31

(Continued from Page 1)

Amount has not yet decided how much of its new program will be made on Magnafilm. All shorts will be produced at the Long Island studio and 16 features.

Warner-Stanley Bonus Drive Now Under Way

Philadelphia—Seventy-five thousand dollars in bonuses will be awarded Warner - Stanley district managers, house managers and zone managers in a business drive which ends August 1.

Marshall House Destroyed

Marshall, Tex.—Fire recently destroyed the Grand, largest house in town.

Name Hutchinson House

Hutchinson, Kan.—The house being built on the site of the De Luxe will be called the Strand.

Remodel at Santa Cruz

Santa Cruz — The Lobby of the Santa Cruz will be remodeled.

Rialto, Whitestone, Sold

The Rialto, Whitestone, has again changed hands and is in the hands of the management of Lillie Amusement Corp., of which Abraham Drogin is president.

Our Civic Changes Hands

Jack Clifford and J. Harris have taken over the Our Civic in Brooklyn. The name will be changed to New Civic.

Sangillos Take New Kirk, Bklyn.

M. and P. Sangillo are the new operators of the New Kirk, Brooklyn.

N. J. UNIT INDEFINITELY TABLES PROTECTION SUIT

(Continued from Page 1)

city was elected as alternate. A change in the schedule for rates of theater insurance is now in effect, it was made known.

Annual convention of the Jersey exhibitor organization is planned to be held at Atlantic City in June. The next regular session will take place April 8.

Publix Remodeling 4

Tampa, Florida, Houses

Tampa, Fla.—Publix will spend about $100,000 on remodeling the Tampa, Victory, Strand, Franklin and Seminole theaters.

Irving Berlin Casting Film

Irving Berlin has arrived in New York from Hollywood and is casting "The Love Cottage." He will leave for the Coast next week. Production will begin at the U. A. studio on May 1.

Gould Breakfast Mar. 30

The sixth annual breakfast of the Catholic M. P. Guild will be held at the Beverly Hills Hotel, March 30.

King City Lucille Reopens

King City, Mo.—The Lucille has reopened after alterations.

DOROTHY BURGESS

The Lady and the Tiger

(They're in It)
WITHOUT PRE-PUSH "HELL HARBOR" LIFTS LIBERTY BUSINESS TO NEW HIGH

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram; unless its deferred character is indicated by a suitable sign above or preceding the address.

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

HE-MAN ROMANCE RIDES FOOTLOOSE AND FREE IN THIS STIRRING KING-VELEZ SENSATION

From Detroit to Miami—New York to the West Coast, "Hell Harbor" (the people's choice for entertainment) is dropping the coin of the realm into showmen's pockets in huge wads. You should thank Mr. Velas for this tip.

HENRY KING
made it

LUPE VELEZ
glorifies it

JEAN HERSHOLT
gives it the wallop

JOHN HOLLAND
adds more wallop

Al St. John contributes the humor

Gorgeous, dazzling electric Lupe—Anita in "Hell Harbor". A pirate's daughter for whose love men forgot laws of life—and took it at will.

ULTRA MOVIE DRAMA FROM INSPIRATION PICTURES, INC.
Producers Will Adopt Code of Ethics for Talkers

PATHE TO FOX UNDER BLAIR PLAN

Talker Shorts Cut Into Vaudeville 50 Per Cent

The Spring — is inventory time

— By JACK ALICOATE

NOW THAT THIS stimulation, conquering and sometimes hectic industry has just passed through one of its magical and prosperous years of its third decade we wonder how many of the busy executives are taking time out to appreciate the Spring days to spend a moment beside the team and pause in retrospect all that has gone under the rig, both good and bad, during the past twelfth month. Now is the time to reflect on the future of the industry, of television, of color, of foreign situation, of perfect reproduction? This is now to gear to the best speed in its fantastic story. It is floating upon an eschen high wave of universal popularity with all of its riches synchronized accordingly. From our point of observation we can see nothing to suggest anything to its irresistible progress but, if we fasten travel the lesser, it might not be entirely of order to suggest an obvious slowing up at each stop. Look and Listen sign, Spring is the time for clean house.

Advertising Elementals

Advertising fundamentals, learned under the tutelage of the past, are as follows: 1. Advertising must be seen. 2. Advertising must be read. 3. Advertising must be believed. We have many industry publications to take of Number One. About half of the publications are read, which (Continued on Page 2)
The Spring — is inventory time
(Continued from Page 1)
takes care of Number Two. Nutter Three is strictly up to the advertising copy writer. Personally, we believe the words “Finest,” “Greatest” and “Best” in connection with pictures, should have been buried years ago. Only one picture can be the finest, greatest or best made, and there have been over eleven thousand features produced in the past fourteen years.

Lichtman, Gallup, Lusty
Leave Monday for Coast

At Lichtman, vice-president and general manager of distribution and Bruce Gallup, advertising and publicity director for United Artists, leave Monday for the coast where they will confer with Joseph M. Schenck, president, about sales plans for the new season's product. Lou Lusty, advertising and publicity director for Inspiration pictures, will also accompany Lichtman and Gallup.

Closer Accord Expected
in Northwest Territory

Minneapolis — Better co-operation between the local Film Board of Trade and the Northwest Theater Owners Assn is expected to follow the action of W. A. Steffes, head of the exhibitors' body, in impressing upon members of his association the necessity of living up to contractual obligations. At a special meeting attended by film salesmen Tom Burke, president of the Film Board of Trade, declared that the action of Steffes has brought exhibitors and distributors into closer accord than ever before.

Ballyhoo "Mammy"

Warner Bros. gave "Mammy," a ballyhoo send-off last night when the Al Jolson picture opened at the Warner Bros. A minstrel band paraded into the theater and played outside the lobby as the crowd came in.

Chosen for Stage Hands' Meet

Cleveland — Tommy Canton, Manors, McCaffery and Oscar Schect have been chosen as delegates representing the local stage hands at the convention at Los Angeles in May.

Boyd Enterprises Start
Pennsylvania Expansion

Philadelphia — A. R. Boyd Enterprises has purchased the Embassy, Allentown, and leased the Globe, Bethlehem, on a long-term lease. The company, which has headquarters in this city, has also under consideration plans to build a theater in Easton. The Globe will be closed this summer and will reopen Labor Day after complete renovation and the installation of sound equipment.

8 New W. Va. Members
Join Exhibitor Assn.

Pittsburgh — At least eight new members have joined the M. P. T. O. of Eastern Pa., So. N. J. and Delaware, as a result of a personal visit by Fred Herrington, secretary, to exhibitors in West Virginia. Houses to have been added to the membership roster include those in Wheeling, Cambell, Clearfield, Athens, Waynesburg, Parkersburg and Clarksburg, all in W. Va.

Steinberg Pittsburgh Mgr.
of Talking Picture Epics

Pittsburgh — Following his resignation from Tiffany, Sam Steinberg, has joined Talking Picture Epics as manager for this district. Offices of the company are located in the local Columbia exchange.

Gold on Exchange Trip

Harry Gold, U. A. district manager for New York, left last night on a trip to several New England exchanges.

Schieger Made President

Hannibal, Mo. — Harry Schieger, general manager of the Hannibal Theater Co. has been elected president of the Capital Chamber of Commerce.

Hollywood to Open April 17

Opening of Warner Bros., Hollywood, N. Y., is set for April 17.

Eastman Films
J. E. Brulatour, Inc.
"THANK YOU"

"I'll Have Another Great Picture Next Week. And Every Week. I've Booked PARAMOUNT. The Cream of Their Product Comes Between Now and August."
APRIL
DENNIS KING “The Vagabond King”
“YOUNG EAGLES” Buddy Rogers
“BENSON MURDER CASE” William Powell
GEORGE BANCROFT “Ladies Love Brutes”
“THE LIGHT OF WESTERN STARS”
“PARAMOUNT ON PARADE”

MAY
MAURICE CHEVALIER “The Big Pond”
“THE TEXAN” Gary Cooper
“RETURN OF FU MANCHU”
“YOUNG MAN OF MANHATTAN” 1930’s best selling novel
NANCY CARROLL “Devil’s Holiday”
CLARA BOW “True to the Navy”

JUNE
JACK OAKIE “The Social Lion”
WILLIAM POWELL “Shadow of the Law”
“THE BORDER LEGION” Richard Arlen, Jack Holt and Fay Wray
BUDDY ROGERS musical “Safety in Numbers”
GEORGE BANCROFT “The Caveman”

JULY
HELEN KANE all-star “Dangerous Nan McGrew”
GARY COOPER “Civilian Clothes”
JACK OAKIE “The Sap from Syracuse”
CLARA BOW
WILLIAM POWELL

SPECIAL EXTRA ATTRACTION!
“With Byrd at The South Pole”

PARAMOUNT
NEW SHOW WORLD
Like the Start of a New Season!
New Theaters

thol, Mass.—Gorbeau Bros. have under construction a theater here costing $200,000. Work on the new Fox-Bakers will begin within the next few days.

San Francisco, Cal.—The new Reg O theater here will open on March 31.

Lawrence, Kan.—Plans have been made for the construction of the new the-

er to go up on Main St. About $70,000 will be spent on the project. Portland, N. Y.—Schine Enterprise plans to build a 1,800-seat house.

Logansport, Ind.—Theatrical Enterprises has an installed at the Vista.

Film Boards of Trade Report

Additional Theater Changes

ALABAMA

Changes in Ownership
Hanceville—Palace, sold to J. G. Lee by Herren & Co.

Closings

Closing

ARKANSAS

Closings
Ashdown—Palace, Everybody's

Holly Grove—Royal; Huggin'—Princess; Marvel—Royal; Oleo—Prescott—Park.

Openings
Foreman—Grand; Norphlet—Strand.

CALIFORNIA

Changes in Ownership

Closings

Dunsmuir—Strand; Oakley—Peterson; Santa Rosa—Elane.

Re-Openings

Venice—Venice (City Hall).

COLORADO

Changes in Ownership
Alamosa—Irma, sold to Dave Heny by P. W. Kelley; Arvada—Arvada, sold to first Na-

tional Bank by C. W. Hake; Denver—Milson, sold to Ben Carter by Fox West;

Denver—Royal, sold to Harry E. E. D. Shall by Joseph Morgan; Littleton—


Denver—Electric, Granada—Marble —Princess; Ousey—Lois.

CONNECTICUT

Changes in Ownership
Hartford—Majestic, sold to E. M. Loew Enterprises by H. Segal; Wilimantic—Strand, sold to T. Fott, sold by R. Hyde.

Delaware

Changes in Ownership
Milford—Plaza, sold to Milford Playhouse, Inc. by Milford Theater Co.; Wilmington—Rialto, sold to Rialto Theater Co. by Elias Wetstein.

Closings

Delmar—Elora.

ILLINOIS

Changes in Ownership
Ava—Ava (Marlin), sold to W. W. Milhls by J. H. Marlin; Chicago—Drake, sold to New Drake Theater Co. by J. J. Conner; Garfield, sold to Garfield Amuse Co. by Simansky & Miller, Halsted, sold to Hal-

ested ilg, Corp. by R. Israel, Waverly, sold to Hallak, Theater Corp. by R. Israel; Chillicothe—Sunset, sold to Frank J. Rolan by Elmer Sturm; Crystal Lake—El Tower, sold to Foxes Brothers by Crystal Lake Theater Bldg. Corp.; De Pue—Liberary, sold to Mrs. A. Mackock by Dan McNally; E. St. Louis—Washington, sold to Noah Bloomer by V. P. Mackow, Waverly, sold to Waverly Theater Corp. by Chas. Panghurt; El Paso—Grand, sold to A. C. King by Alice Theatres co.; Elsberry—Ritz, sold to Closings

Garage—Grand, sold to T. F. Day by R. A. Shobe; Spring—Liberary, sold to Mrs. A. Macbech by Antonio & Kukman.

Closings

Chicago—Austin, Garden, Kenwood, Moongram, Prairie; Chicago Heights—Liberary; Chrisman—Empire; Eastville—Lyric; Fair-

bury—Central O. H.; Hamilton—Picture;

Hicks—Princess; Ipava—Garden; Lovington—Photograph; Phlox—Auditorium; Riverton—Riverton; Sycamore—Farm;

Valle—Palace; Waconoga—Liberary.

New Theaters

Bona Gap—Blue Point, owner—T. Smith.

Re-Openings

Marshall—Plyham.

INDIANA

Changes in Ownership
Anderson—Fawn, sold to H. Mungus by R. SiPe; Evansville—Fulton, sold to C. Swe-

ton by R. Telfit, Majestic, sold to a Skora by Mrs. M. Shidle; Frankfort— Elba, sold to C. South by J. M. Moore; Lawrenceburg—Gem, sold to Taylor & Hays by J. Warrnford; Madison, sold to R. E. Thalls; Rising Sun—Collmbia, sold to William Binder by G. Carter; Spencer—Tivoli, sold to City Trust Co. by E. M. Vugov.

Closings

Butler—Crystal; Fairmount—Royal, closing every day except Saturday; Gary—Arade; Grandview—Grandview; Hager-

town—Prowland; Hillsboro—Sunshine; Indianapolis—Broad Ripple; Kendallville—

Strand; Logansport—Paramount; New Washington—Masonic; North Manchester—Strand; Shirley—Shirley—Somerset—Home.

Catching 'Em Early

Further establishing itself as the earliest-opening house on Broadway, Loew's New York, starting March 31, will begin performances at 8:30 a.m. daily, except Sunday. The house will operate continuously until one in the morning.

Judge Dismisses Suit Against Fox Metropolitan

Suit of Sam Schwartz and Herbert Muller against Fox Metropolitan Playhouses, Inc., for "action for specific performance of contract" has been dismissed by Judge J. H. Humbre-}

y of the Supreme Court, Kings-

County, N. Y. in a decision handed down Tuesday. The suit involved leasing of the Roosevelt, Garden and Oxford theaters.

Saul E. Rogers represented Fox while Nathan Barkan and William Choros were the attorneys for the plaintiffs.

Comedy Sells Second House

Morris Blenden, who recently sold the Tuxedo, Bronx, to Fox, has disposed of the Carnegie, Brooklyn, to the College Theater, Inc.

Reopen at Kansas City

Kansas City—Nugent J. Flynn has reopened the Globe.

HELEN TWELEVERTREES

Beauty and the Beast

(They're in It)

A SHOWMAN

If there is any company looking for a man with real show-
manship background there is one available right now who is

willing to go to work in any of the various branches of the business in which he is well experienced via theater management (formerly a theatre owner) Exploitation man, exchange manager or film salesman.

Apply Box mzx

c/o Film Daily, 1650 Broadway, N. Y. C.
WARNER BROS. PRESENT

John Barrymore

has achieved immortal fame in the creation of outstanding box-office values in these great Warner Bros. productions:

"Beau Brummel"
"The Sea Beast"
"Don Juan"
"When A Man Loves"
"Gene Cracken"

and NOW

In a Brilliant Comedy Role

THE MAN FROM BLANKLEY'S
John Barrymore now brings to the screen an amazing new characterization. An uproarious farce comedy of English society that reveals America's foremost actor as one of the screen's greatest comedians.

with

LORETTA YOUNG

Adapted by Harvey Thew and Joseph Jackson from the stage success by F. Anstey.

Directed by Alfred E. Green.

Gala Opening
CENTRAL THEATRE
Friday
MARCH 28
ALONG THE RIALTO

with
Phil M. Daly, Jr.

PAULA GOULD has gone into the publicity business in New York with offices at 321 E. 44th St. She will handle commercial as well as theatrical accounts. Says her service will be "local, national and international in scope."......Fox has signed Charles Winninger, the stage actor, to a long-term contract through W. Herbert Hoey and Dennis DuFor of the Max Hart offices. Winninger will be recalled as the Captain Andy of Ziegfeld's "Show Boat.

WALTER HUSTON plans to resume stage work in the fall under Arthur Hopkins' management......Patrons of the Fifth Avenue Playhouse are in for a treat next week when "Not So Dumb," with Marion Davies, and "Show of Shows," with all the Warner players in it, will be shown at that theater......Jack Freulich, portrait photographer for Universal, has arrived in town on his way to a two month vacation in Poland, where he was born. He sails Saturday. His son, Henry, a cameraman, is going with him......

HEINRICH KUCHENMEISTER and Dr. Sobernheim, who arrived on the Europa the other day as representatives of the European talker patents, will see the town the for the next few days before they go into conference with Warner Bros. on that Tobis-Klangfilm matter......Grantland Rice will speak on sports every Wednesday night on a radio program sponsored by Coca-Cola. The feature will go on the air over the National Broadcasting system......

RUTGERS NEILSON alleges that when Ben Turpin, featured player in "Swing High," was asked if he had ever seen "The Cock-Eyed World," the comedian replied: "Why, that's the only way I have been seeing it for 50 years!"......

CAPTAIN BILLY FAWCETT, publisher of the "Screen Secrets" magazine will speak on his adventures in the African jungle at today's meeting of the A. M. P. A. Accompanying Capt. Fawcett at today's A. M. P. A. luncheon, where he will be the guest of honor, will be Claire Windsor and Bruce Reynolds, author......

AFTER making one picture for Paramount, Jack Buchanan, the English stage star now appearing in "Wake Up and Dream" on Broadway, will make a series of pictures for M-G-M.......Nathan Goldstein, assistant chief of the M. P. Division of the Dept. of Commerce, New York these past few days, returns to Washington tonight......

MARCH 27--MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Andre Beranger  Otto Mattiseen
Betty Balfour     Gloria Swanson
Jameson Thomas
Hollywood Happenings

Rytone Will Produce Westerns, Melodramas

A favorite Talking Pictures, Inc., program of westerns and a series of melodramas the coming season. The first of a new program will be "Overland Gold" with Jack Perrin, Allene Ray and Wally Wales.

A. Song Writers on Coast

Guests for Hollywood, and Gus Kahn, composer, have arrived here to write numbers for the screen version of "Whoopee." Florenz Ziegfeld production for U. A.

Bird of Paradise" for U. A.

Arthur Hammerstein will make a version of "The Bird of Paradise" for United Artists.

Gordon Opposite Garbo

G-M has cast Gavin Gordon opposite Greta Garbo in her next vehicle, "Romance."

Spanish Cast Selected


Dugan in "Top Speed"

Dugan has been added to cast of Paramount’s "Top Speed." Mervyn Le Roy will direct.

Warner Sign Two

Young and Harry Warren have signed by Warner Bros. to music for several productions.

Mary Lewis Enroute to N. Y.

Mary Lewis, who recently signed contract with Pathe, is on her way to New York. She will return to Hollywood soon to make her first picture.

Color for "Kitty Bellairs"

Warner Bros. will make "Sweet Kitty Bellairs" in black and white, not in color.

Complete "King of Jazz"

Spotting of "King of Jazz," has been completed at Universal City. Murray Anderson is now cutting the picture.

400 For White

Jack White, who is celebrating his 10th year as producer of comedies, has made approximately 400 one and two reel shorts during this period of time.

A Little from "Lots"

By RALPH WILK

Hollywood

KANSAS CITY, MO., recently served as a national distributing point of films, when, rather than miss release dates with its first run accounts, officials of the Fashion Feature studios of Fashion News mailed the prints came from Boston to Kansas City and were handled there by Meredith E. Fulton, general production manager of the Fashion Feature studios, who had flown to Kansas City.

Endre Bohem, scenario, has been permanently assigned to Al Rockefeller unit at Fox. Bohem was with Metro before joining Fox.

Marie Harrel, known as the "Personality plus" girl at local studios, is filling a six week's engagement as visiting star with the Lane stock company, Dallas, Tex.

Neil Hamilton has moved his make-up box to the First National studio, where he is working in "The Dawn Patrol."

Howard J. Green is the latest Fox writer to pass out cigars. He has just become the father of a baby girl. Two weeks ago, John Stone, veteran Fox writer, became the father of a boy.

While en route to New York, Sigmund Romberg was met in Chicago by the entire company and chorus of "Mina Rose," the composer's new operetta, now in its tenth week in the Windy City. He is now completing the score for his second Warner Bros. operetta, scheduled for production August 1.

Lewis R. Foster, who directed several Harry Langdon and Laurel and Hardy comedies for Hal Roach, has just completed "Eventually," an H. C. Witwer-Larry Darmour comedy.

To Make "Mothers Cry"

First National will make "Mothers Cry," which was written by Helen Grace.

Agnew in Educational Short

Robert Agnew has been cast in "French Kisses," Educational-Texedo comedy now in production. Helen Bolton, Monty Collins and Betty Boyd are co-featured.

MORE THEATERS WIRED FOR TALKING PICTURES

East Brady, Pa.—The State has gone sound, RCA Photophone having been installed.

Cordova, Alaska—The Empress is wired with Western Electric apparatus.

Bird Island, Minn.—M. J. Huss will wire his house here.

Bagley, Minn.—E. R. Wright has wired the Family for talking pictures.

Lake Benton, Minn.—Amphitheatre has been installed in O. J. Roscoe's house.

Andover, Mass.—Colonial has installed Eastern Electric.

Doland, S. D.—The Palace will open with RCA Photophone apparatus.

Dwottona, Minn.—Mrs. Maud Riggs has wired the Metropolitan and installed a new screen.

Pasadena, Cal.—Western Electric sound system installation has been completed at the Washington.

Baltimore, Md.—The Lafayette is being wired by RCA.

Short Shots from New York Studios

STANLEY RAUH, of Warner’s writing staff, is author of "Rah, Rah, Rah," recently completed at the Eastern Vitaphone studios, with a cast of prominent Broadway players. Murray Roth directed.

A complete motion picture record of the launching of the new turbodielectric Ward liner, "Morro Castle," at Newport, N. Y., was made recently by Visigraphic. Guests, officials and the camera unit traveled on a special train to the scene of the ceremony.

Among the Paramount studio force enrolled in the forthcoming Ping Pong contest, to be held in the Hotel Pennsylvania, are Frank Tours, music director; George Folsey, chief cameraman, and Harry Baldwin, Monta Bell’s assistant.

Rattlesnakes in Action

Rattlesnake farming in Brazil is a feature of "Under the Southern Cross," a South American scenic picture now being released by Visigraphic Pictures.

:: Second Annual ::

WARNER CLUB

FROLIC BANQUET AND BALL

Grand Ball Room

Hotel Commodore

SATURDAY APRIL

Dinner at 8:30

5 Stars

Galore

MUSIC BY

Sam Lannin’s Ipana Troubadors
TALKER SHORTS CUT INTO VAUDEVILLE 50 PER CENT

(Continued from Page 1)
of the investigation was to obtain facts in support of the theory that the public would rather have performers in the flesh than "canned" acts, but the results proved surprisingly to the contrary.

More than 200 theaters reported having dropped vaudeville entirely in favor of shorts, while 35 said they have reduced their act bookings from 25 to 80 per cent and expressions of regret over the change were practically nil. Number of acts on the vaudeville circuits, the survey indicates, has dropped in half within the last five years.

In order to get an authentic line on public sentiment, the investigation embraced laymen sources as well as those of talent from all fields, at lower prices than the average second or third grade vaudeville show. Though admitting a difference between the personal element and the mechanical reproduction, the fans seem pretty well satisfied that the shorts contain sufficient compensations to offset this.

Jolson and Grady Buy 'Penny Arcade' for Talker

At Jolson and William Grady of the William Morris booking offices are understood to have purchased talking picture rights to "Penny Arcade," which they will produce independently. Reportedly price is $2,000, with production slated for Hollywood soon.

Buys at Pierce City

Pierce City, Mo.—S. H. Yoffie has taken over the Strand. Sound equipment will be installed.

Weinberg Takes Bklyn. House

M. Weinberger of the St. Marks, New York, is also operating the Lakeland, Brooklyn.

Vero New Park Organist

Cleveland—Emil Koerpel has been succeeded as organist at the Loew's Park by Joe Vero.

Steinkritz at New Albany

I. Steinkritz is managing the New Albany, Brooklyn, for the Harding Realty Corp.

Test Newsreel Draw

St. Louis—Drawing power of newsreels is being tested at Skouras' Ambassador with view of turning one of the smaller downtown houses into an exclusive newsreel theater. Audience reaction from 10:30 to 11 a.m. and from 6 to 6:30 is being carefully watched.

Phonofilm is Invading Department Store Field

Chicago—DeForest Phonofilm has invaded the department store field, with its first installation of this kind being made here in the 500-seat tea room at Mandel Bros. The talk apparatus will be used to show style pictures and give special performances for the purpose of creating good will. Dr. Lee DeForest, of General Talking Pictures, attended the first demonstration, which brought a favorable reaction from the audience.

COOPER RE- ELECTED HEAD OF CANADIAN M.P. ASS'N

(Continued from Page 1)

Universal Promotes Three More Exchange Managers

Universal has made three more promotions in its sales force, Lou S. Metzger, general manager, announces. Ralph Williams, until recently manager of the Atlanta branch, has been made second assistant to Ted Schlanger, eastern sales manager; T. O. Tuttle, who was in charge of the Charlotte office, has taken over Williams' duties in Atlanta, while Cowan Bain, manager of the Jacksonville exchange, has assumed management of the exchange at Charlotte.

BILLBOARD REGULATION BECOMES LAW IN N. J.

(Continued from Page 1)

"Escape" Being Made in England for RKO List

London—"Escape," first Anglo-American film to be made under the Radio Pictures' banner, and known as an Associated Radio picture, has gone into production under direction of Basil Dean. The following cast has been assembled for the John Galsworthy play: Sir Gerald Du Maurier, Mabel Poulton, Ian Hunter, George Curzon, Gordon Harker, Raymond Massey, H. St. Barbe West, Edna Best, Phyllis Konstant, Horace Hodges, Reynold Brown, Lennon, Hanray, Margaret Yard, Jean Cadell, Eric Cowley, Niel Bruce, David Hawthorne, Neil Porter, Lawrence Banconhi, Ben Wintle, Anna Casson, Madeline Carroll, Austin Trevor, Miles Malleson, Felix Aylmer and Edward Fitzclarence.

$3,000,000 Project for Site of Earl Carroll

Following completion of the run of "Puttin' on the Ritz" Saturday evening, work will be immediately started on demolishing the Earl Carroll. The house will be replaced by a 3,000-seat structure representing a cost of $3,000,000. Additional property has already been acquired to permit for the increased seating capacity. Completion of the project is expected about Dec. 15 when an edition of the "Varieties" will open the house.

Landlord Reopens Hastings

The landlord has reopened the Hastings, Hastings-on-the-Hudson.

Carster Gets Crane, Mo., House

Crane, Mo.— "The Electric" has been leased to Harold Jenkins from Oscar Carster.

McKenna Gets Pawling House

Dutch House, Pawling, has been acquired by Albert MacKenna.

PRESSEY VRD UNDER BANGAHEMICA-BLAIR PL

(Continued from Page 1)

actions now pending, the stockholders committee intends to obtain injunction to stop the Pressy acquirement.

Postpone Clearance on Fox Film Right

Due to the legal entanglement that have thus far prevented Bancamerica refinancing plan from going through, the New York Stock Clearing Corp. states there will be no clearance tomorrow on the rights to be issued under the Bancamerica arrangement. An extent of time will be allowed.

Plan Drastic Revision in British Film A.

(Continued from Page 1)

Industries and the president of the Board of Trade. Suggested pictures includes the elimination of requirement that the scenario there must be British, a elimination of the provision that per cent of the salaries must be paid to British subjects. A new art will propose that further films must purposes must cost not less than $50,000.

It is quite likely that the Board Trade will accept the revisions in much as much as here is against Am erican renuers showing poor quota films.

"Sally's" Berlin Opening Beats "The Singing Fool"

Berlin (By Cable)—"Sally," F. National talker starting Marilyn L. opened here yesterday to a ater attendance than Al Jolson's "Singing Fool," which held the red for a film premiere in Berlin.

Radio Artists Score in Cleve. weekend at the Gik radio artists, appeared at the Fa they broke the house record by $1,000, it is claimed.

Stella Re-equipped

Council Grove, Kan.—New sets have been added to the Stella well as other equipnent.

Collins Gets Edina House

Edina, Minn.—William Collins has acquired the Mainstreet.

Cohen at Monticello Rialto Maid, in managing the Altos, Monticello, for Maith Corp., which recently took over house.

Perth Amboy House Wiring Majestic, Perth Amboy, is inst. wid screen. Jerry Buchin is operating the house.

Completing Cleve. Warner Bldg

Cleveland—The new Warner Bldg here is near completion.
I don't know of anything connected with the motion picture industry which is such a constant source of real help as the Year Book. In Production we consult it frequently and I know it must be of equal assistance to people in other branches of the business.

—Jesse L. Lasky
First V-P. Para. F-L. Corp.

The Year Book is part of the FILM DAILY SERVICE which includes the Film Daily, every day; the Year Book, every February; Directors' Annual and Production Guide, every June; Short Subjects issues, quarterly; Special numbers; information service—all included in the $10.00 a year subscription price and certainly, "A Constant Source of Real Help."

Clip this coupon!

Subscribers to THE FILM DAILY remain subscribers
**EDITORIAL**

**"LADIES OF LEISURE"** is one of the very finest talking pictures we have seen. It is packed with entertainment value. No apparent effort has been made to put it in the sensational class, but it is there, nevertheless. That is one reason why it is outstanding!

Not only does the production contain startling entertainment, but it brings to our ever-welcome eyes and ears a new star, a new luminary of charm and ability to gaze upon.

The stellar light in question is Barbara Stanwyck, former stage actress, who came to Hollywood for a vacation but remained for work.

Miss Stanwyck's portrayal is not the only one. Ralph Graves, playing the wealthy lad, quite bored with life in general, gives a splendid account of himself. By far the best talking picture work he has done, and probably the best of his career.

Lowell Sherman, who can worry John Barrymore for honors, does the constantly semi-intoxicated man-about-town in his usual suave fashion. Sherman is one actor who never seems to be acting.

Marie Prevost does a slangy girl part, getting much out of a small role. Marie, too, wins our printed plaudits. George Fawcett, Nance O'Neill, Juliette Compton and Johnny Walker complete the well-selected cast.

Frank Capra, director of the film, is also responsible for "Submarine" and "Flight." This is indeed a signal triumph for him as well as the producers.

Perhaps you remember the David Belasco-Milton Herbert Gropper play, "Ladies of the Evening." This is the talking picture version of that rather daring drama, and it is produced so that we honestly believe it now carries more punch than ever before. Probably not in the manner of speech, but certainly in the construction of situations. The adaptation and dialogue was prepared by Joe Swerling. Excellently done, by the way.

"LADIES OF LEISURE" can easily win a place in the list of the "ten best pictures" for this year. It is a tripartite victory for Producer Harry Cohn, Director Frank Capra and New Star Barbara Stanwyck! Congratulations!
NATIONAL DRIVE ON MUSIC RACKET

New Judge Takes Over Fox Cases in Federal Court

Judge Coleman Withdraws From Receivership Proceedings

As a result of the affidavits of prejudice filed against him on Tuesday by H. L. Sturk and Arthur Berenson, Federal Judge Frank J. Coleman yesterday withdrew from the Fox receivership proceedings. The cases thereupon were assigned to Federal Judge John C. Knox, who held the first hearing yesterday afternoon. After counsel for both sides had recited their versions of the history of the litigation, Judge Knox adjourned the case till 4:30 p.m. Monday with the promise that he would allow the hearing to continue through Monday evening, if necessary, in order to expedite a decision.

The jurisdiction of Judge Knox

Continued on Page 4

R-K-O TO BUILD 2,300 SEAT BROADWAY HOUSE

With the erection of a 2,300 seat house on the site of the Columbia at Broadway and 47th St., R-K-O will own its first Broadway picture house. The theater, designed by Thomas W. Lamb, will be of modernistic design.

Work of demolishing the Columbia will be started Monday and the new house will be completed in November. A radio broadcasting studio will be embraced in the structure.

BALTIMORE EXHIBITORS

FIGHTING DAYLIGHT BILL

Baltimore—Exhibitors of this city are waging a campaign against Daylight Saving. Cards for a straw vote are being distributed at various theaters throughout the city on which patrons can cast their ballots, either for or against. Women have also joined the theater men by addressing audiences in some of the theaters.

Continued on Page 8

GENERAL THEATERS EQUIP.

SHOWS $2,710,309 PROFIT

Net profit of General Theater Equipment for the year ended Nov. 30, 1929, after eliminating non-recurring expenses and financial charges of companies whose capital (Continued on Page 8)

ROCHESTER HOUSES FORCED TO CUT ADMISSION PRICES

Rochester, N. Y.—Heavy competition among local theaters of this sector has resulted in several of the important first runs cutting admissions (Continued on Page 8)

FORUM, PHILADELPHIA, ADDED TO WARNER CHAIN

Outright purchase of the Forum, Philadelphia, by Warner Bros. is announced by Spyros Skouras, managing director of the Warner chain (Continued on Page 8)

Exhibit Attorneys to Meet Soon

on Fire Law Amendment Plan

ELECT MILLS AND MALLARD DIRECTORS IN R-K-O CORP.

E. C. Mills and William Mallard have been elected to the board of directors of R-K-O to fill the vacancies caused by the death of E. F. Allie and the resignation of Joseph (Continued on Page 4)

N. Y. STATE PASSES MEASURE TO CURB COPYRIGHT VIOLATORS

Gratified by the passage of a bill making song sheet rackeaters liable to punishment for committing a misdemeanor in New York state, the Music Publishers' Protective Ass'n intends to seek adoption of similar legislation in other states, according to John Gregg Paine, its chairman.

Public peddling of song sheets in New York is made a misdemeanor as a result of the signing by Governor Roosevelt of the bill introduced by Assemblyman Alterman for preventing the printing, publication or sale of copyrighted musical compositions without the consent of the copyright owners. Most of the owners who have been affected by this evil are

Continued on Page 8

SAY COLOR PHOTOGRAPHY METHOD TO REDUCE COST

A new method of color photography, said to cost slightly more than black and white, is being developed by Essem Laboratories, New York. The method is claimed to leave the film the same thickness as present black and white. Another system being perfected (Continued on Page 8)

THREE PROPOSALS TO BE BASIS OF NEW CONTRACT

Three standard exhibition contracts will be submitted at the exhibitor-distribution meeting scheduled for April 1. They will be offered by the distributors, M.P.T.O.A. and Allied (Continued on Page 8)

Sunday Shows Ballots

in Nebraska Towns

Lincoln, Neb.—Many Nebraska towns are petitioning for a vote on the Sunday show question and indications are that the election will
Harry Thomas Leaving Today on Trip to Coast

Harry Thomas, vice-president and general sales manager of Sono Art World Wide, leaves today for the Coast, en route to which he will visit exchanges at Pittsburgh, Cleveland, Detroit, St. Louis and Kansas City. He will be at the studio about two weeks, arranging the releasing schedules and making plans for the company’s convention, which will be held at Los Angeles, probably in conjunction with Educational. Before the start of the new selling season six Sono Art-World Wide features will be ready, said Thomas yesterday. They are: “Renzo,” “Circus Parade,” “Once a Gentleman,” “Heart Strings” and an Eddie Dowling picture.

Byrd Radio Broadcast Reproduced as Talker

First showing o General Electric’s talking film of the 10,000-mile radio conversation between Admiral Byrd and others, speaking between Dunedin, New Zealand, and Schenectady, N. Y., was held yesterday night at the Advertising Club of New York.

Darrow to be AMPA Guest

Clarence Darrow will be the guest of the A.M.P.A. at one of its meetings within the next 30 days. The clearance of the noted attorney was arranged by Arthur James. Capt Billy and Mrs. Fawcett were the guests at yesterday’s luncheon, both spoke on their recent trip to Africa. Claire Windsor also attended.

Signs Marlene Dietrich

Paramount has signed Marlene Dietrich to a German stage and screen star who recently appeared opposite Emil Jannings in Ufa’s “The Blue Angel.” She will leave for America within several days.

Jensen to Join U. A. Party

Emil Jansen of Inspiration will join the Lichtman, Gallup, Lusty party which leaves for the coast Monday.

Breaks Ground for Para. Bldg.

Cleveland—Ground has been broken for the new Paramount three-story building on E. 23rd St.

Fischer Gets “Clancy” Rights

Cleveland—Fischer Film Exchange will distribute “Clancy” in Wall St. in Ohio and Kentucky.

Herbert Fischer Dies

Herbert Fischer, brother of Abe Fischer, manager of the Minneapolis Tiffany exchange died recently at the Mercy Hospital, No. Dak., following an emergency operation according to word received in New York yesterday. Herbert, who was also associated with the local Tiffany office as a sales representative, was 54. He is survived by a wife and two children. Funeral was held at Bradford Pa., his birthplace.

Mealor Here in 2 Weeks to Fill Technicolor Post

J. E. D. Mealor will arrive from the Coast in two weeks to take up his duties as New York business manager for Technicolor. He will be in cooperation with the local office of producers using Technicolor and with studios in the city where color films are produced. Mealor will work in cooperation with Andrew J. Callaghan, business manager for the company in Hollywood, and Frank R. Oates, who serves in a similar capacity in Boston.

“U” Promotes Joe Huff to Salt Lake City Manager

Salt Lake City—Joe Huff, who was formerly a salesman at the Universal exchange at San Francisco, has been promoted to manager of the company’s local office.

“Paramount on Parade” for Rialto Anniversary

“Paramount on Parade” will be shown on the 15th anniversary program of the Rialto beginning April 18.

Robbins Enlarges Office

The Robbins Music Corp. has taken additional space in the building at 799 Seventh Ave., for sound proof studios.

Renee Adoree to Rest

West Coast Bureau, THE FILM DAILY

Los Angeles—Renee Adoree has entered a sanatorium in La Crescenta to receive treatment for a bronchial affection and to remain until August for a complete rest. Her condition is not regarded as serious.

The Industry’s Date Book


Greenman Head of Pib. Com. of St. Louis C.

St. Louis—Harry Greenman, aging director of the Fox has been named chairman of the M. P. T. O. of the St. Louis Chamber of Commerce. Members of the committee are: Arthur Fradu, St. Louis director; John McM. Loew’s State; Charles Skoukas Bros. Enterprises; Pierce, St. Louis director; George Boxler, St. Louis Amusement and Fred Rockenberg, president of the M.P.T.O. of Eastern Missouri and Southern Illinois.

Remodeling Lake Village Q

Lake Village, Ark.—W. M. Caskill, owner and manager of Queen, is remodeling the house, the masonry being raised five feet.

Professional M. P. Cameras FOR SALE

Eymo-2 Bell & Howell, one for silent, one for sound production—Akeley camera complete high speed attachment for Akeley-2 synchronous motor for sound productions with cables and clutches; prices on request, 1914 Paramount.

BROWNING

110 W. 40th St. New York Phone: Penn 1258

Kooler-Air

The Summer Attraction

Kooler-Air, the most refrigerating at the most refrigerating for the most refrigerating. At the most refrigerating for the most refrigerating. At the most refrigerating for the most refrigerating.
Hollywood Happenings

Pathe Has Completed Six Talking Shorts

Six two-reel comedies have been completed at the Pathe studio, according to Bill Woolfenden, in charge of short subject production. Comedies completed are "Hearts and Hoops," "Ranch House Blues," "Pick 'Em Young," "Live and Learn," "The Red Heads," and "Carnival Revue."

New Name for Gibson Film

Hoot Gibson's latest production for "mike" has the feminine lead changed from "Howdy Cowboy" to "Roaring Ranch."

To Start "Devil's Playground"

Work will be started this week on Billie Dove's next for First National titled "The Devil's Playground." William Beaudine will direct.

Ware in "Lincoln"

D. W. Griffith has signed Helen Ware for a part in "Abraham Lincoln."

To Write "Paradise" Music

Rudolph Friml will write the music for "Bird of Paradise," which Arthur Hammerstein will produce for United Artists.

Professor to Write for M-G-M

Gordon Davis, professor of dramatic art at Stanford University, has been added to the M-G-M staff.

Washburn With Pathe

Bryant Washburn has been signed for a role in Pathe's "Swing High."

Ziegfeld Girls Get Lead

Katherine Mylans, former Ziegfeld beauty, now under contract to M-G-M, will make her initial appearance before the camera and in the role of the head in William Haines' "Easy Going." Fred Niblo is directing.

Marjorie Kane Signed

Columbia has signed Marjorie "Babe" Kane for a role in "Ladies in Love."

Two for Walsh Epic

David Rollins and El Brendel have been added to an epic of the Oregon Trail, as yet un titled, which Raoul Walsh will direct.

Brown to Direct Lake


Luck for Lucille Browne

Fox has signed Lucille Browne to a long term contract.

Birth Notice

Richmond, Va.—The arrival of several baby alligators in the lobby pool of the Byrd is proving a great attraction for juvenile patrons.

Barney Rose New Mgr.

For "U" in Cleveland

Cleveland—With the resignation of Jack Osserman as manager of the local Universal exchange, Barney Rose, until recently in charge of the company’s Indianapolis branch, is here taking the former manager’s place. Osserman, who has been with the company for nine years, will take a vacation in Havana.

Tillman Appoints Pace

Columbia Denver Manager

Denver—Cecil E. Pace, formerly with M-G-M, has been appointed manager of the local Columbia branch. The appointment was made by L. E. Tillman, western district manager.

Repairs Ark. House

Texarkana, Ark.—Work on repairing the Gem will begin at once. Cost will approximate $10,000.

Liberal (Kan.) House Planned

Liberal, Kan.—Plans are under way by H. V. Tucker for the erection of a 600-seat house here.


THE FIlM DAILY

[The beginning of the article is lost due to cropping.]

[The end of the article is lost due to cropping.]

STEIN TO TOUR EUROPE

Upon completion of his present assignment, "Bride 66" which Arthur Hammerstein is producing for United Artists, Paul L. Stein, director, will leave for a tour of Austria, Paris, London and Berlin, seeing plays and studying changes in foreign picture making technique.

NEW CONTRACT FOR HYNER

Warren Hymer has had his contract renewed by Fox.

M-G-M SIGNS CHARLES DRURY

Charles Drury, orchestra leader, has been placed under contract by M-G-M.

A LITTLE FROM "LOTS"

By, RALPH WILK

HELEN TWELVE TREES, who is quite handy at drawing with crayons, has made crayon drawings of Fred Scott, Dorothy Burgess, George Fawcett, Bryant Washburn, Nick Stuart, Daphne Pollard and Director Joseph Santley during lulls between scenes of "Swing High," the forthcoming circus musical.

EDDY DUNN is a familiar figure in Clara Bow pictures. The elongated comedian, who is supporting Clara in "True to the Navy," also appeared in "The Fleet's In" and "The Saturday Night Kid."

Fred Guiol, for several years a Hal Roach director, recently completed "Lonesome Husbands" for Pathe. He also directed "Rich Uncles" and "Live and Learn" for Pathe.

Robert Woolsey has chewed thousands of cigars to fragments—and never smoked one. He says he would rather appear on the stage without his shoes than minus his cigar. In a scene in "The Cuckoo," he appeared with a full-sized cigar. In a closeup of the same scene the cigar was half chewed away. The scenes, naturally, wouldn't have matched on the screen. Now, a prop man with a tape measure and a box of cigars follows the comedian around on the "set."

Eleven new faces arrived in Richard Dix's "family" recently. One of Dix's prize getters demonstrated what she thought of birth control.

Douglas Dawson and Norman L. Spec, who will produce the "Silver King" series for Sono-Art, have signed Lane Chandler to a long-term contract.

"I craves youah reputa-

tion, big boy, but who wants to be a camel!"

(THEY'RE IN IT)
NEW JUDGE TAKES OVER
FOX FEDERAL COURT CASES

(Continued from Page 1) will be to take action upon the three receivership applications that are pending. Undermyer

George Undermyer, who had been assigned by

the court to the receivership of the

Three Kings, the other two receivership cases

are handled by federal judges.

Judge Cochran was to have been on the matter of the "B" stock, but was restrained by the writ of prohibition obtained by the Stuart-Otterton

firm. A decision on this will follow the hearing held in the U. S. Circuit Court of Appeals on Monday.

In view of the switch in judges and postponement of the receivership hearings until late Monday, the Ira M. Gast and F. Irwin Singer action will also be put over to next week.

The Winfield Sheehan suit against Fox is supposed to come up in State Supreme Court this morning, but up to yesterday Fox had not been served with papers either in this case or in the action by Stuart and Otterton under the Dec. 3 trusteeship agreement.

Arthur Berenson, Boston attorney representing the group of independent stockholders, yesterday sent to Fox a letter asking 12 questions on which his clients seek information in order to verify the Fox affairs in their minds.

Washington Film Board

Holding Golf Tournament

Washington Bureau of THE FILM DAILY

Washington — The spring tournament of the Washington Film Board of Trade will be held on April 25 at the Beaver Dam Country Club, Landover, Md. The committee for the event is made up of Nate Samuelson, Universal, Harold Beaver, Educational, Harry Brown, Tiffany and Harry Hunter, Paramount.

Elect Mills and Mallard

Directors in R-K-O Corp.

(Continued from Page 1) P. Kennedy. Other directors were re-elected. The meeting was held in Washington.

Morgan Declines Office Again

Alhambra, N. Y.—J. Howard Morgan, who has been president of the local Film Board of Trade for the past three years, has made known his refusal to run at the election April 7.
These excerpts from five letters—typical of the hundreds we have received during the past year—prove without a doubt that the policy of the New York State Exhibitor has met with unqualified endorsement. From our first issue it was our intention to build up a "home town" journal, filled with breezy, authentic and unbiased news and interesting departments. We are satisfied that we have successfully carried out our original intentions.


THE ONLY REGIONAL IN THE NEW YORK TERRITORY READ AND QUOTED BY EVERY EXHIBITOR EVERY ISSUE—CIRCULATION 2500

THE NEW YORK STATE EXHIBITOR

AN EMANUEL-GOODWIN PUBLICATION

219 N. Broad Street, Philadelphia 1600 Broadway, New York City
**Along the Rialto**

*Phil M. Daly, Jr.*

**Florenz Ziegfeld**, who is vacationing at Palm Beach, is all set to leave for Hollywood to start work on the film version of "Whoopie," which will be the first of a number of talkers he will make in co-operation with Samuel Goldwyn. Eddie Cantor will star in it. Florenz will return to New York as soon as the picture is done. Stanley Sharpe, the producer's general manager, and Zeke Colvin, his stage director, have already left for the Coast......Hope Hampton will tour the Continent with the Monte Carlo Opera Company this summer. Beniamino Gigli of the Metropolitan will sing with her. That ought to be an inspiration to her......

**Pauline Frederick** has left Hollywood and is headed for New York with the announcement that she will say good-bye to the films and the stage for some time. J. E. McInerney writes in to tell us that "The Vagabond King" has passed its 100th performance and that since its opening some six weeks ago the picture has attracted 75,000 persons to the Criterion......

A vocabulary of underworld terms has been prepared by Sam Warshawsky so that those uninitiated in the language of the criminal will be able to understand better the dialogue of "Alias French Gertie"......

**Arthur Zellner**, who represents Douglas Fairbanks and Mary Pickford on the Coast, phones east that there's no truth in the report that the stars are thinking of retiring from the screen.......Bert Feldman, London sales agent for Warner-Witmark songs, is paying New York a visit.......Albert S. Howson, Warner scenario editor, is becoming quite a talker. He is to speak at the new George Washington Hotel on Sunday on "The Opportunities of the Motion Picture." That's not all. On May 20 he speaks at the Y. M. H. A., St. Nicholas Ave. and 159th St. ......

**Lou B. Metzger** is all smiles over the fact that the "Cobens and Kellys in Scotland" has been booked solid over the R-K-O circuit.......J. J. Robbins, of the Robbins Music Corp., will start for Los Angeles April 4. He plans to visit the M-G-M studios and to take a look at his own Coast office........

**Irene Thirer**, m. p. ed. of the "Daily News" and as charming a lil' fan news writer as the industry possesses, is battling with the grippe......

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**March 28---Many Happy Returns**

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Louis Wolheim
Pandro Berman

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**EXPLOITETTES**

A Clearing House for Tabloid Exploitation Ideas

Thorough Campaign Puts "Sally" Over at Des Moines

The showing of "Sally" at the Paramount was well exploited by M. L. Elewitz, manager of the house. A lobby display a week in advance of the picture started the campaign and Elewitz followed it up with posters, store cards, teaser trailers, and heavy advertising campaign which allowed more than the usual amount of publicity story to get in the papers. The Tribune ran a story telling that all blond Sallys would be admitted free between certain hours and that the event was to be a big opening for the radio station. WHG plugged six songs from the picture and talking machines in the lobby of the house also helped. The who was this campaign was so successful that the picture was switched to Des Moines to continue the run.

—First Nation

Rainbow Dance at Prom Builds "Chasing Rainbows"

A RAINBOW Dance numbered at a University of Illinois prom was used by H. Alger management of the Park, Chicago, Ill., to build up "Chasing Rainbows." University orchestra featured song hits from the picture and prices of 25 cents of tickets were offered to luck number holders.

Alger also used a pot party in the lobby of the house with a card which announced that the contents would be given to the person guessing the nearest correct amount. Theater programs carried inserts as guess slips.

—M.G.
The Year Book for 1930 has been turned over to an industry that has learned to lean on it annually as an authoritative and encyclopedic reference work of the various and sundry in motion pictures. A complete job and a handsome job to boot. A staggering compilation of facts and statistics which, in addition to imparting important and necessary information, tends to quicken a fuller realization of how extensive the ramifications of this business really are. The Year Book makes a comfortable companion by the right elbow—not for a few days or a few weeks, but all through the year.

Reprinted from "An Insider's Outlook" by RANN, editor of Motion Picture News.
 PLAN NATIONAL DRIVE TO CURB MUSIC RACKET

(Continued from Page 1)
either motion picture companies or music publishing houses affiliated with film producers. Gene Buck, Jack Yellen and Harry Von Tilzer were among the music men who came to Albany and appeared before Governor Roosevelt in connection with the bill.

Rochester Houses Forced to Cut Admission Prices
(Continued from Page 1)
Some houses have been forced to return to the lower admission scale. Several houses are closed and from all appearances will not open until after the summer.

RCA Active in Cleve. Section
Cleveland—RCA Photophone has been installed in the following houses: Lyric, Barberton; McKinley, Canton; Echo, Detroit; Courtesy, Detroit; Bijou, Mt. Clemens; National, Carl and Cozy, Detroit; Southern, Akron; Temple, Willard; Royal, Columbus, and Forest, Detroit.

Paramount Promotes Brooks
Bernard Brooks has been made assistant booker in the Paramount Brooklyn exchange.

ROBBINS MUSIC FORMS NEW FOREIGN DEPARTMENT

J. J. Robbins, of the Robbins Music Corp. has opened a foreign department to cooperate with the M-G-M foreign branches in the sale of music.

Say Color Photography Method to Reduce Cost
(Continued from Page 1)
concerns a film cleaning solution which, it is claimed, will rejuvenate film at a nominal cost. The laboratory is also at work on non-flam or acetate film which Essam has perfected. Statement is made that the process extends the life of acetate film to equal that of present nitrate film. A film developing process using changed chemicals, is expected to double the speed of present running time of machinery for developing film, give added life and improve photography. A heat absorbing device is also being perfected.

Silent Films Held Over
Montreal—One house in this city, running exclusive silent programs, is doing a tremendous business with its policy, so much in fact, that three times in recent weeks a picture has been held for a second week. Two attractions have already chalked up a continuous run for three weeks at the same house.

Delevan House Gets Sound
Delevan, Wis.—Sound equipment is being installed in the Delevan by Community Theaters, Inc.

$155,991 Loss in 1929 for Marks Bros. Houses

General Theaters Equip.
Shows $2,710,309 Profit
(Continued from Page 1)
stocks are to be acquired by the company, was $2,710,309, according to the consolidated income account. Net sales amounted to $10,701,067; costs and expenses, including depreciation, $7,633,076; operating profit, $3,068,017; other income, $570,769; total income, $3,638,786; interest, $360,000; federal taxes, $369,588; amortization of discount and expenses, $41,667, and other deductions, $157,222.

Baltimore Exhibitors Are Fighting Daylight Bill
(Continued from Page 1)
A convention and protest meeting was held recently at Keith's when several prominent citizens spoke against the Daylight measure.

New Warner for Milwaukee
Milwaukee, Wis.—Final papers have been signed here by which the Trellema building has been acquired for the new theater to be erected at Second St. and Wisconsin Ave. by Warner Bros.

THREE PROPOSALS TO BE BASED OF NEW CONTRA

(Continued from Page 1)
States. Delegates to the conference will try to work out a contract acceptable to all and based on the recommendations provided. Proof of such an agreement is reached contract will be submitted to various exhibitor organizations for their approval. As stated above, in THE FILM DAILY the contract will contain provisions for a system of optional arbitration.

Major Perry as Film Author
Major General Aylesworth B. Perry will act as technical advisor on a picture to be produced by Great Outdoor Romance depart of Fox Movietone. He is con
ing an authority on Northwest Mov. Police.

Lead Belt Plans St. Louis Halls
St. Louis—Plans are being carried by the Lead Belt Amuse Co. for a new theater and building here.

It's Sweeping the Country!

PROVIDENCE, R. I.
RKO Albee (2500; 15-60) —"Clancy in Wall Street" (Aristocrat). Vaude. Feature booked as world premiere and accompanied by plenty of ballyhoo. House reported second best week of season, although vaude weak. $15,500; exceptional.

Variety.

"CLANCY IN WALL STREET"

UTICA, N. Y.
Closed with Robbins for Colonial Theatre Utica on "Clancy in Wall Street." It is one of leading first run theatres in town. Exhibitors agree "Clancy" is great audience picture.

B. H. Mills,
Albany, N. Y.

NAT LEVINE, ARISTOCRAT PICTURES

1650 Broadway, New York City
That’s what MACK SENNETT TALKING COMEDIES are doing. Setting new Short Feature records everywhere. Each one soaring a little higher in entertainment value and in box-office power—and in play dates in the country’s finest houses.

Look over the list of releases since the first of the year. Then ask yourself if any other series of short comedies has ever approached such a showing.

FIRST

"SCOTCH" ... Six weeks on Broadway, New York. Exhibitors Herald-World says: "Probably the best Educational short subject thus far released ... Just great."

THEN


NEXT

"BULLS AND BEARS" ... "Another one of the Educational short-feature hits that will play in any house to a roaring audience. The industry is beginning to wonder how Educational can be so consistently good in its comedy productions."—The Billboard.

AND THEN

"MATCH PLAY" ... Short feature special with the golf champions WALTER HAGEN and LEO DIEGEL. The greatest box-office bet ever offered among two-reel comedies. Now setting record bookings all over the country, with unprecedented exploitation backing.

FOLLOWED BY

"HE TRUMPED HER ACE" ... Sennett’s smartest. The Film Daily calls it "a sure ace... a pip of a comedy." And Variety says: "Delightful comedy for de luxes."

AND NOW... after this unbroken record of hits, is coming another that will challenge all altitude records:

"HONEYMOON ZEPPELIN"

MARJORIE BEEBE with DAPHNE POLLARD
NICK STUART EDWARD EARLE

A comedy that has just about everything that a short feature could have. A great cast in a great story. Marvelous action, with a thrill for every laugh. And plenty of exploitation angles.

MACK SENNETT TALKING COMEDIES

EDUCATIONAL FILM EXCHANGES, Inc. E. W. HAMMONS, President

Member Motion Picture Producers and Distributors of America, Inc.
Bankers in New Effort to Compromise Over Fox EXHIBTS TO SEEK CUT IN SCORE CHARGES

Stage Depression Sends B’way Producers to Films

New Legitimate Managers Making Any Money This Season

One of the chief factors behind the illusiveness of so many Broadway stage producers to invade the picture field, either upon invitation or at their own solicitation, is due to the uniformly general depression in the legitimate field, according to information obtained from stage sources by THE FILM DAILY. It is stated that a number of producers who have left the stage to make a profit in the picture field are very few. Most of them have been able to do so. Many of those who are going to the pictures are not making their stage's activities a net loss. In line with this trend also is the report that several Broadway legitimate theaters now, having weak productions, are anxious to switch to a talker policy and are likely to make such arrangements in the near future.

5 Allied Delegates to Attend Meet Monday

Twenty-five delegates representing the state exhibitor organizations in Allied States Ass’n will meet to be held at the hotel Warwick Monday, in connection with Allied’s deal with Safety Device. The following day the delegates will go to Philadelphia to inspect the Sentry plant.

Iary Nolan Stays with ‘U’ as Differences are Ended

Los Angeles — Mary Nolan has picked up her difference with Universal and will continue under her contract with the company.

500 Replacements

Electrical Research is understood to have made nearly 500 replacements, installing Western Electric in place of other equipment.

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Can’t Sue Individuals AND UNION, COURT RULES

New Haven, Conn.—Exhibitors can bring suit against either a union or an individual in a union but not against both, according to a ruling by the Superior Court here. (Continued on Page 14)

K. C. and Baxter Houses Added to Midland Chain

Kansas City, Mo.—Two more houses have been added to the Midland Circuit. The latest addition is (Continued on Page 14)

New Proposal Being Discussed to Straighten Out Fox Affair

Another attempt to effect a compromise of the differences between the Fox-Bancamerica group and the Stuart-Otterton interests, with a view to having a new and simpler proposal to submit to Judge John C. Knox on Tuesday afternoon as a way out of the existing entanglement of Fox affairs, is being made by the interested banking factions, it is learned by THE FILM DAILY.

The first intimation of this latest step was given by Samuel Untermyer, Fox attorney, before Judge Knox on Thursday, when Untermyer suggested that, if the Judge would allow an adjournment until Saturday, efforts would be made to work out a new arrangement that would save time and trouble for the court. Due to inability of some of the lawyers to attend on Saturday, however, the Judge made the adjournment to Monday afternoon, despite protests from Untermyer that the situation has reached an acute stage and quick action is necessary if a receivership is to be avoided.

Strict secrecy is being maintained with regard to the conferences now

(Continued on Page 14)

Chase Reported Leaving Hal Roach to Free Lance

Los Angeles—Charley Chase is reported leaving Hal Roach shortly. It is understood he will have free lance.

Confab Wednesday

The 2-2-2 conference, scheduled for Tuesday in New York, has been postponed until the following day. Proposals towards a new standard exhibition contract, incorporating an arbitration plan, will be presented.

M. P. T. O. A. Directors to Ask Rescinding of Tax on Music

Resolutions asking producers to reduce score charges and appealing to music publishers to rescind the music tax will be adopted by the M. P. T. O. A. directors at their semi-annual meeting Monday in New York. Cutting of the score charges is understood within immediate prospects. Exhibitor officials will stress the burden this assessment is placing on the small town theater owners in appealing for this relief. Complete removal of the charge is understood to be likely within two years. In connection with the music tax, exhibitor officials estimate that one-half of the music is owned by three producers.

The directors will prepare recommendations for submission at the 2-2-2 conference discussion of a standard exhibition contract Monday. Frank Walker will report on the 5-5-5 sessions held in December. President M. A. Lightman will preside.

CONSOLIDATED FILM BUYS RIGHTS TO VITA-COLOR

Negotiations for the purchase of exclusive rights to Vita-Color process have been completed by Consolidated Film Industries, Inc., H. J. Yates, president of the latter, announced Friday. A new plant will be immediately built in Hollywood by Consolidated for the production of color films under the new process.

Sees All Wired

Chicago—Every motion picture theater in the country will be wired for sound in another year, Dr. Lee DeForest, declared in an address at the 7th anniversary of Mandel Bros. Moreover, he predicted, television will supplement many sound devices during the present year.

Product that Promises Much

Dialogue and Color Assets That Should Make New Season Product

Greatest Ever—Self-Imposed Picture Censorship

Highlight of Code of Ethics Planned

PRODUCTION schedules set by 18 companies, including every major organization, will provide 521 features for exhibitors' 1930-31 date books. And, as the new selling season nears, this total will be considerably swelled by the announcements of various independent companies.

There's every reason to believe that the new season product will be the greatest ever. Increasing production skill, supplemented by dialogue and color, promises pictures of high caliber. Every company is a part of the scramble for talent, stories and the modern
Independent Buys Shorts for Ohio and Kentucky

Cleveland—Twelve two-reel kiddish Trouper all-talking comedies and a group of 14 one-reel westerns featuring Texas Guinan have been purchased by M. L. Werner, president of Independent Pictures, Inc., for distribution in Ohio and Kentucky.

Dashkin Buys Interest in Savoy at Jamaica

Irrving Dashkin has acquired an interest in the Savoy, Jamaica, and will immediately take over the management and supervision of the house. He was formerly manager of the Savoy for Consolidated Amusements Enterprises.

Boles, La Plante Get Big Hand

John Boles and Laura La Plante, making a personal appearance at the Roxy for the world premiere of "The Captain of the Guard," in which they play the leading roles, were given a rousing reception by a packed house. Boles made a short speech.

Takes Flat Rock House

Flat Rock, Mich.—The Flat Rock has been taken over by L. R. Knight and Harry Peterson.

Robbins Offering Prizes for "Rogue Song" Displays

Robbins Music Corp., is offering three cash prizes and 10 awards of 25 copies each of "The Rogue Song" music to dealers showing the best window display on this subject. The publisher is furnishing streamers and title pages to aid those interested in the contest. Judges will select winners from photos of window displays.

Wilson on Tour of Five Mid-Western Exchanges

Frank R. Wilson, president of Talking Picture Epics, is on a tour of the company's Mid-Western exchanges. His itinerary includes the following branches: Omaha, Chicago, Indianapolis, Kansas City and St. Louis.

Invitation Shows for Hollywood

The first two days of the new Warner Hollywood will be given over to invitation performances with the first public showing to take place on Saturday, April 19. The house will have a two-day policy.
Product That Promises Much
(Continued from Page 1)

equipment. Production competition is at the highest pitch in the history of the industry. The business is on a collective toe—ready to go lick-by-split.

In an effort to ward off legislative pressures, the Hays organization is prepared to adopt a code of ethics governing talking pictures. Self-imposed censorship is the plan. Story material will be scrutinized with object of banning those subjects which might be considered offensive and detrimental to standards of life.

Monday: An improved brand of sound recording and reproduction is seen by William F. Canavan, who ought to know, as president of the stage hands' and operators' national organization. But there are still some sad reproduction spots in houses here and there. The RKO production machine, all steamed up for its new production schedule, needs another $2,000,000 addition in its workshop. And Bill Be Barou says its going to get it.

Tuesday: Optional arbitration, served in a national package, is expected to emerge from the exhibitor-confab scheduled for April 1. This ought to make 'em cheer everywhere. Jesse Lasky, although only officially speaking in behalf of Paramount, probably voices the feeling of more than his own outfit when he points out that the matter of costs is a problem to be overcome with in color production.

Wednesday: Looks like a break down Washington-way for newscells. The tariff bill under consideration would let into the country free American-made motion pictures. asked for an exposure clause for American productions. The newspapers of the screen and speaking of newspapers Universal Newscell Syndicate has increased its number of newspaper associates to 66.

Thursday: Vaudeville, which has been finding the going rocky for some years past, is meeting with increased competition through the rapidity of sound short subjects. Many vaude acts have gone short, subject, as a matter of fact. Modernization of the British Film Act are in the wind. They will ease the situation for whatever American production talent that aspires to work in British studios.

Friday: Legislative guns are to be trained on the song sheet ranch, stirring gongs which ignore copyrights. New York State leads the enforcement parade against the illegally-inclined gentlemen. The daylight saving battle is on in Baltimore, with patron support helping the offensive. R-K-O is set to enter the Broadway exhibition section as a permanent resident. Their new house will eliminate the Main Street's lone burlesque house.

More Sound Installations Made in Theaters of the U. S.

Cleveland, O. — Within the past two weeks RCA Photophone apparatus has been installed in the following theaters in this territory: Regent, Youngstown; Hollywood, Columbus; Lyric and Park, Barberton; McKinley, Canton; Southern, Akron; Lyric, Massillon; Temple, Willard; and Royal, Columbus. In Detroit the same company installed its equipment in the Echo, Courtesy, Cozy, Forest, Fredro and Midwest.

Dallas, Tex.—The Queen has been wired by Western Electric.

San Francisco—The Lyceum is being equipped with Western Electric apparatus.

Wabasso, Minn.—Western Electric equipment will be installed at the Opera House.

Chicago—The Austin is having Western Electric equipment installed.

Chicago—The New Wonderland has been wired for sound by the Western Electric Company.

Chicago, Ill.—Engineers for Western Electric have completed wiring the Mid-City.

Eagle Grove, la.—Western Electric equipment has been installed at the Princess.

Bagley, Minn.—Sound equipment has been installed at the Family.

Halstead, Minn.—C. T. Estenson has wired his house with Western Electric equipment.

Fairbanks, Alaska—The Empress has been wired by Western Electric. It seats 657.

Miles City, Mont.—The Liberty has completed installation of a Western Electric system.

Half Moon Bay, Cal.—Western Electric equipment has gone into the Half Moon Bay.

Carnegie, Pa.—The Liberty has been wired by Western Electric.

Richford, Vt.—The Park has installed Western Electric.

Ruston, La.—Engineers are installing Western Electric equipment in the Strand.

So. Charleston, W. Va.—The Mound recently inaugurated sound pictures with a Western Electric installation.

The Alhambra, seating 1,375, has been wired by Western Electric.

Millvale, Pa.—The Grant is having Western Electric equipment installed.

La Porte, Tex.—The Strand is now using Western Electric equipment.

Frankfort, Ky.—State has been wired with RCA equipment.

South St. Paul, Minn.—M. J. O'Toole has installed De Forest equipment at the Ideal.

Tonopah, Nev.—Western Electric system is in the Butler.

Tulsa, Okla.—Western Electric apparatus has been installed at the Circle here.

Los Angeles, Cal.—The Triangle has put in Western Electric equipment.

San Francisco, Cal.—Installation of the Western Electric device is now being undertaken at the New Lyceum.

E. Weymouth, Mass.—The Jackson has put in Western Electric sound machinery.

Hayden, Ariz.—The Rex has installed Western Electric apparatus.

New Bedford, Mass.—Western Electric equipment has been installed in the Casino.

Williamstown, Mass.—The Walden has been wired for sound by Western Electric.

Chicago, Ill.—Western Electric Sound equipment has made its debut at the Vista.

Green River, Wyo.—The Isis has gone talkie with the installation of Western Electric system.

Tulsa, Okla.—The Lyric has gone talkie with the installation of the Western Electric system.

Grass Valley, Cal.—The Strand has been wired for sound by Western Electric.

San Francisco, Cal.—The West Portal is now listed among the wired houses installing Western Electric equipment.

Tulalumne, Cal.—Western Electric apparatus has gone into Fireman's Hall.

Detroit, Mich.—The Palace will open with sound using Western Electric equipment.

Chadron, Neb.—The Pace has been wired by Western Electric.

Bethlehem, Pa.—Talking pictures are coming to the College, which has installed Western Electric.

Marlin, Tex.—Western Electric equipment has been installed in the Strand.

Danish, Swedish Exhibs Protest Sound Rentals

Copenhagen—Advent of sound has brought protests from Swedish and Danish exhibitors because of high rentals of talkers being distributed by American companies. Unless prices are reduced theater owners threaten concerted action "by other means." Exhibitors of both countries contend that the English language has not been understood by the majority of moviegoers and declare that since box-office receipts have not increased there is no justification for such "rumous" high rentals.

Stanley Stockholders to Examine Books, Records

Washington—Stanley Co. of America, through its attorney, has informed the Superior Court that Andrew L. Logan, Joseph Halpern and William Goodis, the three stockholders who started legal proceedings against the company, can examine all its books and records so that they might learn the actual value of the stock they refused to exchange for Warner Bros. stock when Stanley was absorbed by Warners.

Coplans Leases Detroit House

Detroit—G. G. Coplan has leased the Colony here for 10 years. He has started the house remodeling. The Western Electric equipment is now being installed.

ROBERT EDESON and

GEORGE FAWCETT

THEY'RE IN IT}
**Department of Commerce Issues Circular on Theater Acoustics**

Principles of acoustics that need to be observed in the construction of theaters are outlined in a circular recently issued by the Bureau of Standards, Department of Commerce.

The circular points out that the usual acoustical effects of auditoriums are echo, dead spots, and reverberation. Reverberation, including echo, is a serious defect since the prolongation of one sound beyond a musical note or spoken syllable may interfere with the next sound, producing hopeless confusion.

This is likewise a difficult defect to remove, and should be prevented by foresight in construction. Avoid circular halls and smooth, hard-finished walls. Surfaces of the ceiling and even procenium arch in theaters should be designed to reflect sound up into areas which will scatter the reflected sound. Dead spots and sound dead areas result from a consequence of reverberating-producing conditions.

**Claim Exclusive Feature on Ilex Projection Lens**

Exact adjustment of the focal length of the Ilex F.25 projection lens, which is claimed as an exclusive feature of the Ilex Optical Co., Rochester, N. Y. This adjustment is designed to overcome unskilful slippage or incomplete covering of the screen, and it is necessary to specify "plus" or "minus" with the focal length ordered. This adjustment simplifies selection from several lenses before obtaining one which fulfills the exact screen covering desired.

The Ilex F.25 maintains its unusual speed throughout all focal lengths, it is said, and among other improvements ascribed to this new lens are: maximum contrast, jet white and black projections, freedom from gray yellowish tint, elimination of chromatic aberration, freedom from coma, absence of distortion and perfect projection effects.

**Cleaner Is Added to Film Inspection Machines**

A wiping or cleaning attachment, which has been designed to effectively wipe off the oil and grime while the film is being inspected without any loss of time or speed, is now being added to the two leading Film Inspection Machinery Co. of New York. The two styles are the Theatre Model Film Inspection and Rewinding Machine, designed for use in theaters, and the Duo Model, which handles two reels of film simultaneously and is intended for the use of exchanges.

**Flameproof Film Cement Approved by Fire Chiefs**

Flameproof "2-in-1" Film Cement has been approved by the fire marshals of Michigan and Arkansas and by the Bureau of Standards of the Department of Commerce; two weeks ago. This cement can be used for any type of film, according to the makers.

**Several Chains Sign for Outdoor Advertising Plan**

Offering of its plan for maintaining and posting three-sheets for the price of a one-sheet, Outdoor Advertising Service company has found favor with various chains for this service. All locations of the companies are subject to approval of the service. The service covers a period of 12 months and provides for weekly changes in posters provided by the advertiser.

**Organize Equipment Company**

Milton, Wis. — The Theater Seating and Equipment company has been organized here with 30 shares of common stock at $100 each. The new company will deal in all kinds of theater equipment. The organizers of the company were S. Levinson, E. Patterson and R. Levinson.
Exploits Installation
Maryville, Tenn.—When the Palace signed up for a Western Electric installation, arrangements were made to have a banner attached to the freight car carrying the parts which read, “Western Electric Sound System for the Palace Theater, Maryville, Tenn.” The train hauling the equipment passed through four states on the way to Maryville.

Acoustical Science Book
Aid for Sound Problems
Chicago — Western Felt Works as issued a book dealing with sound acoustics for theater and studio, called "Problems of Acoustical Science," to determine varying needs for sound treatment in audience rooms; to calculate the time of reverberation; percentage of sound absorbed by common building materials; and how much material to use and how much to place it as explained in this volume. Illustrations are included. Westfield, an abode for small and large buildings, requires no architectural changes, presents no technical problem and is easily harmonized with the scheme of any decoration, the company declares.

Matisse Bros. Specialize
on Spherical Reflectors
Spherical glass reflectors are a specialty with Matisse Bros. Reflectors having outside radii of 2 1/2 to 6 inches and utilizing a solid angle of light up to 180 degrees can be furnished, according to the company.

Okays Syracuse Amphitheater
Syracuse, N. Y.—Mayor Marvin, commissioner of Parks Frank M. Vestiott, Clarence E. Howard of the Planning, Parks and Recreation Committee and Alderman Max Roebroch have approved plans for the building of the new open air amphitheater to cost $20,000.

Installs Heating Plant
White Plains, N. Y.—The Callahan Automatic Sprinkler Co. has installed a heating plant in the new Pickwick.

Installing Cooler
Vicksburg, Miss.—An air cooling system is being installed in the Saenger.

Reseat 2 Detroit Houses
Detroit—The Heywood-Wakefield Co. has finished reseating the Century, formerly the La Salle Garden, and the Alhambra, both Publix sources.

UNIT DRIVE FAN PERMITS
LOW SPEED VENTILATION
A noiseless fan with a unit drive has been developed by Typhoon Fan Corp. for use in sound theaters. The new ventilating fan, known as the "Kool-N-Vent" has various improvements incorporated in it, state its makers, that enable great volumes of air circulation at extremely low speeds. One of the principal factors working towards the elimination of noise at this low speed is the fan-wheel design. The number of blades as much above the average, giving a blade-area several times that of the usual type fan wheel. Back lash (return of air at the fan center) is held to a minimum by a very large center disc.

Practically all other makes of fans up to 48 in. in diameter are equipped with the motors connected directly to fan-shafts. In such an arrangement the fan must operate at the same high speed as the motor. Low-speed motors are expensive and inefficient. To equip a fan with a motor operating at a speed so low as to assure silence means a motor exorbitant in cost, it is said.

The Typhoon Unit-Drive Fan dispenses with the direct-connected motor entirely, using instead a standard-speed motor and a silent and highly efficient new V-shape belt-driven running on V-groove pulleys.

Newman Mfg. Co. Showing Line of Metal Frames
Cincinnati—A complete line of metal frames for display in lobbies of theaters as well as in the front of the house, is now being distributed by the Newman Mfg. Co. The frames can be had in various types and sizes with designs to meet the demand of the exhibitor.

Weber Sound-on-Film
Rochester N. Y.—The Weber Machine Corp. recently demonstrated its new sound-on-film reproducing device here. An exciter lamp throwing light on an optical system under the film is said to be a new departure.

NEW COLOR MIXER SIGN
FOR DECORATIVE LIGHTING
When the Warner Hollywood opens April 17, something new in the way of signs will be seen on the roof of the house. The sign, which takes in the entire block on Broadway, will combine animated colors and designs in decorative lighting. These colors, heretofore projected only through the medium of paint, are the direct result of a new electrical color-mixing process known as Color Control.

The development is the property of Kirk Color Control, Inc., from which Warner Bros. have purchased the rights. It makes possible the actual mixing of electrical colors to the same degree of accuracy and perfection which are now obtained in paint. Just as the artist mixes two primary colors to create a desired shade, so does the electrical engineer now "mix" primary electrical colors to achieve a shade effect. A cellular steel face, studded with invisible lamps is the giant canvas used for the creation of perfect pictures in light and for the projection of thousands of subtle shades never known to electricity before.

30 P. C. Discount for Allied in Sentry Deal
Allied States Ass'n will receive a 30 per cent discount on Sentry safety control equipment under an agreement just made. Matters in connection with the contract will be discussed at a meeting to be held in New York tomorrow, attended by delegates representing the various states comprising Allied.

Southwestern Electrical to Distribute Portable
Dallas — The new Powers Cinephone portable projector and sound equipment will be handled in this territory by Southwestern Electrical Products.

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PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

P-F-L LONG ISLAND PLANT NOW AHEAD OF SCHEDULE

With over 25 per cent of the Paramount product set for the Long Island studios, production schedules have been completed for well into the summer months.

“Queen High,” now in production, is expected to be finished by April 15, at which time “Too Much Luck,” Chevalier’s next starring vehicle, will be started. This was originally set for April 1, but was postponed owing to the French stage’s appearance in New York. “The Long Island” stage will be used in the first time.

During the coming week, “The Sap From Syracuse,” Jack Oakie’s second starring picture, will also be started around April 15, with Edward Sutherland directing.

Josephine Haviland, who was director of the story department at the studio, has been appointed assistant, and this gives the studio a double-strength story department.

PRODUCERS, CAMERAMEN TO DISCUSS NEW AGREEMENT

Producers will meet with representatives of Cameramen’s Local No. 644, on April 2, at 100 E. 45th St., to finish up a new agreement covering working conditions in the studios.

The present agreement expired January 31, and new arrangements had been held up owing to the nature of Guy F. Currier, who represents the producers. Francis E. Zeisse will act on behalf of the cameramen.

FORMER SOUND STUDIO MEN WITH PATHE-NATHAN ABROAD

Several former employees at the Pathe studio in New York are now abroad working at the Pathe-Nathan studios in Paris, under Robert Kane. Among these are Harry Stradling, Ted Pahle and Phil Tannura. Straddling is directing and photographing a series of shorts, the first of which was recently shown at the Paramount, Paris.

Ted Pahle, engaged as first cameraman and Tannura, formerly a director here, has been placed in charge of Pathe-Nathan’s cutting department.

Short Shots from New York Studios

By HARRY N. BLAIR

CHARLES RUGGLES, Helen Carrington and Nina Olivette
appear in “Queen High,” at the Paramount Long Island studios, all playing the same roles as in the original stage production. Ruggles, who played his part for 92 weeks straight says that the lines are always second nature to him by this time and that he knows every role in the play by heart.

Three Broadway favorites are featured in “The Collegiate Model,” which Murray Roth recently directed at the Warner Bros. Eastern studios.

Hazel Forbes, one of Zigfield’s gloried beauties, is high-hatting her sister chorines in “Simple Simon,” since being given five lines to speak in “Round One,” a Vitaphone short, just completed here.

Ray Foster, cameraman at the Warner Vitaphone studios, is starting to wash the dishes and clean house, having heard that his wife is returning home after a month’s vacation in the South.

“Skippy,” a feature production built around the famous Jewish cartoon character, will get under way in June, with Monta Bell directing.

Syd Newman, who was recently employed at the Paramount Long Island studio offices, has just returned from a honeymoon trip to the West Indies having become the bride of Mitchell Fenberg, New York artist.

Ray Cozine was associate director with Frank Cambria on “Leave It to Lester,” the first Public film presentation, and not “assistant director.”

STANLEY RIDGES, Hobart Cavanaugh, Natalie Schafer and George Blackwood are featured in the comedy sketch, “Poor Fish,” which was just completed at the Warner Vitaphone studios. The first three mentioned players have all appeared in previous Vitaphone Varieties.

How to Hide ‘Mike’ Big Problem with Sound Men

The necessity of taking many extreme long shots in “Queen High,” now being made at the Paramount East coast studios, in Astoria, has put the sound men at their wits end to place the microphones where they will be out of sight.

In an office scene, once “Mike” (hidden in the waste-basket of another in an inkwell) was caught by cutout a hole in a restaurant table and asking the “Mike” behind a soup bowl. According to sound experts, the solution to this problem will be, as the microphone can be adjusted in much the same way as the present day motion picture camera.

Ona Munson in Talkies

Ona Munson, musical comedy favorite, and wife of Eddie Borden, stage and screen comedian, made her talker debut in “Rah, Rah, Ro,” a two-reel comedy of college life recently completed by Murray Ruggles at the E. Vitaphone studios. Hay Rosenthal and Roger Pryor are in the cast.

Author Adapting Oakie’s Next

John Goldsmith, author of the story on which John Wray based “The Sap From Syracuse,” now working at the Paramount Long Island studio, is collaborating on a screen adaptation. Jack Oakie is in the picture.

FIRST SCREEN OPERA IS COMPLETED IN EAST

“I Pagliacci,” first screen opera of the East, has been completed by the Edison studios in New York, with Audio Cinema and Vitaphone Gallo as joint producers. The opera is sung entirely in Italian, with Richard Baratta as the opera tenor, in the title role. Anna Novella, dramatic soprano, is expertly opposite him.

Carlo Peroni conducted the orchestra and Leon Leonidoff acted as the master. Fortune Gallo was organist, Joe C. Collins as director. 115 people, exclusive of the orchestra, were used. Settings were by Alan Hall and Al Wilson, with Nick Rogali and Charles Hall officiating at the camera.

PHIL ARMAND

Chief Cameraman

Ten years with Disney, lately with Warner Vitaphone.

International Photographers, Local 644

233 W. 42nd St., Tel. Wisconsin 3461

PHIL ARMAND

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233 W. 42nd St., Tel. Wisconsin 3461
RK0 Building Program Now Under Way

Pathe Has New Method for Handling Scripts—Fox Building Two Stages at Movietone City—National Players Making Western Series—M-G-M Signs Four More Song Writers—Will’s Notes and Other Wired News

KO STUDIO EXPANSION PROGRAM NOW UNDER WAY

Radio Pictures is at work on its radio expansion program. Among the improvements to be made are four-story dressing room building, four-story property building, a re-semester and special effects building and several additions to the electrical apparatus in the studio. Fire-proof and sprinkler systems will be installed throughout the plant. Rebuilding will cost nearly $6,000,000 according to RKO.

 athe Evolves Method of Handling Story Matter

E. B. Derr, executive vice president in charge of production for the studio, has evolved a system of handling story material which makes it unnecessary to make any changes in scripts after a story has been started. The story goes through the hands of a narrative riter, a playwright, a scenario riter, a director and a technician. A final step in the story is keyed by Eugene Walter, dialogue editor, to the last authority on all scripts.

Ruben Working on “Tommy”

Radio Pictures has assigned J. Ruben to do the adaptation of “The Big House,” which Robert Hill is directing for G-M.

Columbia Adds Delaney

Charles E. Delaney has been added to the cast of Columbia’s “Around the Corner.”

Stone in “The Big House”

Louis Stone, has been given a starring role in “The Big House,” which Robert Hill is directing for G-M.

Goldstone Signs Pert Kelton

Pert Kelton has been signed by J. Goldstone to appear in Tiffany productions for the next three years.

Reunited

Joan Crawford, Anita Page and Dorothy Sebastian, who played in “Our Dancing Daughters” and “Our Modern Maidens,” have been united for the third time in M-G-M’s “Our Blushing Brides.”

A Little from “Lots”

By RALPH WILK

Harvey Theew is writing the dialogue and screen play for Oscar Straus’ operetta, “Daube Love Song,” which will be made in Technicolor. Also wrote the screen and dialogue for “Play Boy” and “Dumbells in Ermine.”

Walter Lang has completed the direction of “The Big Fight,” which is his eighteenth picture. He has been associated with James Cruze for several years.

Our Passing Show: Darryl Zanuck, Michael Curtiz, Ernst Lubitsch, Harvey Thew, Erno Rapee, Robert Crawford, Alexander Gray, Bernice Claire at Oscar Straus’ party; Frederick Y. Smith and Tom Flahiff in a spirited tennis match.

Freddie Fleck, who assisted Luther Reed on “Rio Rita” and “Hit the Deck,” is also assisting Reed on “Dixiana.” Freddie was at one time casting director at the Paramount Long Island studio.

Ziegfeld stars are beginning to clutter up Hollywood boulevards. Among those proteges of today are Eddie Cantor and Leon Errol, with Ed Wynne scheduled to come later in the year. Bert Wheeler, Robert Woolsey, Sam Harsh and Harry Grubbin are among the former Ziegfeld favorites active in pictures, while his feminine contingent now on the Coast is almost too numerous to mention.

Do you remember when Hugh Bennett worked at the Whitman Bennett studios in Yonkers, N. Y.; when Bill Rezac is in the cigar business; when Charles F. “Chuck” Reisner was a welterweight boxer? * * *

John Sheehan, who plays a featured role in “Swing High,” is right at home on the Pathé lot. He has been graduated from a California college—St. Mary’s—and was connected at the start of his career with a California theatrical organization—the Liberty stock company in Oakland. James Gleason and Walter Catlett were among his fellow players then. * * *

Leslie Mason, who wrote the dialogue and titles for “The Fighting Legion,” has finished work on the next Ken Maynard production, “Mountain Justice,” a talker with a backwoods story.

National Players Making Talking Western Series

A series of all-talking westerns is being made by National Players, Ltd., according to John K. Freulsi, president of the company. The Big Four Film Corp. will release the series, first of which will be ready in June.

Starts “Sorcerer’s Apprentice”

Work has started on United Artists’ fourth featurette, “The Sorcerer’s Apprentice,” under the direction of William Cameron Menzies and Dr. Hugo Reisenfeld. Fritz Feld, Josef Swickard and Greta Granstedt are in the cast.

Starts on “Black Joe” Series

Work has started at the Tiffany studios on the first of a series of six two-reelers to feature the Forbes Randolph Kentucky Singers, colored musicians. Five of these will be titled “Old Black Joe.”

Bow as Singer and Dancer

When Clara Bow appears in a sequence of “Paramount on Parade” she will sing as well as dance.

“U” Re-Signs Robertson

Universal has signed John S. Robertson to a new contract as director.

Four More Song Writers Signed by Metro-Goldwyn

Harry Woods, McHugh and Fields, and Joseph Meyer have been signed by Metro to write music and lyrics.

Violinist in M-G-M Film

Duke, the Hungarian violinist, has been added to the cast of “The March of Time,” which M-G-M is producing.

Radio Signs Archibald

George Archibald has signed a long term contract with Radio Pictures.

“Sea Wolf” Sills’ Next

Miton Sills will play in “The Sea Wolf,” when “A Very Practical Joke,” is completed.

Kohler for “Right of Way”

Fred Kohler has been assigned an important role in “The Right of Way,” Clarence Badger will direct for First National.

Ayres in “Common Clay”

Lew Ayres will have a part in Fox’s “Common Clay.”

Craft to Direct for Tiffany

William James Craft has been signed to direct for Tiffany.

Building Two More Stages at Movietone City

Two additional stages are to be built to help handle the $20,000,000 production schedule at the Fox studio. The new stages will be 212 x 140 feet and when they are completed there will be 14 stages in active use at Movietone City.

McHugh in “Top Speed”

Frank McHugh has been signed by Universal for a featured role in “Top Speed,” which Mervyn LeRoy will direct.

Dressler in Haines Film


GOING TO HOLLYWOOD?

You will find a cordial welcome at the charming and hospitable Hollywood Plaza Hotel—right in the heart of movieland. Enjoy the ideal location, and quiet homelike atmosphere...the luxurious furnishings, faultless service...and, noted guests. The dining room is operated by the famous Pig'n Whistle Caterers. Rates are most reasonable.

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Write or wire for reservations, or ask for free illustrated booklet, and rates.

HOLLYWOOD, CALIF.
Sunday, March 30, 1936

THE Daily

United Artists Time, 1 hr., 15 mins.

“Hold Everything” (All-Talker)

Warner Bros. Time, 1 hr., 14 mins.

BOX-OFFICE WINNER SURE TO ELEVATE JOE. E. BROWN TO STARDOM! WINNIE LIGHTNER SEND OVER LAUGHS AND GUFFAWS. EXCELLENT DIRECTION.

This is one is sure cure for the box-office blues. Joe E. Brown is given the best opportunity since he entered the talkies—and he delivers. The cast is expected of Dressler and Conrad Nagel are seen in particular advantageously parts. The production is made, in good taste. Its main weakness lies in the story.

Cast: Lilian Gish, Mad La Roque, Con- rad Nagel, Marie Dressler, O. P. Heggie, Albert Conti, Edgar Norton, Billie Bennett, Phillips De Lacy, Byron納 and Barbara Leonard.

Director, Richard Thorpe; Adaptor, Melville Baker; Dialogue, Not listed; Editor, James Basevi; Camera, Marcus; Monitors, Man Not Listed.

Direction, excellent. Photograph, splendid.

“The Light of Western Stars” (All-Talker)

Warner Bros. Time, 1 hr., 10 mins.

SATISFYING PROGRAM WESTERN, PLENTY ACTION AND THRILLS. WELL-DI-RECTED AND ACTED BY MARIE GREEN FURNISHING MUCH EXCELLENT COMEDY.

This is a pleasing Western, with George Mitchell and Marie Green having fashioned a script that provides all the ingredients of box-office appeal. Richard Arlen and Mary Brian are popular leads, while Harry Green, as "Pie-Pan" Plotz, the cowboy-peddler, furnishes the comedy—and how. His comedy relief is injected at the most important moments and does much to keep the picture entertaining. Fred Kohler is as good as ever in his part of the hero, who murdered the heroine’s brother. Many thrills are provided, with the fight between Arlen and Kohler being one of the outstanding scenes. During the fight, Arlen forces a confession from his opponent. The picture is handsomely photographed, and should be especially popular fare in the smaller towns and cities.

Cast: Richard Arlen, Mary Brian, Harry Green, Fred Kohler, Ben Kestrel, William La Maire, George Chandler, Sid Saylor, George Garvin, George Meeker, Victor McLaglen.

Directors, Otto Brower, Edwin Knopf; Author, Homer Macauley; Dialogue, Stow. Producer, William Slavens McNutt; Dialogue, Grover Jones; Editor, Milton Carroll; Camera, Charles Lang; Monitors, Man Not Listed.

Direction, excellent. Photography, good.

Edward Everett Horton in

“Wide Open” (All-Talker)

Warner Bros. Time, 1 hr., 9 mins.

AMUSING COMEDY OF MAN-SHAY BACHELOR WHO FINALLY FALLS. EDWARD EVERETT HORTON GIVES A GOOD PERFORMANCE.

Edward Bateman Morris’ novel has been turned into a screen comedy that abounds in farcical situations. While it is too much to ask a person to believe some of the incidents as within the realm of possibility, yet there can be no question that they command enough laughter to outweigh their implausibility. The film proves pleasant entertainment through the presence of Edward Everett Horton in the cast. This actor plays one of those pain-fully-embarrassed bachelor types in a funny way. Horton is completely at home in the part. T. Roy Barnes portrays a high-powered salesman to good effect. The rest of the cast does commendable work. The story centers around a chap who, for all his diffi-culty with women, marries a strange young woman who happens into his home. As a pro-gram picture this one ought not find


Director, Archie Mayo; Author, Edward Bateman Morris; Adaptor, James A. Sturn; Arthur Caesar.

Direction, good. Photography, good.

Reginald Denny in

“What a Man” (All-Talker)

Sono Art-World Wide

Time, 1 hr., 10 mins.

AMUSING FARCE COMEDY WITH DENNY SHINING. GOOD ENTERTAINMENT FARE FOR FRESH TUMS AND DOWN THE LINE.

A trim, neat piece of screen-fare in Reginald Denny’s first talker for Sono Art-World Wide. It gains momentum all the while and ends with a pair of reels which have plenty of laughs. Denny does a chap who turns hobo in order to get a fresh start in life. He lands a job as chauffeur and gradually wins his way into the confidence and heart of his employer’s family. He especially the heart of the elder daughter. There’s the love interest. The wind-up of the story is that Reg is not a crook or hobo. With all indications, but a former British army officer who has been down on his luck. His employer’s family brings him in and makes him the recipient of a large sum of money. This story is a real tearjerker. Miss Miss Amanda Louise tops the list of attractive as the younger sister who collects $5 bills. Harvey Clark, play-er, who turns, in a fine performance.

Cast: Reginald Denny, Miriam Seegar, Harvey Clark, Stev-Elle, Carl-son, Marie Sturdivant, Tamara Hayden.

Director, George J. Crime; Author, E. J. Rod; Adapt, Harvey H. Gates; Dialogue, A. A. Klise; Editor, Not listed; Camera, Andrew Todd; Monitor Man, Not Listed.

Direction, good. Photography, satisfactory.

Jolson Clicks with His Sure-Fire Personality and Singing in a Minstrel Man Role, Mostly HOKUM, BUT HEheits WILL SUIT THE TASTE OF JOSLON FANS.

Based on an original story by Irving Berlin, who also did the music. Sob stuff which has predominated in previous Jolson stories has been left out of this story, which is familiar and principally is used as a medium for the star’s inevitable line of entertainment. Jolson plays a minstrel man who is apparently hopelessly in love with his pal’s girl. Framed by the heavy, Jolson accidently shoots his friend during a performance, makes his getaway when the evidence proves he is guilty. The trial cast does well enough with the act-ion assigned it. There is nothing particularly tuneful about the music. This vehicle will be a Jolson vehicle and succeeds.


Director, Michael Curtiz; Author, Irving Berlin; Director, L. I. Rigby; Dialogue, Joseph Jackson; Editor, Not listed; Camera, Man, Not Listed; Monitor Man, Not Listed.

Direction, satisfactory. Photography, good.
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BRIDE OF THE REGIMENT, with Vivienne Segal (First National); BRIGHT LIGHTS, with Dorothy Mackaill (First National); CHASING RAINBOWS, with Bessie Love and Charles King (Metro-Goldwyn-Mayer) Technicolor Sequences;

DEVIL MAY CARE, starring Ramon Novarro (Metro-Goldwyn-Mayer) Technicolor Sequences, DIXIANA, with Bebe Daniels (RKO Pictures) Technicolor Sequences; FOOTLIGHTS AND FOOLS, starring Colleen Moore (First National) Technicolor Sequences; GLORIFYING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Morgan and Rudy Vallee in revue scenes (Paramount) Technicolor Sequences; GOLDEN DAWN, with Walter Woolf and Vivienne Segal (Warner Bros.); GOLD Diggers of BROADWAY, with Winnie Lightner, Conway Tearle, Ann Pennington and Nick Lucas (Warner Bros.); HELL'S ANGELS, with Ben Lyon, Jean Marlowe, James Hall, Jane Winton and Thelma Todd (Caddo) Technicolor Sequences; HIT THE DECK, with Jack Oakie and Polly Walker (RKO) Technicolor Sequences; HOLD EVERYTHING, with Winnie Lightner and Joe E. Brown (Warner Bros.); HOLLYWOOD REVUE OF 1929, (Metro-Goldwyn-Mayer); IT'S A GREAT LIFE, starring the Duncan Sisters (Metro-Goldwyn-Mayer) Technicolor Sequences; John Barrymore in GENERAL CRACK (Warner Bros.) Technicolor Sequences; MAMMY, with Eleanor Boardman, Ralph Forbes and Jean Hersholt (Tiffany); MAMMY, starring Al Jolson (Warner Bros.) Technicolor Sequences; THE MARCH OF TIME, all-star cast (Metro-Goldwyn-Mayer) Technicolor Sequences; NO, NO, NANETTE, with Bernie Claire and Alexander Gray (First National) Technicolor Sequences; ON WITH THE SHOW, with Betty Compson, Joe E. Brown, Louise Fazenda (Warner Bros.);

PARIS, starring Irene Bordoni (First National) Technicolor Sequences; PUTTIN' ON THE RITZ, with Harry Richman (United Artists) Technicolor Sequences; POINTED HEELS, with William Powell and Helen Kane (Paramount) Technicolor Sequences; RADIO RAMBLERS, with Bert Wheeler, Robert Woolsey and Dorothy Lee (Radio) Technicolor Sequences; RIO RITA, with Bebe Daniels, John Boles, Bert Wheeler and Robert Woolsey (RKO); PARAMOUNT ON PARADE, all-star revue (Paramount) Technicolor Sequences; THE ROGUE SONG, with Lawrence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer); SALLY, starring Marilyn Miller (First National); SHOW OF SHOWS, with 77 stars (Warner Bros.); SHOW GIRL IN HOLLYWOOD, with Alice White (First National) Technicolor Sequences, SONG OF THE WEST, with John Boles and Vivienne Segal (Warner Bros.);

THE DANCE OF LIFE, with Hol Skelly and Nancy Carroll (Paramount) Technicolor Sequences; THE MYSTERIOUS ISLAND, with Lionel Barrymore, Lloyd Hughes and Jane Daly (Metro-Goldwyn-Mayer); THE VAGABOND KING, starring Dennis King (Paramount); THE VIKING, with Pauline Starke, Donald Crisp and Leroy Mason (Metro-Goldwyn-Mayer); UNDER A TEXAS MOON, all-star cast (Warner Bros)

TECHNICOLOR INC.

NEW YORK       BOSTON       HOLLYWOOD

THE VAGABOND KING

DENNIS KING, famous Ziegfeld singing star, in Paramount's vivid All-Technicolor production of this spectacular song romance. With JEANETTE MacDonald. A Ludwig Berger Production.

Technicolor is a box-office name
Universal

Time, 1 hr., 45 mins.

GORGEOUS MUSICAL RE-ENACTMENT!

"WONDERFUL JAZZ" TO CLICK EVERYWHERE.

WHITMAN, JOHN MURRAY ANDERSON AND ALL-TALKER WHITE FEAST FOR EYE AND EAR.

"King of Jazz" is the most lavish try to come from Hollywood. It should be a hit with fans everywhere. Paul Whiteman and his orchestra are much in evidence, with 'happiness in Blue' the highlight of the offerings. John Murray Anderson gives the picture fine direction, while Boles and Jeanette Loff do the Russell Merkel dances. A popular recruits to the cast. William Kent, "Sisters," try, Grace Hayes, Glenn Tryon, and Charles Irving, among the numerous principals, make the cast a black. Grace Hayes, William Hayes, Sisters Bros. Sisters, Grace Hayes, George Chales, Frank Kane, Grace Hayes, Paul Howard, Marian McLean, and Alva Sette.

Paramount

Time, 1 hr., 15 mins.

GENERALLY ENTERTAINING FARCE COMEDY WITH ENOUGH GENUINE "FUN TO MAKE IT A GOOD BOOFOXOffice BET.

The Alice Duer Miller and A. E. Matthews farce comedy of some years back, "Catching Our Kitchen," reaches the screen as a generally agreeable bit of entertainment, but this is to be expected in a piece of its kind. Whatever may be the shortcomings of the film, there is no denying the irresistibility of its comic spirit. Nancy Carroll proves disappointing. The shining lights in the cast are Harry Green, Skeets Gallagher, Effian Roth, Harry Green, Mitzi Green, Zaza Pitts, John Hurd, and Charles Selho.

Cast: Nancy Carroll, Stanley Smith, Skeets Gallagher, Effian Roth, Harry Green, Mitzi Green, Zaza Pitt, John Hurd, and Charles Selho.

Director, Wesley Ruggles; Authors, Alice Duer Miller, A. E. Thomas; Adaptor, Horace J. Munkwitz; Cameraman, Henry Gerald.

Direction, good. Photography, good.

Glenn Tryon in

"Dames Ahoy" (All-Talker)

Universal

Time, 1 hr.

ENTERTAINING CLEAN COMEDY WITH GLENN TRYON ACES. DELIGHTFUL STORY NOT SUBMERGED BY MAROON TINTS. GOOD TRIO. NICELY DIRECTED AND WELL ACTED.

Glenn Tryon's latest effort goes for the making of a nice clean wholesome comedy which is as entertaining as it is funny. Tryon gives a straightforward performance in this picture and Eddie Gribbon and Otis Harlan are depended on to show their comic wares which they succeed in doing well. They win a fifty per cent allowance of their salary. At a dance hall contest Tryon meets the heroine and together they win a $500 bungalow with the stipulation that they marry a week later in the same hall. They do, and as the final you don't have to guess twice.

Cast: Alice White, Chester Morris, Will Mack, Gayle, Marion Hope, Maurice Black, Lionel Belmore, Shemp Howard, and Gertrude Astor.

Director, Myron LeRoy; Author, Verna Delmar; Adaptor, Adele Commandeur; Title, "The Five.

Hoot Gibson in

"Trailing Trouble" (All-Talker)

Universal

Time, 1 hr.

GOOD PROGRAMMER WITH ALICE WHITE GIVING A SATISFACTORY PERFORMANCE IN AIR-PLANES. STORY MOVES SMOOTHLY AND DIRECTION IS WELL HANDLED.

Although there is nothing exceptional about the story of this film, it is well handled and gives Alice White a chance to shine in her usual "man" class, it does however, hold enough general entertainment value to please. Despite the lightness of the script handled by the underlings, Miss White manages to turn out a pleasing performance as the daughter of a cigar store manager, whose craving for the highlife leads her to turn down her soda clerk boy friend for the attention of a "polished" crook. She is taken on tour of the sky, but is brought back to realism when the crook shoots her father in a hold-up. The usual happy ending follows and the supporting cast headed by Chester Morris, direction and photography well done and recording is suitable as programmer anywhere.

Cast: Alice White, Chester Morris, Will Mack, Gayle, Marion Hope, Maurice Black, Lionel Belmore, Shemp Howard, and Gertrude Astor.

Director, Myron LeRoy; Author, Verna Delmar; Adaptor, Adele Commandeur; Title, "The Five.

Hoot Gibson, Margaret Quimby, Will Mack, Gayle, Marion Hope, Maurice Black, Lionel Belmore, Shemp Howard, and Gertrude Astor.

Director, Arthur Rossion; Dialogue, H. Travis; Editor, Gilmore Walker; Cameraman, Harry Newman.

Direction, all right. Photography, good.

The Film

Daily

Paul Whiteman in

"King of Jazz" (All-Talker)

Paramount

Time, 1 hr., 15 mins.

CROOK MELODRAMA THAT RISES ABOVE ITS ROUTINE STORY TO BECOME TENSE AND ENTERTAINING. CAST GOOD.

Thanks to a good cast and competent direction, "Framed" succeeds in overcoming the handicap of a routine story that asks one to take too much for granted. The film comes through with more than enough to spare is due to the tense manner in which George Archainbaud has directed and the ease with which the cast carries out the melodramatic pattern of the thing. While Evelyn Brent performs a fine performance, she loses in acting honors to Ral Harold, who plays a vindictive racketeer with surprising realism. The story is a fine family Thriller who is out to even matters with a police inspector for the death of her father. She is in love with her son. She tries to revenge herself on the father through the son, but cannot bring herself to do it. When it is over an underworld figure seeks to break up the affair out of jealousy, he is shot by the boy. But everything is all right in the end. Cast: Evelyn Brent, Regis Toomey, Ral Harold, Maurice Black, William Holden, Robert Ames, and Peter Caban. Director, George Archainbaud; Author, Paul Neufeld; Dialogue, Wallace Smith; Editor, John W. R. Morris; Cameraman, Leo Tever; Monitor Man, Clem Portman.

Direction, fine. Photography, good.

Evelyn Brent in

"Framed"

RKO

Time, 1 hr., 2 mins.

SOUND

"Gentlemen of the Evening"

Pathé

Time, 20 mins.

Hoh! Hoh! Hah!

There is plenty of fun in this comedy, but it is aimed, possibly, more at the old audience. At times it rises to a hilarity that causes your sides to ache with laughing. The late George Le Maire and Lew Hearn are almost wholly responsible for this. The latter, affecting a nasal tone, is a positive scream as a good-time fellow who happens into a bungalow man's room and there makes whoopee with her while attending an inventors convention in the big burg. The real fun comes in when the hotel detective discovers him in the gal's room. But a little brie1 settles matters.

Oswald in

"Tramping Tramps"

Universal

Time, 16 mins.

Fine Animated Cartoon

This Oswald cartoon is on the same high plane as those that have gone before. Unquestionably it is a filler of remarkably fine caliber, reveals no small measure of ingenuity. We now find Oswald turned trump—not an ordinary trump, but one with a carved musical face. He's such a good musician in fact that he gets a pie from a housewife as a token of gratitude for his splendid playing on a variety of instruments.

"Chinese Blues"

Universal

Time, 20 mins.

Good Fun

This is among the most entertaining of the Sporting Youth series of shorts. It contains some nice fun and a certain amount of excitement. This time Judy undertakes to save her Chinese cook from deportation by locating the racketeer who stole his passport. She does so by disguising herself as an Oriental and securing employment at the Chinese restaurant frequented by the tricker in passports. When her trickery is discovered a terrific fight results between the racketeer and the members of the passport ring. It ends with the arrest of the latter and the recovery of the stolen passport.

Short Subjects

"Gentlemen of the Evening"

Pathé

Time, 20 mins.

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ALONG THE RIALTO

with

Phil M. Daly, Jr.

ISIDORE WITMARK, executive president and senior partner of W. Witmark & Sons, whose publish tunes used in Warner and First National pictures, is now ensnared in a new office in the Warner Bros. Building. It's one of those luxurious affairs. Pauline Garon is headed for New York, pleasure bent. Jetta Goudal is clearing her affairs on the Coast before setting sail for a two-year stay in Europe. Another prospective suitor is Beulah Livingstone. She'll long away a year.

BEATRICE L. F. IN, who has been coloratura at the Roxy for three years, leaves aboard the New Amsterdam on April 4 for Berlin, where she will make her debut on the concert stage. Dave Bader was among those snowbound in Chicago this week. He writes that he had to shovel snow out of his bathroom before he could take his matutinal plunge. At last reports Dave was heading for Oshkosh, then home.

MARY LEWIS arrived in New York Friday to fulfill her operatic engagements here. Following her last appearance she will leave for the Pathe coast studios where she will enact her own life story on the screen. Frances Mc Coy, known on the stage as Miss Syncopation, leaves for the coast Saturday to fulfill a long term Fox contract. Bernard Prager, sales mgr. for the Robbins Music bunch, is on a trip to points between N. Y. and Chicago. He will be back in about two weeks.

OTTO HARBACH, musical comedy librettist and lyric-writer, who has been Palm Beaching while collaborating with Jerome Kern on the first of a series of musical screen plays for First National, is now on the briny deep bound from Havana to L. A. Kern bag and baggages to the Coast in about two weeks. The Havana jottings also include a note concerning J. P. McEvoy, author of "Show Girl in Hollywood," etc., who is now New Yorking once more after inhaling Cuban ozone.

MARCH 29-30--MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays today.

Warner Baxter Joseph Cawthorn Arthur Caesar Mary Maberry

John Edmund Otterson Wheeler Frank Merlin Grover Laube Anna Q. Nilsson

Dicky Brandon Elsie Duane Henry Lehman George Lederer

Chinese Atmosphere for "Son of the Gods"

"SON OF THE GODS" was exploited at the New York Strand as a Chinese atmosphere. The front of the house was dressed with lanterns and a Buddha was placed on top of the box office. Boys were dressed in Chinese costumes distributed advertisements that looked like laundry tickets. A showing was arranged for the Mayor of Chinatown and the Chinese Consul who came to the theater in a sight seeing bus adorned with banners carrying advertising on the picture.

FIRST NATIONAL

War Trophies Feature "Hit the Deck"

HAROLD KITZMILLER, manager of the Colonial, Richmond, Va., featured a display of war trophies for the showing of "Hit the Deck." Lobby of the house was decorated with guns, torpedoes, etc., borrowed from the local army and navy posts.

RO

Value of Slogan Title in Exploitation

EXPLOITATION value of a slogan title was proved by Cullen Espey, manager of the Uptown, in his campaign on "Oh, Yeah!" Espey designed auto stickers as attractive teasers on wind-shields and had hundreds of car owners doing exploitation. Si Latta, of the Skouras-Publix thought so well of the stickers that he plastered them all over his own car and drove it as the "Oh, Yeah!" car in a local parade.

Pathe

TEN YEARS AGO TO-DAY

Independent exchanges form Federated Film Exchanges of America with $100,000 as capital.

Members of Exhibitors Defense Committee of F. N. arrives for series of meetings.
**Dickinson Chain Effects: Transfer in Managers**

Kansas City, Mo.—The Dickinson chain has transferred several of its managers in four cities. C. A. Smith, formerly managing the Habitat and the Diamond at Trenton, Mo., has been reassigned to Haunath, where he will take charge of one of the chain’s houses. Dick Curry will manage the renton houses in addition to the grand and Empire at Chilicothe. Arvil Wilkerson returned to Mansfield where he is now managing the Paramount and Marshall. He succeeds L. O. Gill, who has been transferred to the Varsity Lawrence. L. Turner, formerly M-G-M booker in this city, has been added to the managerial staff and will work under Vonk in managing the Manhattan theatres. Frank Dancer, Jr., who has been operating the Booth at Independence has succeeded E. J. Green as manager of the Dickinson & Neodesha, Kansas.

**Robbins Music Company Makes Personnel Changes**

Robbins Music Corp. has made several changes in personnel, according to Bernard Prager. Nelson Ingham has been placed in charge of the Eastern Canadian territory, and will supervise activities in Montreal, Quebec, Ottawa, Toronto, Hamilton and London Ont., making his headquarters at the Hotel Windsor, in Montreal. Phil Julian will cover Pittsburgh and Cleveland and New York State, with headquarters at the Hotel Stockbridge. Cleveland and Van has been added to the staff of the Los Angeles office, and will work under Sue Bosley, manager for that sector since 12 months. Nick Arnold has been transferred from San Francisco to Minneapolis, and is making his temporary office at the Hotel Ambassador in that city.

**Tolllotson Buys Boone Strand**

Boone, La.—L. A. Tolllotson of the Independence Theatre, has purchased the Strand from Roy E. Benson. New equipment is being installed and reopening is expected within the next few weeks.

**Greening at Detroit Hippodrome**

Detroit—Gus Greening is now managing the Hippodrome. The house has been reopened after closing for alterations.

**Last Show for Savoy, Syracusae**

Syracuse, N.Y.—One of the earliest houses in the business district, the Savoy, is being converted into a commercial building.

**Sheriff Sells Shamokin House**

Shamokin, Pa.—C. E. Kaganofski, of the Arcadia Theater Corp., has bought the Capitol, a $350,000 property for $210,000 cash and a mortgage of $221,500. The Arcadia Corp. holds obligations of $92,000 against the property and was the plaintiff in the writ.

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**Spanish Government Asks Protection for Musicians**

Madrid.—The Spanish Government has asked the Ministers of Labor and of Public Instruction to work out protection measures for home musicians. It is planned to increase taxes on wirephones and orchestral pianos and offer special schemes for musicians.

**Tows A-Klangfilm Has New Sound Reproductor**

Paris.—The French Tows-Klangfilm is distributing a new sound device for sound-on-film and disc reproduction. Three sizes of machines cover all sized houses.

**Planning Motion Picture Club for London Exhibs**

London.—The formation of a Motion Picture Club, modeled after the N. Y. M. P. Club, is being considered by a group of local exhibitors.

**To Test Silent**

Brussels.—When “Bulldog Drummond” plays here it will be shown in its all-talker form once a day and silently for the balance of the showings.

**Camberwell 3,000 Seat**

Camberwell, England.—Longborough Playhouses will build a 3,000 seat house to be known as the Empyre.

**W. E. in Portugal**

Libson.—The first Western Electric installation in this country was made at the Royal Cinema here.

**Pro Patria Distributing**

Paris.—Pro Patria will distribute “Stampede,” “Warning,” and the first 12 of the “Secrets of Nature” series in France.

**To Dupe Great Gabbo**

Berlin.—Feltner & Somlo will synchronize German dialogue with the “Great Gabbo,” Hans Peple will speak the lines in the leading part.

**Holland Towns Hurt**

Amsterdam.—Houses not wired in the smaller Holland towns are experiencing hard business. Business is good in Amsterdam where most of the houses are showing talking pictures.

73 Ernemann Projectors

Paris.—Seventy-three houses in France and Algeria have installed Ernemann projectors, according to L. Robouts, agents of the makers.

**Foreign Markets**

By Louis Pelegrene

**Spanish Government Asks Protection for Musicians**

Madrid.—The Spanish Government has asked the Ministers of Labor and of Public Instruction to work out protection measures for home musicians. It is planned to increase taxes on wirephones and orchestral pianos and offer special schemes for musicians.

**Spanish Will Be in Common in Two Years**

London.—Wide film will be in common use within two years, according to the technical committee of the G. E. A. It is stated that approximately this much time will be required to cover, and that the cost to the exhibitor in replacement or modification of projectors will be reasonably small.

**Fewer Color Films**

Passed by Censor Board

Berlin.—Seven domestic pictures were passed by the German censors in February against 12 from foreign countries. Five of the foreign pictures were from America and seven from other countries.

Six Shanghai Houses Wired

Shanghai.—Six of the local houses are wired for sound pictures.

Wiring Bombay Houses

Bombay, India.—Talking pictures have been so successful at the one house wired for sound that three more will be wired soon.

4 Versions for French Film

Paris.—Pierre Colombier, Rene Juillot, and Maurice Yvain are making English, German, Spanish and French versions of “Radieux—Concert.” French version will be made in color and in black and white.

Increase Prices for Sound

Prague, Czechoslovakia.—Wired houses here and in Vienna have increased admission prices from 30 to 50 per cent since they have been showing sound pictures.

Nine Theaters at Hankow

Hankow, China.—Of the nine theaters here, two are foreign owned and seven owned by local interests. One of the houses is using portable sound apparatus.

Making P. D. C. Shorts

London.—Stephen Fitzgerald, formerly at the Sound Studios, is making a series of shorts for P. D. C., together with Gordon Postock. Production is going on at the British International studios at Elstree.

Paris to Have English Talkers

Paris.—M. Pierre Brunneriger is installing Western Electric equipment in the Cinema Pathé, and will show all English talkers when house is reopened.

New British Cinephone Model

London.—British Cinephone is distributing a new model sound film and discomodel to sell for about £3,700.

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**FILM DAILY CORRESPONDENTS IN WORLD CAPITALS FLASH OVERSEAS NEWS BY RADIO AND CABLE**

**Must Insure Fleet**

When a British producer, who wanted to use part of the navy for scenes in a picture, asked permission from the Admiralty, it was suggested that the producer insure that part of the fleet against possible damage.

**German Firm to Inspect W. E. Device in London**

London.—A court order has been obtained by Siemens-Halske, the German company which is bringing action against Western Electric for alleged infringement of patents, whereby the technical experts of the former company are permitted to examine the W. E. equipment at the Empire here.

**Pathetone Weekly to Start on March 31**

London.—First issue of the Pathetone Weekly will be distributed to-morrow.

**Norwegian Imports**

Oslo, Norway.—Of the pictures imported to Norway in 1929, 62.46 per cent were American, 13.96 per cent German and 5.8 per cent British.

**German Color Talker**

Berlin.—The first German talker to be made in color will be “The Sun of Helioglyphics,” which will feature Liane Haid and be written and directed by Rolf Rabe.

**First Swedish Talker**

Stockholm.—“Say It with Music,” produced by the Swedish Film Industry Co., is the first talking picture to be made in Sweden.

Would Increase Australian Tax

Sydney.—A deputation representing the Actors’ Federation has advocated a higher tax on imported pictures as one of several means of reducing number of players now out of work.

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**Richmond Pictures**

723 7th Ave. New York City

D. J. MOUNTAIN, Pres.

**Exporting only the best in Motion Pictures**

**GENERAL NEWS**
**Week's Headlines**

Monday  
2,000 operators are attending 150 summer schools.  
Arbitration clause in M.F.M. contract.  
Plan another $2,000,000 addition to RKO studio.

Tuesday  
Coleman not restrained in Fox receiver action.  
Plan optional arbitration.  
Paramount to offer 65 features on 1939-31 program.

Wednesday  
T. C. Burrows heads Projection Advisory Council.  
521 features set for 1939-30.  
Seek Removal of Judge Coleman from Fox case.

Thursday  
Producers will adopt code of ethics for talkers.  
Rite to Fox under Blair plan.  
Talker shorts cut into vaudeville 50 per cent.

Friday  
See drastic enforcement of N. Y. theater fire laws.  
Plant national drive on music racket.  
New judge takes over Fox cases in Federal Court.

Today  
Exhibs to seek cut in score charges.  
Bankers in new effort to compromise over Fox.

Stage depression sends Broadway producers to films.

**BANKERS IN NEW EFFORT TO COMPROMISE OVER FOX**

(Continued from Page 1)  
being held. Similar attempts to reach some sort of a compromise were made by the opposing factions a few weeks ago, but failed. With legal complications piling up, judgments about to be executed, more obligations are falling due and the court may be moved from the perplexities of the proceedings, it is considered that the present efforts toward a reconciliation will have better success.

Probably forecasting this favorable development, the Fox Film stock advanced several points on Friday to 34 3/4, its highest figure in some time.

Friday's scheduled hearing in the State Court on the action brought by Winfield Sheehan against William Fox has been postponed to April 2.

Spends $3,000 for Improvements
Baltimore—E. A. Mathews has spent $3,000 for new equipment and for a Roy Pomeroy, Director.

**呈示会**

**GENTLEMAN'S OFFICE OF TALENT ON THE PARAMOUNT STAGE**

By DON CARLE GILLETTE

WEST COAST BUREAU, THE FILM DAILY

Los Angeles—Despite the competition offered vaudeville by sound pictures, Fanchon and Marco were able to add 15 weeks to its bookings in 1929, it is revealed by “Mike” Marshall of the organization. Marco enters the “low-the-patronage” field by vaudeville is not only temporary, but is due to causes other than the advent of talking films, adding that “sound has come in simultaneously with union troubles in many spots.”

“The new vaudeville, as a matter of fact, the Tal—addition in 1929,” says Marco. “Furthermore union stage conditions, making it playing of vaudeville prohibitive to some spots, are fairly in the way of being adjusted by the union officers themselves. These men cannot afford to see vaudeville disappear, and after many months' effort we expect to get a helping hand from them, which will bring more theaters in the field of vaudeville or presentation folk.”

Marco characterizes the cheap grade of vaudeville as “the only kid sound can permanently sit about.” As to the “Tal—addition,” he reveals, have brought the first-grade vaudeville talent into the films, and that fact makes them better entertainers on the vaudeville stage. So, therefore will not hurt good vaudeville, but help it. Nothing can counteract vaudeville in its present folk. The two perform as the flesh except had vaudeville. That the large circuits a gradually eliminating, and sound b. nothing to do with it.”

Peerless, No. Abington Wired
No. Abington, Mass.—The Peerless is being wired by RCA Photophone.

RCA for Grenada, Webster City
Webster City, Iowa—RCA Photophone engineers are working in Grenada.

**AMALGAMATED VAUDEVILLE AGENCY**

**Attractions for Picture Theatres**

**Standard Vaudeville Acts**

1600 Broadway, New York City  Phone Penn. 3580

**Can't Sue Individuals and Union, Court Rules**

(Continued from Page 1)

Johnson Robbins Co., operators of the Strand, brought suit against the local operators union and five picketers belonging to the union for picketing in front of the house which did not have a union operator. After the ruling the case was brought against the union only and a jury in Superior Court recently brought a verdict of $1,000 against the leader so far as the Johnson Robbins Co. Judge Carl Foster now has the law in the case under consideration.

2 Paramount Employees
Entertain Lobby Crowds

Two employees of the Paramount organ were shown by club officials to professional entertainers. After an appearance of Steve Barutio, manager of the Paramount, New York, Bernard Brown as assistant booker for the Paramount Brooklyn exchange, and William Kettle, an usher, were signified to entertain lobby standees waiting for shows. Brooks does the singing while Kettle assists him at the piano. They have already appeared at the house for three weeks and have two more to go. Entertainment consists of plugging songs from the picture showing each week and repeating in the lobby players. Costumes are bright from the perplexities of the proceedings, it is considered that the present efforts toward a reconciliation will have better success.

**Glenn Replaces Jennings as Akron Palace Manager**

Akron, O.—Allen Glenn, formerly handling publicity for Warners, has been appointed manager of the Farkus Palace, succeeding Herb Jennings, resigned. Prior to his association with Warners, Glenn was managing director of the Circle, Indianapolis.

**Complete Replacing 4 Houses**

Detroit—Over $200,000 has been spent by Publix for remodeling and redecorating four houses here. The Alhambra, last of the group, has been completed and reopened.

**Hill Gets Steamer Theater**

Staples, Minn.—E. H. Hill has bought from Ray C. Wilson the theater here.

**Leases Detroit Universal**

Detroit—The Universal has been leased by Ray Lapham to Mau and Mills.

MARSEILLAISE NUMBER TOPS PROGRAM AT ROXY

A stirring revolutionary tableau, with Jose Santiago leading the Roxies Ensemble in a rousing rendition of “La Marseillaise,” is the outstanding item on the Roxy stage program this week. It is an impressive number, especially arranged as an introduction to the current film, “Captain of the Guard,” which deals with the great French Revolution. In contrast to this offering of serious aspect, is a delightful festive affair entitled “In Holland,” in which Dorothy Miller, 11, and Leonide Massine dance, while the ballet corps, the chorus and the Roxettes disport themselves in various outfits in front of a large windmill setting. Of particular interest in this number are the clever costumes, which take the form of huge tulips that totally conceal the wearers. Erna Rubinstein, Hungar-ian violinist of note, makes her Roxy debut with a pleasing selection that draws a generous hand. A snap, dance routine, under the heading of “Whirligig,” brims forth the Roxettes in some neat drill work that is enhanced by striking red costumes against a dark background of draperies.
General Adoption of Color in Newsreels Soon

SEE BIG DEMAND FOR SINGLE REEL SUBJECTS

5 Outdoor Films Among First National Releases

An Argument—of smiles vs. tragedy
—By JACK ALICOATE

ARE PICTURES becoming so high-brow for our great inety per cent? Here is a fair question, occasionally brought up, regarding the present swing away toward too much sorrow and tragedy in pictures and too many so called intellectual or high-brow productions. We are now having a blizzard of unhappy ending pictures and more so on the way. Personally, we dislike unhappiness, in large doses, on the screen. Like a dash of angostura bitters in an old fashioned cocktail one or two tears goes a long way with Mr. and Mrs. Customer seeking amusement and entertainment in the modern picture house. No one will deny that this inspirational industry was built upon a firm and solid foundation of laughter. Take away the millions of chuckles from our pictures of the past fifteen years and the business would still be centered around the store show.

The talkers have opened the way to universal presentation of the great tragedy masterpieces of the world. A certain percentage of paying theater guests will rave over them of course. Many more, with a flair for the unusual, will be satisfied, but it is our modest and fleeting guess that the great majority of the picture loving public will take them only when seasoned with a proper proportion of legitimate laughs. Shakespeare came pretty near knock-

(Continued on Page 2)

Number of Westerns to Be Included in Company’s Schedule

West Coast Bureau, THE FILM DAILY

Hollywood—Five talking films of the out-of-doors type are listed among First National’s future releases. Indications are that a number of Westerns will be included in the schedule. Among them will be the “The Girl of the Golden West,” made from the Belasco stage, with Ann Harding, James Cagney, Thomas Meighan, Arthur Hunnicut, Richard Carlyle, Norman McNeil and Fred Warren in the cast. The film will be entirely in Technicolor.

The other four are “Under Western Skies,” based on a story by Howard Estabrook, with Lila Lee, Fred Kohler, Sidney Blackmer and Raymond Hatton in the principal roles.

(Continued on Page 6)

PRICE REDUCTION ON DE FOREST PHONofilm

Reductions in the prices of De Forest Phonofilm have been announced by General Talking Pictures. The prices now are $2,500 for houses up to 750 seats, $3,500 up to 1,200 seats, and $7,500 for houses seating more than 1,200.

B. S. Moss Gets Option on Site at Pasadena

Pasadena, Calif.—Agents for B. S. Moss have taken an option on a site on Green St. A 2,000-seat house is expected to be built there.

German Producer, Banker Sail Wednesday for U. S.

London—Dr. Ludovic Klimts, head of Ufa, and Herr S. Rachman, Berlin financier, sail for the United States Wednesday. Upon their arrival they will complete arrangements for future European sound-film productions and distribution.

Both U. A. and Tiffany to Make “Resurrection”

West Coast Bureau, THE FILM DAILY

Hollywood—Both United Artists and Tiffany will make dialogue versions of “Resurrection.” Tiffany’s

(Continued on Page 8)

Steps Being Taken Towards Use of Color in Newsreels

BELL-HOWELL EXPANDING IN EUROPEAN TERRITORY

As part of the foreign expansion program being undertaken, Bell & Howell Co., Chicago camera and equipment house, has established two new European offices with the forma-

(Continued on Page 8)

 Warners Convinced 75 P.C. of Exhibitors Want One-Reel Shorts

Convinced that approximately 75 per cent of exhibitors have a preference for single-reel subjects, Warner Bros. plan to make the bulk of its 1930-31 Vitaphone short subject program in this length. More than

(Continued on Page 8)

313 NEW MEMBERS ADDED TO S. M. P. E. LAST YEAR

Increasing importance of the S.M.P.E. is indicated in the rapid growth in membership of the organization. During the last year, the Society added 313 new members to its list

(Continued on Page 8)

Fox Hearings

Today, 10 a.m., before Judge Manton, U. S. Circuit Court of Appeals, on order to prohibit Judge Coleman from acting in any Fox cases.

Today, 10 a.m., before Justice Ford, State Supreme Court, E. C. Krebs vs. Fox, also motion by Fox to withdraw his suit against Stuart and Otterson from the State Supreme Court in view of more comprehensive action brought in Federal Court. These two hearings expected to be put over to Wednesday.

Today, 4:30 p.m., before Judge Knox in U. S. District Court, on three receivership applications and on show cause order to restrain Winfield Sheehan suit against Fox in State Supreme Court.

Wednesday, 10 a.m., in State Court, Sheehan vs. Fox.

Thursday in State Court, Stuart-Otterson vs. Fox; in Federal Court, Fox vs. Stuart-Otterson, over Fox “B” stock; in Brooklyn Supreme Court, Weiss-Otto vs. Fox Theaters.
The Broadway Parade

O\NY one important opening is scheduled for this week, "Under a Texas Moon," which follows "The Green Goddess" at the Winter Garden on Thursday.

Picture | Distributor | Theater | Opening Date
--- | --- | --- | ---
"The Rogue Song" | M-G-M | Warner | Jan. 28
"Green Goddess" | Warner | Winter Garden | Feb. 13
"Puttin' on the Ritz" | United Artists | Earl Carroll | Feb. 14
"Vagabond King" | Paramount | Criterion | Feb. 19
"Mamba" | Tiffany | Fox | Mar. 10
"Song O' My Heart" | United Artists | Rivoli | Mar. 22
"Lummock" | Warner | Warner | Mar. 26
"Mummy" | Warner | Warner | Mar. 27
"Hell Harbor" | United Artists | Rialto | Mar. 27
"Man from Blankley's" | Warner | Central | Mar. 28

An Argument

(Continued from Page 1)

ing one over when he opined: "I hate rather have a fool to make me merry, than experience to make me sad."

The Byrd Picture

Being a picture fan of several years standing we are rather enthused with the coming Byrd-South Pole picture. This feature will be released about the middle of June. It has probably added more advertising and publicity than any other picture ever released and it is our thought that it will not only live up to the optimistic expectations of its sponsors, the Paramount outfit, but be a compelling and inspiring knock-out whenever shown. We are willing to place a little wager, say anything between twenty-five and fifty cents, that the scenes of Commander Byrd flying over the South Pole will bring forth spontaneous applause than any production climax of the season.

Los Angeles Premiere for Two Universal Films

West Coast Bureau, THE FILM DAILY

Los Angeles—World premiers of Universal's "King of Jazz" and "All Quiet on the Western Front" will be held here. The former will open at the Criterion on April 19, while the latter will make its bow at the Carthay Circle on April 24.

14,755 Playdates So Far in Sam E. Morris Campaign

A total of 14,755 playdates, representing all parts of the U. S. and Canada, have been booked by Warner Bros., so far in the Sam E. Morris mouth in May campaign. At the same stage of the campaign last year the number of playdates was 14,000. L. E. Goldhammer, manager of the Minneapolis branch, leads the sales drive with the biggest showing to date, while Charles Gilmour and Otto Kohde were cited last week for outstanding work.

R. B. Ripley Resigns from Post with Neteco

Boston—Rupert B. Ripley, for the past two and one-half years publicity and advertising director for Neteco theaters of New England has resigned.

Cleveland Poster Exchange

Cleveland—Max Shenker, Nat Barach and Charles Beckerman have opened the Cleveland Poster Exchange in the Hazard Hotel Bldg.

Price, Jr., Golf Champion

Baltimore—Frank Price, Jr., manager of the Rivoli, has been appointed chairman of the golf committee of the Advertising Club of New York city.

Moline House Burned

Moline, 1a.—Fire recently destroyed the Palace causing losses of about $100,000.

Chicago House Helps Deaf

Chicago—The RKO State Lake is installing equipment to enable deaf persons to hear sound pictures.

Financial

NEW YORK STOCK MARKET

(QUOTATIONS AS OF SATURDAY)

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Eastman Films

J. E. Brulatour, Inc.

Chicago Hollywood
1727 Indiana Ave. 2700 Santa Monica
C&Alouet 2681 HOLLYWOOD 4121

The Industry's Date Book

April 1 2-2-2 Conference will take place in New York.
April 3 Premieres of "Under a Texas Moon" at the Winter Garden, New York.
April 5 Second annual banquet and held by the Motion Picture Club, Inc., at the Hotel Commodore, New York.
April 6-7 Screening convention of Tri-State S. P. T. O. at Memphis.
May 2 Premieres of "Journey's End" at the Gael, New York.
May 5-8 S. M. E. Spring meeting at the Wardman Park Hotel, Washington, D. C.
May 16-18 Paramount Eastern managers hold annual sales meet at Atlantic City.
May 24-25-27 Paramount western managers will hold annual sales meet at the Paramount Bldg., Hollywood.

Hannah Kass Columbia

FOR SALE

Hannah Kass has been appointed manager of Columbia's New York foreign department. She was formerly executive secretary to Job Cohn and Joe Byrns. She will make her headquarters in New York. Hannah also is on the way to secure Mexican and South American representatives for the company.

Betty Balfour Organizes

British Producing Unit

London (By Cable)—Betty Balfour, stage and screen star, has organized her own picture producing unit under the name of Betty Balfour Pictures, Ltd., with a nominal capital of $500, and is now assembling technical and directorial staff.

Denies Sale of Interest

D. M. Schonber, general manager of the Coronet-Columbia, denies the Irving Daschkin has purchased an interest in the Savoy at Jamaica. Daschkin is house manager for the house which is operated by the Coy Co., of which L. L. Alterman is president he states.

Mack to Brooklyn Studio

BOOK COURT BUREAU, THE FILM DAILY

Hollywood—Roy Mack, Vitaphone director, is being transferred to the Warner studios in Brooklyn.

Professional M. P. Cameras

FOR SALE

Eymo-2 Bell & Howell, one for silent, one for sound projection—Akeley camera complete with high speed attachment for Depression—Bausch & Lomb projectors for sound productions with cables and clutches; prices on request at bargains.

BROWNING

110 W. 40th St., New York Phone: Penn 1256
THE PICTURE THAT WILL LIFT YOU TO THE HEIGHTS!

No. 685 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation

FEW STAGE OR SCREEN PRODUCTIONS CARRY THE EMOTIONAL THRILL OR SOUL-UPLIFT that you will get when you see and hear “Captain of the Guard.”

THIS IS THE PICTURE WE ORIGINALLY CALLED “LA MARSEILLAISE.” I CHANGED THE TITLE because of the difficulty so many people had in pronouncing the French title.

THE SMARTEST EXHIBITORS IN THE WORLD LIKED THE ORIGINAL TITLE FOR SENTIMENTAL reasons, but when it came to box-office reasons they unanimously preferred “Captain of the Guard.”

BUT WHATEVER THE TITLE, THE TALE IS SUGGESTED BY THE WORLD-FAMOUS SONG “LA Marseillaise.”

AND — MARK MY WORD — WHEN JOHN BOLES COMES MARCHING OVER THE COBBLED streets of Paris at the head of the patriots singing that glorious song, you are going to get a tingling up and down your spinal column such as you have not had for many a year.

THIS, OF COURSE, IS BUT ONE OF THE MANY HIGH SPOTS IN A MASTER PRODUCTION directed by John Robertson.

REMEMBER, TOO, THAT THE MUSIC FOR “CAPTAIN OF THE GUARD” WAS WRITTEN BY Charles Wakefield Cadman, who has composed some deathless songs of the past.

YOU NEVER SAW NOR HEARD THE REAL JOHN BOLES BEFORE. YOU NEVER KNEW the richness and range of his magnificent voice as you will know it in “Captain of the Guard.”

IN PRODUCING “CAPTAIN OF THE GUARD” WE PAID, FRANKLY, BUT LITTLE ATTENTION TO historical accuracy. Our aim was to make a great entertainment and at the same time give a handsome setting to the glorious song which stirs the souls of men, no matter what their nationality.

THAT WE HAVE SUCCEEDED HAS ALREADY BEEN DEMONSTRATED, FOR “CAPTAIN OF THE Guard” is one of those very rare pictures such as you get only when those responsible for its making are at least temporarily inspired.

FOR IT IS AN INSPIRATION AND IT WILL LIFT YOU TO NEW EMOTIONAL HEIGHTS—AND keep you there!

Don’t Fail To Read Complete Details In Universal Weekly
CHARLES RUGGLES, Paramount featured player and handset champion, is donating a perpetual cup called the “Ruggles Handball Trophy” to be awarded during the handset tournament scheduled for next month, at the New York Athletic Club.

Louis Brock’s Next
"Tell It to the Judge" is the title of Louis Brock’s next comedy, featuring the Italian comic team of Nick and Tony, which starts this week, at the Ideal studios, under the direction of Mark Sandrich. Supporting cast includes Rube Welsh, who collaborated on the story, Douglas Buren, Jean Newcomb, Frank Dufrane and Shirley Grey.

Visaphone Engineer To Speak
On April 2, Porter H. Evans, chief engineer of the Eastern Visaphone Studios, will present a paper on "From Broadcasting to Audible Pictures" before a joint meeting of the Institute of Radio Engineers and the S. of M. P. E. Evans will compare the conditions surrounding the making of talkies with those in radio broadcasting.

DAPHNE POLLARD

and

MICKEY BENNETT

Big laughs in small packages.
(THEY’RE IN IT)
MONTANA
Changes in Ownership

NEBRASKA
Changes in Ownership
Bellevue—Community Club by Rolli & Lacher; Big Springs—Seaman, sold to Winfield.

NEW JERSEY
Changes in Ownership
Orange—Brett, sold to John G. Reh- koph by F. W. Packe; Landisville—La- dinsville, sold to J. D. Cavalli by J. Kin- dlestein; Laurel Springs—Laurel, sold to W. J. Ardrey by Byron God; Millburn—Millburn, sold to Gorman by Stanley Fabian; Newark—Grand, sold to W. J. Kernan by George Kline, sold to Van Houten Ass'n, Inc.; Railway—Empire, sold to Frank A. Case; New Brunswick, sold to T. G. Hoffer; Westover, sold to Westwood—Westwood, sold to Goldwood Theater, Inc.; Woodcliff—Woodcliff, sold to Bway, Woodcliff Theater Corp. by 991 Bway, Theater Corp.

NEW YORK
Changes in Ownership
Andover—Auditorium, sold to John Kar- lenz by Cascade; Canaan—Roll, sold to Elia M. Panos by Chas. Furth—Dover Plains—Briar, sold to F. C. Adams by McIntyre & Ferguson; E. York—Kinec, sold to E. Steele by M. Ahrens; Hammondsport—Park, sold to Mr. & Mrs. Grimold; Marboro—Ad- more, sold to F. Faust by Duryea; Mohawk—Bates, sold to Oilo G. Hinman by F. M. Bates; Mont- gomery—Senior Hall, sold to M. Halper; North Creek—Happy Home, sold to J. Solomon by Fred Baradzi; Nyack—Rock- land, sold to Fox Metropolitan Theaters; Olean—Havens, sold to V. Drapin by Af- filiated Theaters of Olean, Inc.; Roches- ter—Empire, sold to S. D. Joseph by J. J. Greenfield, Loyd, sold to Lyndhurst Amuse, Co.; F. J. Peetson; Schenectady—Line, sold to Harold J. & Mrs. Cath- erine D. Farrell by Brandwine Amuse; Scarsdale—(formerly Scarsdale) sold to Joe Solomon by Thos. Phillips; Van- wagner—Ritz, sold to Louis Baracca by F. S. Angel; Watervill—State, sold to Rosey & Theater; Saranac—Chow, sold to E. G. Batista; Windsor—Wind- sor, sold to L. J. Fairley; Wynkoop— sold to W. Cavco; Younger—Warburton, sold to W. Fairley.

Closings
Athena—Opera House; Binghamton—City- line; Germantown—Orange Hall; Hancock Opera House; Haverford—Liverpool; New Palz—Opera House; Pleasantville—Strand; Rochelle—Plaza; Scotia—Ritz; Troy— King.

Re-Openings
Herkimer—Richmond.

NEW YORK CITY
Changes in Ownership
Bedford—sold to Bedford Theater Corp. by Harry; Berlin—sold to Morris & Stern by Al Haasen, Orient, sold to Al Gould by Meete Ent, Inc., Park Lane, sold to U. S. Bank by John; Savoy—Grants; York (Morris Park Ave.), sold to Morris Theater Corp. by Bronz- Morson Corp.

Closings
Cafe (144 Second Avenue), Garbo (St. Nicholas Avenue), Globe Photoplay (149th St. & 8th Avenue), Monroe (161st St.), Monroe (Westchester Ave.).

BROOKLYN
Changes in Ownership

Century (Monroe St.), Elton (New Utrecht Ave.), Elton (New Utrecht Ave.), by 29th St. Theater Corp.

LONG ISLAND
Changes in Ownership
Cedarhurst—Playhouse, sold to Michael Mindlin by S. Pollack; Rosary—Tower, sold to E. T. Rinas by R. Caldeorane.

Bellmore—Bellmore: Northport—Northport, sold to Richmond Hill—State.

NEVADA
Changes in Ownership
reno—State, sold to Louis Roscoe & C. Mottini by Rock & Murray.

NEW MEXICO
Changes in Ownership
Hagerman—Hagman, sold to E. B. Brock & Son by R. P. Morrison; Mescalero, sold to B. Brock & Son by T. E. Ford; Mesilla, sold to Rose and Emmett Green by Potola Theater Co.

NORTH CAROLINA
Changes in Ownership
Altheabn—Columbia, sold to Stanley Arras, Co. by Reynolds & Hughes; Dunn—Caro- lina, sold to A. B. Ifly by W. E. Huff; High Point—Eagle, sold to C. E. Hany- ballis by J. Dillard; Tryan—Town, sold to C. Neikirk by Jackson; Jonesboro—Star, sold to C. A. Biggs by G. H. Wright; Jefferson—Carolina, sold to P. T. McNeel by Chas. O. Parsons.

Closings
Kelford—Paramount—Reid—Strand; Statesville—Crecent; Wendell—Star.

NORTH DAKOTA
Closings
Linton—Willows; Marmath—Johnson.

RHODE ISLAND
Changes in Ownership
M. Pleasants—Saratoga, sold to Aegean, Inc.; Aurora—Brogan, sold to Dazdale and J. J. Greenfield, Lynd, sold to Lyndhurst Amuse, Co.; Peetson; Schenectady—Lincoln, sold to Harold J. & Mrs. Cath- erine D. Farrell by Brandwine Amuse; Scarsdale—(formerly Scarsdale) sold to Joe Solomon by Thos. Phillips; Van- Wanger—Ritz, sold to Louis Baracca by F. S. Angel; Watervill—State, sold to Rosey & Theater; Saranac—Chow, sold to E. G. Batista; Windsor—Wind- sor, sold to L. J. Fairley; Wynkoop— sold to W. Cavco; Younger—Warburton, sold to W. Fairley.

SOUTH CAROLINA
Changes in Ownership

Closings
Inman—Amusan.

SOUTH DAKOTA
Changes in Ownership

Closings
Delmont—Hall; Edmond—Rex; Kadoka— Scenic.

West Coast Bureau, THE FILM DAILY—The Academy of Motion Picture Arts and Sciences will hold its annual banquet at the Ambassador Hotel, Thursday, April 3. William de Mille, President of the Academy will preside at the meeting.

Seven gold-bronze statuettes will be awarded for the outstanding achievements in the fields of actor, actress, director, writer, cinematographer, art director and producer. The awards are for the period of one year ending July 13, 1929.

To Build at Elmwood
Elmwood, O.—The recently formed Elmwood Theater Co. will build a $100,000 house at 405 Main St.

Installs Large Screen
Galveston, Tex.—M. Martini has installed a large screen at the Martini.

New House for Jackson
Jackson, O.—F. D. Jenkins is building a $60,000 house here.

To Build at San Pedro
San Pedro, Calif.—Fox West Coast will build a house at Pacific and Third Streets.

To Alter at Canajoharie
Canajoharie, N. Y.—Jack Vasil will remodel the Strand this summer.

Out of 11 features in work and four in preparation at the M-G-M studios, only one production will make use of color. This is Cecil B. de Mille's "The Man of Destiny," which is to have some color sequences. M-G-M has an additional 12 productions completed and awaiting release. This dozen also includes only one in color, "The Song of Song," all-Technicolor. Among the finished pictures due for early release is "Redemption," John Gilbert's second talker.

Loew Gets Window Cards
Loew circuit has purchased window cards in color for all its houses, the cards being the product of Berkshire Poster Co. The cards were designed by Loew's.

Warner at Huntington
Huntington Park Co., Calif.—Warner will build a house here.

To Wire Onset House
Onset, Mass.—William C. Warr will install talking picture equipment at the Temple.

San Mateo Opening
San Mateo, Calif.—The Broadway has opened. House was built by the Broadway Development Ass'n.
Along The Rialto

with

Phil M. Daly, Jr.

George Arliss has arrived from London on his way to the Coast to appear in the talker version of "Old English," the John Galsworthy play in which he appeared on the stage some seasons ago. M-Arllis is with him......Draaiel, which was forced to quit the Central last week to make way for "The Man from Blankley's," starts a popular-price run at the Strand on Friday

No wonder M-A. Lightman is the strong man of the M-P.T. O.A. outfit. He regularly toys with one of these here elastic exercisers and dares all his friends to compete with him......Clifford Brooke, who did the dialogue direction on "Devil May Care" for M-G-M, is in Washington for a few weeks, directing stock. His last piece of stage direction, "House Afire," is now current on Broadway......Henrietta Kay, who has beautified a number of pictures in these parts, is back in town following a tour with Earl Carroll's "Vanities.

"Dich Hab Ich Geliebt" ("Because I Loved You"), the first German all-talkie to come to this country, is now in its fifth week at the Fifty-fifth Street Playhouse. Never before has a picture run as long as that theater......Harry Richman will appear in person on the Rivoli stage when "Puttin' on the Ritz" is transferred to that theater in the near future......Henry Ginsberg, president of Windsor Picture Plays, Inc., is back in the city after a visit to some of his firm's exchanges in the Northwest and Middle West......George Gatts has left New York for Richmond to make arrangements for the premiere today of the company's "Her Unborn Child" at the Bijou in that city

One of the best sellers in the m-p. business probably will be "George Eastman," a biography by Carl W. Ackerman. There's a lot of mighty interesting material in it, chorus the book reviewers......Victor Alberti, head of Victor Alberti, Inc., German music publishers and Central European representatives for the Robbins Music Corp., is visiting in this country

The use of talking films as legal evidence is upheld by Judge James Gordon, Jr., in Philadelphia following his refusal to grant a new trial to a youth who was convicted through a confession recorded on film......John McAlloon, "Bill" Raynor, "Eddie" McAvoy and "Bob" Wolfe of Pathe journeyed down to Atlantic City for the week-end to enjoy a golf foursome......Percy Marmont, who gangplanked the other day, is seeing shows and pictures prior to leaving for the Coast. He's at the Lambs Club......Mary Duncan left the Main Stem on Friday for a visit with her folks in old Virginia.

March 31---Many Happy Returns

Best wishes and congratulations are extended by The Film Daily to the following members of the industry, who are celebrating their birthdays today:

John Harron, Doris Hill
Dorothy Quillan Victor Varcone
Lou Baum Cliff ord Brooke
C. W. Larsen
Stanley Rauh

Ten Years Ago To-Day

In 1929 the number of pictures made in France dropped 44 percent from the number made in 1928.
More Sound Installations Made in Theaters of the U.S.

Philadelphia — The Montgomery is open soon with RCA Photophone.

Livingston, Mont. — The Orpheum is using the Western Electric sound system.

Washington — The Empress and Criterion are being wired by RCA Photophone.

San Leandro, Cal. — The 1227-seat Lake has installed Western Electric equipment.

Rankin, Pa. — RCA Photophone engineers are installing equipment in the Palace.

Richmond Hill, N. Y. — The Civic is being wired by Western Electric Company.

Palmer, Mass. — The Cameo will soon open with RCA Photophone.

Detroit, Mich. — The Strand has completed installation of a Western Electric system.

New Orleans, La. — The Lincoln is being wired by RCA Photophone.

The Dalles, Ore. — The Columbia is wired with Western Electric equipment.

Pittsburgh — RCA Photophone reducing equipment is going into the Grand.

Findlay, O. — The Marvin is in the hands of Western Electric engineers, who are installing equipment.

Amsterdam, N. Y. — The Orpheum is being wired by Western Electric engineers.

Dorchester, Mass. — The Magnet is being equipped by Western Electric.

Kansas City, Mo. — The 12th Street will open soon with RCA Photophone equipment.

Bethlehem, Pa. — The State has wired with Western Electric.

Davenport, Iowa — RCA Photophone engineers are installing equipment in the Uptown.

Farmington, Me. — The Broadway as opened with talking pictures, produced over the Western Electric apparatus.

Los Angeles — Two more local theaters, the Glassel and Washington, are being wired by RCA Photophone.

Rosedale, Miss. — The Talisman has installed Western Electric film and disc equipment.

Fremont, Ind. — RCA Photophone engineers are wiring the Star.

Saulte Ste. Marie, Mich. — Talking pictures are coming to the Soo, which has installed Western Electric apparatus.

The Grand, Brooklyn will soon open with RCA Photophone.

Rockport, Mo. — The Victor has opened with Western Electric equipment.

Hazelhurst, Miss. — The Best has gone sound. RCA Photophone was installed.

Flushing, L. I. — Sound pictures will be shown at the Janice over the Western Electric system.

St. Paul, Minn. — RCA Photophone equipment is going into the Mounds.

Alhambra, Cal. — The Granada has installed Western Electric apparatus.

San Francisco — RCA Photophone engineers are wiring the Edison.

Detroit — The Alhambra, seating 1546, has put in a Western Electric film and disc equipment.

Pittsfield, Mass. — RCA Photophone equipment is being installed in the Union Square.

Baltimore, Md. — Film and disc equipment has been installed in the Bridge by Western Electric.

Springville, N. Y. — Goddard Hall is being wired by RCA Photophone.

Bridgeville, Pa. — The Rankin recently inaugurated sound pictures with a Western Electric installation.

New Bethlehem, Pa. — The Andrew's has been wired by Western Electric.

Provo, Utah. — The Gem is being wired by RCA Photophone.

Louisville, Ky. — RCA Photophone equipment is being installed in the Lincoln.

Waterbury, Conn. — The Belmont will open shortly with RCA Photophone.

Port Clinton, Ohio — The Colonial is being wired by RCA Photophone.

Rifle, Col. — The Rex is being wired by RCA Photophone.

Denver, Col. — RCA Photophone engineers are wiring the Granada.

Glassboro, N. J. — RCA Photophone equipment is being installed in the Glassboro.

Hays Tells Radio Fans About Pictures' Aims

In a radio address that was one of the "New Business World" series conducted by Merle Thorpe, editor of "The Nation's Business," Will H. Hays told radio listeners last night of the part played by pictures in creating a demand for American manufactured products, and concluded with the following statement:

"The industry knows its responsibility and is entirely sensitive to its accountability to you. You tell us what to do. The demand we hear is for entertainment, real entertainment, clean and wholesome entertainment. You are getting it. You will continue to get it. The pictures today are a vast advance over five years ago, over one year ago. This year and next they will be better."

U. A. Milwaukee Staff Set

Milwaukee, Wis.—In addition to T. R. Thompson, manager of the U. A. exchange here, the staff of the new exchange consists of E. C. Krofts, formerly of Exhibitors Service Exchange, who is office manager and booker; F. G. Felzman and Alfred Kent, salesmen; and Mabel Ficken, cashier.

Beloit House Planned

Beloit, Wis.—A group of local business men headed by Lawrence Cunningham will build a picture and vaudeville house here to cost approximately $350,000.

Five Color Usages

Five usages of color on the screen are outlined by Technicolor as follows: (1) for realism or naturalness, (2) for beauty, (3) for dramatic or psychological reaction, (4) for symbolism, and (5) to reduce illusion, involving such considerations as stereoscopic effect and perspective.

Pittsburgh Olympic Goes

Pittsburgh — The Olympic is now closed and will be converted into a store. With the passing of this house and the announced closing of the Arcadia, the Warner will be the only house on its street.

Stark Buys Partner's Interest

Mora, Minn. — H. E. Simon has sold his half-interest in the New Mora to Arvid Stark, who now becomes sole owner of the house.

Sunday Shows for Garner, Ia.

Garner, Ia. — The city council here will enact an ordinance legalizing Sunday shows here as soon as sound equipment is installed in the local houses.

Jorgenson Sells Polson House

Polson, Mont. — Polson Development Co. has purchased the Liberty from Hans Jorgenson, who has operated the house for many years. E. E. McMillan is the new manager.

For a List of All Features Released Since 1915

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—Subscribers to the FILM DAILY are now taking advantage of this valuable information in the latest edition of the industry's guide.
5 OUTDOOR FILMS AMONG FIRST NATIONAL RELEASES

(Continued from Page 1)

"Heart of the North," adapted from a tale by William Byron Mowrey, with Loretta Young among the players; "God's Country and the Woman," by James Oliver Curwood, and "The Bad Man," based on the Porter Emerson Browne play in which Holbrook Blinn was starred. Walter Huston will have the same role in "The Bad Man," others in the cast being Dorothy Mackaill, O. P. Heggie and Marion "Peanuts" Byron.

313 New Members Added to S.M.P.E. Last Year

(Continued from Page 1)

making the total of 611 with 25 applications now pending. The membership distributed over the U. S. and foreign countries is as follows:

New York and East, 303; Chicago and Mid-West, 82; Pacific Coast, 74; British Isles, 90; Canada, 15; France, 14; Germany, 15; India, 6; Italy, 3; Russia, 2; Australia, 2; Japan 2; Switzerland, 1; Sweden, 1; Holland, 1.

See Big Demand for Single Reel Subjects

(Continued from Page 1)

200 of the approximately 300 subjects scheduled will be made in single reels. Fifty-two shorts will be made in two-reel lengths. At least 25 shorts will be made in color. Production will be both in the East and at the Coast.

Switch Pa. Managers

Bethlehem, Pa.—United Chain Theaters has appointed Philip Wolfson as manager of the Colonial to succeed George Sobel who will manage the College. Samuel Mellits, former College manager, will succeed Frank Persley at the Savoy.

Presentations at Burbank

Burbank, Calif.—The presentations are being shown at the Burbank.

Sono Art Makes Additions, Promotions to Sales Staff

Six additions and several promotions in the sales force of Sono Art World Wide exchanges have been made throughout the company. The additions are Thomas McDermott at Pittsburgh; M. Edwards, Buffalo; C. A. Anderson, Charlotte; J. McBride, Omaha; Harry Flarity, Washington, and Frank Leonard, Philadelphia. The following promotions have been made: Jack Graham to feature sales manager of the Pittsburgh branch; Russell Wherle in addition to feature sales manager of Philadelphia, has been elevated to district feature manager embracing the Philadelphia, Washington, Charlotte and Atlanta exchanges. Andy Dietz of the St. Louis branch, in addition to being feature sales manager, has been appointed district manager covering Dallas, Kansas City, New Orleans, Des Moines and Omaha.

Bell-Howell Expanding in European Territory

(Continued from Page 1)

tion of the Filmo Co. of Holland, located in Amsterdam, and the Film Co. of Central Europe, in Zurich, it is announced by J. H. McNabb, president of the firm, on his return from a two months' trip abroad.

Both U. A. and Tiffany to Make "Resurrection"

(Continued from Page 1)

production will be made as a musical while United Artists will make the picture as a straight talker.

Buy Marcus House

Marcus, Ia.—S. D. Robinson and O. G. Lehman have taken over the Rainbow from W. Kleinmusslink.

Leases Bucyrus House

Bucyrus, O.—The recently organized Central Ohio Theater Corp. has leased the house being built here.

Tracy Plans New Home

Plattenville, Wis.—W. C. Tracey, owner of the Gem, announces that a new structure will be built to house the theater.

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GENERAL COLOR ADOPTION IN NEWSREELS SEEN SOON

(Continued from Page 1)

Mardi Gras scenes in color used in a recent issue of that company's news- reel. Pathé is employing a process known as Coloratura and Ramsaye states, at a cost of approximately six cents per foot. This production cost can be considerably reduced, he says, providing the output reaches 500,000 feet weekly.

Costly Wiring May Close Half of German Houses

London (By Cable)—Unless a cheaper reproducing equipment is made available in Germany, 50 per cent of the theaters in that country will be obliged to close up, it was stated at an exhibitor at a meeting of the German C.E.A. here. Another speaker declared that the Klangfilm monopoly in Germany has been broken by the court victory of the new Lorenz Co. device, known as Kinoton. A strong attack was made on the electric trust domination of the German film industry.

Wiring at Livingston Manor

Livingston Manor, N. Y.—Anthony F. Fontana is installing sound equipment at the Opera House.

Detroit Large Screen

Detroit—Publix has installed a wide screen at the Ramona.

Now On Broadway

Astor—"Rogue Song"

Beacon—"Isle of Escape" and "The Bells of Guay" etc.

Cameo—"The Case of Sergeant Grischa"

Capitol—"Anna Christie"

Crypop—"Cameo Kirby," first half; "New York Nights," second half.

Central—"The Man from Blankley's"

Colony—"Dames Alloy"

Criterion—"The Vagabond King"

Earl Carroll—"Puttin' on the Ritz"

Fifth Ave.—"No So Dumb," first half; "Slew of Shovels," second half.

Fifty-fifth St.—"Dich Hab Ich Geliebt" ("Because I Loved You")

Film Guild—"White Cargo"

Forty-fourth St.—"Song O' My Heart"

Gaity—"Mamba"

Globe—"Framed"

Hippodrome—"Cokens and Kellys in Seoul"

Little Picture House—Seven Days Leave

Loew's New York—Monday—"A Lady's Love"; Tuesday, "Fighting Legion"; Wednesday, "Sally"; Thursday, "The Girl"; Friday, "Dames Ahoy"; Saturday, "The Locked Door"; Sunday, "Sawdust".

Paramount—"Honey"

Rialto—"Hell Harbor"

Rivoli—"Luminae"

Roxy—"Cabinet of the Guard"

Strand—"Playing Around"

Warner—"Mammy"

Winter Garden—"Green Goddess"

Uglow Back at Wis. House

Burlington, Wis.—William Uglow has taken over the management of the Crystal, which he formerly operated, and is installing sound apparatus.

A NEW THEATRE FOR THE OLD ONE!

REDECORATE - REFURBISH
At moderate cost and in quick time
Atmospheric—Modern Formal Schemes

The MICHEL ANGELO STUDIOS, Inc.

200 West 57th Street, New York

"CLANCY IN WALL STREET"

Splendid entertainment.... As fine a production as we have seen in many a day. Will please customers and roll up money at the box office ........

Arthur James

The Daily Review

Nat Levine, Aristocrat Pictures

1650 Broadway

New York
Judge Knox Balks at Mediating in Fox Tangle

EXHIBITS TO WAR ON SHORT LENGTH FEATURES

Hays is Re-Elected President of M. P. P. D. A.

The Mirror
—a column of comment

IT WONT be long now before newsreels will put on more "dog" through the use of color. Although one company is understood to be experimenting with object of issuing an all-color reel the chances are that there will be no panic towards this plan on the part of contemporary organizations—for the time being at least. Each issue ordinarily contains scenes which lend themselves to color and these will pioneer in the newsreel's color adventure. One item, that of production cost, will probably make color-in-newsreel enthusiasm somewhat sluggish. But that's an obstruction which seems certain of removal tomorrow—or the next day.

* * *

THE LOBBY entertainment idea is spreading. It's a swell way to keep the customers in good humor while the S. R. O. pennants flutters in the breeze around ye box-office. Furthermore, the arrangement affords an opportunity to plug songs used in coming attractions and to slip the standees other announcements of a business-building character.

* * *

TALKING equipment firms continue with their price-slashing campaigns. And these companies in mind are ones whose apparatus are tried and true. They don't fall into the fly-by-night category. They will be operating next year and some years after, too, and providing for the service needs of exhibitors. Which is something worth considering when you are scrutinizing the sound equipment market.

Other Officers Named to Succeed Themselves at Annual Meeting

Will H. Hays was unanimously re-elected president of the M. P. P. D. A., Inc., at its annual meeting yesterday at 409 Fifth Ave. Others re-elected were Carl E. Milhiken, secretary; Fred L. Herron, treasurer and George Borthwick, assistant treasurer. Annual reports of the organization were presented and approved at the meeting.

20 PRODUCERS RATIFY NEW CODE OF ETHICS

Formal ratification yesterday of a new code of ethics for the guidance of producers was characterized by Will H. Hays as the latest and greatest step taken by the industry in the direction of self-government. Twenty companies, including members of the Hays office as well as producers not affiliated with the organization, have subscribed to the code to date. These companies are:

Art Cinema Corp. (United Artists), (Continued on Page 8)

Fox West Coast to Operate New Pantages, Hollywood

West Coast Bureau, THE FILM DAILY

Hollywood—Fox West Coast will operate the new Pantages here, which opens during the middle of this month.

Will Try to Consolidate Fox Actions in One Court

$15,544,544 NET PROFITS FOR PARAMOUNT IN '29

Net profit of $15,544,544.35 for 1929 and $5,812,661.11 for the three months ended Dec. 28, 1929, after all charges and reserves for Federal income and other taxes, was reported yesterday by Paramount. The net for the year is equal to $36.36 per share and the profit for the fourth quarter equal $21.16 per share on the average number of shares outstanding during the year and the total outstanding at the end of the quarter, respectively.

Net for 1929 compares with $8, other years.

(Continued on Page 8)

EASTMAN KODAK EARNs $10.26 SHARE FOR 1929

Net profit for Eastman Kodak in 1929 set a new high record for the company with $22,004,915 for the twelve-month period. Earnings per share for last year amounted $10.26 which is compared with $9.60 on $20,110,440 earned in 1928. After

(Continued on Page 8)

Brock in Charge of RKO Eastern Short Production

Louis Brock has been placed in charge of production of RKO all-talking comedies to be made under his supervision at the Radio-Victor

(Continued on Page 8)

Tri-State Theater Men to Ask Congress to Fix Lengths

Philadelphia—Congressional action to standardize the length of feature productions will be sought by the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware, if the producers do not heed a formal request now being made upon them by the exhibitors' organization for relief in this matter. It is planned to have a Pennsylvania congressman introduce the measure, which will call for regulation of the length of pictures by the Bureau of Standards in the same manner as other materials and products are standardized by the bureau.

The following have been determined by the organization as the minimum length: Single reels, 900 feet;

M. P. T. O. A. URGES EXHIBIS TO AID N. Y. A. DRIVE

Endorsement of the campaign of the National Vaudeville Ass'n to provide funds for its work at Sarana Lake, N. Y., was made by the M. P. T. O. A. directors at their Spring

(Continued on Page 6)

ALLIED STATES VOTES TO INCORPORATE BODY

Allied States Ass'n directors meeting in New York yesterday, voted to incorporate their organization and instructed President Abram F. Myers to proceed in the matter. Recon-

(Continued on Page 8)

Twenty-two

Twenty-two attorneys, from Samuel Untermyer and Nathan Burkan down to a group of unknowns, were counted at yesterday's Fox hearing.
Financial

NEW YORK STOCK MARKET
High Low Close Sales

Com. Fm. Ind. 31 1/8 30 3/4 30 1/8 3,300
Com. Fm. Ind. 75 7/8 75 5/8 75 7/8 1,500
Com. Fm. Pac. 16 1/4 15 5/8 15 7/8 7,200

East Kodak 23 1/4 23 1/8 23 1/8 9,200

Fox Film "A" 34 1/2 34 3/4 34 17/32 33,100
Fox Film "A" 37 1/2 37 1/4 37 1/4 320
Fox Film Distributors 15 1/4 15 1/8 15 1/8 8,900
Gen. Thea. Equ. 44 1/8 44 1/8 44 1/8 5,800

*Keith A-O 36 1400
**do pfd. 115 115 115 100

Lowen's Ind. 75 1/8 75 3/8 75 1/2 1,000

Lowen, Inc. 1,050

NEW YORK CURB MARKET

Bal. & Katz 79 3/4 79 3/4 79 3/4 360


Fox Thea. A 73 7/8 73 7/8 73 7/8 1700

Intraco, Inc. 75 1/4 75 1/4 75 1/4 200

Loew do deb. rts. 30 3/4 30 3/4 30 3/4 900


Nat. Sec. Serv. 29 1/4 29 1/4 29 1/4 650

New Thea. Sup. 95 3/4 95 3/4 95 3/4 370

NEW YORK BOND MARKET

Keith A-O 6 1/4 6 1/4 6 1/4 90

Loew do deb. rts. 30 3/4 30 3/4 30 3/4 900


Nat. Sec. Serv. 29 1/4 29 1/4 29 1/4 650

Nat. Thea. Sup. 95 3/4 95 3/4 95 3/4 370

Suite 402-404

1700 Sansom Street

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3580

Tuesday, April 1, 1930

St. Louis—Exhibitors here have a daylight saving fight on their hands, with Fred Wehrenberg, who is in New York, leading their forces. Wehrenberg plans to introduce an ordinance to the Board of Aldermen legalizing daylight time.

Benton Building House at Plattsburg, N. Y.

Plattsburg, N. Y.—William E. Benton is adding the 11th house to his chain, the Champlain, 1,000-seat theater, construction of which starts in about three weeks. The house will play talkers. Benton operates the Strand here.

Moss Closes Deal with Max Gabel for Republic

B. S. Moss is understood to have closed a deal with Max Gabel whereby he will take over the Publicx theater, now playing Jewish attractions. The house will be remodeled and provided with sound equipment.

"Ladies of Leisure" Premiere

San Francisco—The world premiere of Columbia's "Ladies of Leisure" was held here recently. Harry Cohn, Ralph Graves, and Barbara Stanwyck attended the opening.

Joe Franklin to Hospital

Ottawa—Joe Franklin, manager of B. F. Keith's here has been taken to a local hospital for an operation. During his absence Harvey Hunt, his assistant, is in charge.

Marshall House Burned

Marshall, Tex.—The Publicx Grand was recently damaged to the extent of $75,000.

Southwest Publicx Changes

Dallas—James O. Cherry has succeeded Jack Jackson as district manager of the Dallas Publicx. Cherry has been manager for 25 years of the Texas Publicx.

Cambridge House Destroyed

Cambridge, N. Y.—Fire recently destroyed the Cambridge, owned by Louis Fishier.

The Industry's Date Book

Today: 2-2-2 Conference will take place in N. Y.
Apr. 3 Premiere of "Under a Texas Moon" at the Winter Garden, N. Y.
Apr. 5 Second annual banquet and hall of the Warner Club, Inc., at the Hotel Commodore, N. Y.
Apr. 6-7 Spring convention of Tri-State M. P. T. O. at Memphis.
Apr. 8 Premiere of "Journey's End" at the Gaiety, New York.
May 5-8 S.M.P.E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.
May 16-17-18-19 Paramount Eastern managers hold annual sales meet at Atlantic City.
May 24-25-26-27 Paramount western managers will hold annual sales meet at San Francisco.

Hays Organization Denies Claims Made by Andrews

Carl E. Milliken, secretary of the Hays Organization, yesterday issued a denial which does not denote the "wholly untrue" claim made by George Reid Andrews, that the Producers Ass'n had offered him improper employment. Andrews made the assertion at the Lafayette Friends' Meeting House in Brooklyn Sunday night.

Ennis House Robbed

Ennis, Tex.—The safe of the Grand was recently robbed of about $4,000.

Wanted Theaters

For Sale or Lease

Adolph Sofferman

1560 Broadway—New York
Established 1900 Tel. Bryant 2407

A. R. BOYD ENTERPRISES

WE BUILD, BUY, LEASE, OPERATE OR MANAGE MOTION PICTURE THEATRES IN PENN.—NEW JERSEY—DELAWARE—MARYLAND—DISTRICT OF COLUMBIA—VIRGINIA AND W. VIRGINIA
Timely Topics
A Digest of Current Opinion

British Organ Hits Church
Opposition to Films in U. S.

AmeriC a has a kill-joy problem besides which our own troubles look insignificant. The Hays organization has had to consider legal action against a church newspaper which can see nothing in the film industry but a "sordid money-making combination" and which talks glibly of producers as "selling crime and shame." It is impossible to conceive of even the most virulent British opponent of the films seeking to make capital out of the fact that various leaders of the trade were Jews, Baptists or Presbyterians.

"The Daily Film Renter," London

Don't Spend Money on Worthless Ballyhoo, Is Advice

D ON'T confuse ballyhoo with exploitation. There is a vast difference. Exploitation is free, with the exception of calling ballyhoo—ballyhoo is costing this circuit thousands upon thousands of dollars every year. An attractive store window, a tie-up with a merchant, a good hobby—that's exploitation. Use your bean. Would you spend the money on that ballyhoo stunt if the theater were your own? If the money was coming out of your own pocket? Let that be the test! This isn't intended as a wet blanket on your energy and enthusiasm; it is just an effort to make you think—-to make you plan a better idea—a more original and novel ballyhoo, one that is sure to be a ticket-seller. An attention-attracting ballyhoo that is worth the money you put into it and will help to sell your ideas, your progress as well as your showmanship. Ballyhoo is showmanship—ticket-selling showmanship. Show your caliber, your showmanship—by the type of advertising you do, the ballyhoo that you originate.

Frank Whiteman in "Now"...

ALONG THE RIALTO
with
Phil M. Daly, Jr.

SERVICES of Will Rogers have been secured for a series of 14 brief talks over the radio. The comedian will be paid $72,000 for the job, or at the rate of $350 per minute. Will's talks will be broadcast over the Columbia network Sunday evenings......Bayard Veiller, the author of the "Trial of Mary Dugan," has entered into an agreement with Charles Dillingham by which he will be associated with the producer in the presentation of any future plays he may write......A number of Hollywood celebrities, disguised under fictitious names, are supposed to be represented among the characters in "Seven Suspects," the Florence Ryerson and Colin Clément mystery novel brought out by the D. Appleton Co.

LORD ARMSTRONG, British Consul in New York, and Lady Armstrong, William Fox, Irvin S. Cobb, Major Edward Bowes, Jesse L. Lasky, Carl Laemmle, Conde Nast, Harry Warner, Oswald Villard, Walter Wanger and Mr. and Mrs. S. W. Reyburn will attend the premiere of "Journey's End" at the Gaiety next Tuesday, see Al Selig. On Wednesday, the 7th, the Division Ass'n has bought out the house......

M. E. COMERFORD will speak from radio station WGBI at Scranton, Pa., Tuesday evening, next week, to boost the airport planned for Schuylkill, suburb of that city.

S. CHARLES EINFELD left for the coast yesterday. Charley will visit the First National studios to get some new advertising thoughts on the coming product......Current issue of Hearst's Metrotone News is featuring shots of the Antarctic made by Captain Sir Hubert Wilkins......

WHEELER DRYDEN, who directed Sydney Chaplin's last film made in England, is now directing a New York stage play "Oh! Professor!" which will star Giuseppe Sterni, who appeared on Broadway in several Italian plays last season, including the Italian translation of "By Candlelight." In addition to staging the new Sterni vehicle, Dryden will also play the leading role......One of yesterday's trains leaving for the coast had on its passenger list Al Lichtman, Bruce Gallup and Lou Lusty......Bert Lytell was interviewed over station WPCH last evening by Radie Harris......Pauline Garon is again in town looking over Broadway and its bright lights......

APRIL 1—MANY HAPPY RETURNS

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

Wallace Beery  Jack Chefeé  Jack Cunningham
Lon Chaney  Lon Ramon

EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Signal Lights Stop Crowds for "Navy Blues"

THE Chicago at Chicago arranged to borrow two signal lights from the local naval training station. Lights were placed on the marquee of the house and operated with alternating green and red signals. Cut-outs of Alfred Page and William Haines were placed behind the lights. The house also arranged to place one-sheets on the naval recruiting boards throughout the city. -M.G.M

"Sally" Is Exploited From Varied Angles

THE exploitation of "Sally" was approached from a variety of angles for the engagement at the Warner Strand in Brooklyn. Children belonging to Elsie Jean's Happy Times Club, numbering 250 were guests of the "Brooklyn Times" at a Thursday matinee at the Strand. Ten thousand heralds were distributed at the employees' entrance of the big department stores in Brooklyn at closing hours. McPhoto Company placed 50,000 circulars in packages. McPhoto's also devoted a full window to a "Sally" display and featured "Sally" songs on their music counter. In return for this cooperation, 200 passes were issued by the theater. Over Station WLHT (the voice of Brooklyn) "Sally" announcements were broadcast. Posters for music store tie-ups were furnished by Witmark, free of charge. "Sally" souvenir programs were given to each woman attending a matinee performance a week before the opening. Cards were used on cars on the surface lines passing near the theater. A calliope, was an important feature of the street exploitation.

—First National

TEN YEARS AGO TO-DAY

In January 1920, Pearl White en route to Europe where she plans to make several pictures.

Joe Brandt of National Film Corp. calls a meeting of the independent producers and exchange managers to complete business left unfinished at the Chicago sessions.
Outstanding
Ladies of Leisure
will be remembered.
It should stay indefinitely.
Ada Hanfin
S. F. Examiner

A strangely beautiful and moving picture.
George E. Warren
S. F. Chronicle

A Columbia Picture
**Classic**

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

Fred Johnson  
S. F. Call-Bulletin

**Highest Rating**

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

Curran D. Swint  
S. F. News

A Columbia Picture  
A Columbia Picture
**The Film Daily**

Tuesday, April 1, 1929

**Coast Wire Service**

**Hollywood Happenings**

**WE HAD TO MAKE EIGHT FEATURES, 52 SHORTS**

**A Little from “Lots”**

*By RALPH WILK*

**Hollywood**

**EDWARD BROPHY, veteran unit manager, will enact an important role in “Our Blushing Brides,” which Harry Panton is directing for M-G-M. Edward’s previous appearance was as a comedy assistant director in “The Cameraman.”**

**Two More for Armstrong**

Pathe has signed Robert Armstrong for two pictures, the first assignment being “Beyond Victory.” John Robertson is directing.

**Role for Genevieve Blinn**

Fox has signed Genevieve Blinn for a role in “Common Clay,” which Constance Bennett and Tully Marshall will play the leading roles.

---

**Most Complete and Pretentious**

WITHOUT a doubt this is the most complete and most pretentious of all the Year Books you have ever put out. It completely covers every branch of the industry and will be a great help to anyone who desires information and knowledge of the business or anyone connected with it.

—JULES BRALATOUR.

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**M.P.T.O.A. Urges Exhibit to Aid N. V. A. D.**

(Continued from Page 1)

meeting in New York yester when it was decided to urge allaters in the U. S. and Canada to operate from April 27 to May 27. Screen trailer, lobby displays, other forms of publicity and exposure as well as suggestions for raising funds will be provided by M.P.T.O.A. or National Vendors offices at New Broadway.

Arbitration and contract, in problems, music tax, theatericing and protection were among subjects discussed. Chairman E. Fay, President M. A. Lightman, Secretary M. J. O’Toole and Treas. Jay Emanuel presented reports of the activities of the organization. Case of the N.V.A. explained work being done to maintain vaudeville a success. Other matters of the board of directors in tendance were: William E. Bent Saratoga Springs; Fred Weh berg, St. Louis; Jack Miller, Cago; Moe Silver, Los Angeles; Charles Levine, Major L. E. Thoason, New York and M. E. Comford, “Scranton.”

The contract and arbitration committee will resume its session toto preliminary to submitting its report to the 2-2 conference held tomorrow.

**Tiffany to Hold New York Regional Meet Tomorrow**

Second of two regional conventions in conjunction with plans for “Joy o’ the End,” will be held in New York tomorrow by Tiffany. The first clave was held Sunday in Denver where the following home office executives and branch managers were in attendance: Grant L. Cook, O. Hanson, Carl J. Goe, William Stro pro, Carl Shaltt, of Detroit; A. Moritz, of Cleveland; Mark Goldni of Cincinnati; Joe Leffk, Pittsburgh; Oscar Kusiner, Indianapolis; Hel Ellman, Chicago; Jack O’Toole, M yaukee; Harold Plaff, Toronto. tending tomorrow’s meeting will be Phil Meyer, New York; Ralph M row, southern division manager; A. Brown, western division manager H. J. Goldman, Boston; Ben Lie ric, New Haven; Harry Brow Washington; Al Blofson, Phila phia; Ed Hayes, Albany; Basi Buffalo; William C. Gehring, eastern division manager.
Give Them What They Want

EXHIBITORS know better than anyone what their patrons want in the way of shorts. THE FILM DAILY circularized a selected list of exhibitors and has analyzed the 650 replies which came back. (*)

These are the questions put to and answered by the men who come in close contact with the public and who know what their patrons want:

1.- On the whole, do you consider that short features mean more as entertainment and as box-office attractions now, than they did before the advent of sound, and if so, how much more?

2.- Have you increased your bookings of short features since the advent of sound?
   (a) To what extent?

3.- To what extent have short film features replaced vaudeville or stage presentations?

4.- (a) What type of short feature in sound do you consider most popular and most important to your program?
   (b) In what order of importance would you rate the following types of short feature: slapstick comedy, satire, straight farce comedy, scenic, operetta, novelty reel, cartoon, newsreel?

5.- Are good comedies or the vaudeville act type of short subject most successful?

6.- In the field of sound comedies, what type do you think most popular with the public?
   (a) Is slapstick as popular as formerly?
   (b) Does the situation comedy appeal more than slapstick?
   (c) What type of comedy appeals most to women?

7.- What length comedies are better suited for your house: one-reel or two-reel?

8.- Is the story in a comedy the important factor, or are the gags the main thing?

9.- What is the reaction of your patrons to the new sophisticated comedy made possible only by the advent of sound; that is, the smart type of playlet depending largely on its clever dialogue for its entertainment?

10.- Do your patrons comment on the comedy on leaving the theatre more than they did in the past?

11.- Is a comedy a necessary part of the show, regardless of the length of the feature or whether there is any stage show?

12.- Do your patrons prefer the popular screen comedians to the stage comedians who are not so well known to them?
   (a) In general, what has the biggest value in the short feature, the performer's name, the series name or the producer's name?

13.- Do you advertise your short features in all of your ad lay-outs?
   (a) Have you increased the amount of advertising on the short features since the advent of sound?

14.- Would general advertising on comedies in your local newspapers be of value to you?

15.- What are the most important accessories on short features and do you need any that are not now furnished by the distributors?

16.- Of what value to you is the comedy press sheet and do you have any suggestions to make on how these could be made more valuable to you?

17.- Has the interest of local newspaper critics in short features increased since the advent of sound?
   (a) What do you do, if anything, toward influencing them to review short subjects more generally?

See THE FILM DAILY SHORT SUBJECT ISSUE

for a consensus of the industry's exhibitors' opinion on short subjects

Out Sunday, April 6th

(*) These 650 replies represent answers from individual exhibitors and chain executives who operate more than one house. The questions therefore represent considerably more than 650 houses.
JUDGE KNOX BALKS AT MEDIATING IN FOX TANGLE

(Continued from Page 1)

...as a negotiator in any other way. Yesterday's hearing before Judge Knox centered on the possibility of enjoining the Winfield Sheehan and the Krebs-Rudnick-Snider suits in the State Supreme Court and consolidating the various suits in the Federal court exclusively so as to expedite dispositions of the minor litigation and get to the major matters. To this end, a motion was filed to enjoin the Krebs-Rudnick-Snider action, and Judge Knox said he expected to hand down his decision on this today. Should the ruling be against Krebs-Rudnick-Snider, the other suits in the State Court will be automatically shifted to the Federal Court.

Untermeyer argued that the determining point at issue now is the question of the validity of the trusteeship of Dec. 9, and that if this point could be settled all other angles of the litigation would be disposed of or simplified, also that unless this question is settled it is of no avail to proceed with any other suits. Untermeyer said he had been in conference with counsel from the other suits—the last three days in an effort to work out a simpler course of procedure and that a proposition is expected to be ready in another day or so. Further conferences are to be held today and tomorrow in the hope of presenting the plan at the next hearing, at 4:30 p.m. tomorrow.

In the Court of Appeals yesterday morning the hearing on the action of prohibition brought by Judge Coleman was indefinitely postponed and probably will not come up again. The Krebs-Rudnick-Snider suits in the State Court also were put over, and the Sheehan action has been postponed to Thursda.

Change Rockport Name
Rockport, Tex.—The Rockport has been renamed the Peoples.

Install New Screen
Cheyenne, Wyo.—A new screen has been installed in the Fox Lincoln while alterations were being made.

Taylor Wins Prize
Hillsboro, Tex.—Oh-Ben Taylor, manager of the R & R here, won second prize in the company contest for increased business.

To Copyright ‘Sunkist’
West Coast By THE FILM DAILY
Beverly Hills, Cal. — In changing the name of the Coast to Sunkist theater, Harbor B. Franklin, president and general manager of Fox West Coast Theaters, plans to copyright the new name for exclusive use for the circuit's houses.

Eastman Kodak Earns $10.26 Share for 1929
(Continued from Page 1)

eter preferred and common dividends there was a balance of $4,786,601 attributable to discussion, with good will and patents carried at nil. Current assets amounted to $93,746,138 at the end of the year. Current liabilities, to the sum of $15,134,401. Stockholders of the company increased during the year to 31,350, the report shows.

$15,544,544 NET PROFITS FOR PARAMOUNT IN '29
(Continued from Page 1)

713,000 for 1928 and $8,056,000 for 1927. Total assets of $60,000,000 are revealed by the balance sheet. In addition to the mentioned profits the report, which includes earnings of subsidiary companies, indicates the organization realized a non-recurring profit of approximately $3,000,000 on the sale of certain Canadian investments.

The company during the year paid out in dividends approximately 47 per cent of its net income and its earned surplus account increased from $13,540,000 at the end of 1926 to $26,764,000 at the end of 1929. Cash at the end of 1929 was approximately $1,800,000 in excess of the amount on hand at the end of 1928 notwithstanding the expansion program which the Company went through in 1929, its working capital ratio, as revealed by the balance sheet, is 2.47 to 1.

Comparative balance sheets for the years 1929 and 1928 follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Dec. 28, 1929</th>
<th>Dec. 30, 1928</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$7,791,133</td>
<td>$6,035,119</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>29,682,623</td>
<td>25,767,730</td>
</tr>
<tr>
<td>Investment or Fixed Assets</td>
<td>36,550,110</td>
<td>25,000,000</td>
</tr>
<tr>
<td>Deferred Charges</td>
<td>5,383,625</td>
<td>5,033,817</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$123,671,407</td>
<td>$120,631,704</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>$14,960,683</td>
<td>$11,646,906</td>
</tr>
<tr>
<td>Funds, Debt, Mfgs., etc.</td>
<td>79,130,130</td>
<td>63,786,946</td>
</tr>
<tr>
<td>Agency, Surplus, Reserves, etc.</td>
<td>10,147,970</td>
<td>2,774,196</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$104,238,752</td>
<td>$78,208,046</td>
</tr>
<tr>
<td>Minority Interest</td>
<td>6,728,413</td>
<td>5,686,624</td>
</tr>
<tr>
<td>Capital Stock</td>
<td>99,579,173</td>
<td>68,182,317</td>
</tr>
<tr>
<td>Surplus</td>
<td>26,761,025</td>
<td>18,549,703</td>
</tr>
<tr>
<td>Total</td>
<td>$123,671,407</td>
<td>$120,631,704</td>
</tr>
</tbody>
</table>

Redecorate Chicago House
Chicago—C. Fland Bros. has redecorated the 1,000-seat Armitage.

Brown at Salem
Salem, Ore.—Brady H. Brown has succeeded Verne E. McElmyre as manager of the Fox Elmire.

Gambrill at Springfield
Springfield, Ill.—George Gambrill is now managing the RKO Orpheum.

Allied States Votes to Incorporate Body
(Continued from Page 1)

mandations for the standard exhibition contract, including arbitration, preliminary to discussing, and en- viron the 2-2-2 conference to- day. The directors, representing each state organization, were photo- graphed in the group.

The directors inspect the Safety Control plant at Philadelphia today and dealt with this company was discussed yesterday.

20 PRODUCERS RATIFY NEW CODE OF ETHICS
(Continued from Page 1)


Provisions of the new code are as follows:

Every effort shall be made to reflect in dramas and entertainment the better standards of life.

No sex, natural or human, shall not be ridiculed. Sympathy shall not be created for the violation of the law.

Crimes against law shall never be presented in such a way as to throw sympathy with the crime as against law and justice.

Acts of murder or brutality shall be presented only in such a way as will not inspire imitation.

Methods of crime shall not be presented in explicit detail on the screen.

Renvy in modern times shall not be justified as a motive.

The use of profanity in American life shall be restricted to the actual requirements of conversation.

The sanctity of the institution of marriage and the home shall be upheld.

The reviving of sexual passion shall be presented only when not essential to the plot. Sex per- mission or any inference of its forbidden on the screen.

The subject of white slavery shall not be treated on the screen.

Good taste and a proper regard for the sensibilities of the audience must regulate the treatment of low, unpleasant, anti- not necessarily evil, subjects.

No film or episode may throw ridicule on any religious faith.

Ministers of religion in their character of ministers of religion should not be used as comic characters or villains.

The use of the Flag shall be consistently respected.

The history, institutions, prominent people and territories of our nation shall be repre- sented fairly.

Poisoned profanity is forbidden.

The history, institutions, prominent people and territories of our nation shall be repre- sented fairly.

Innocent or undue exposure is forbidden.

Such subjects as hangings or electrocution, third-degree treatment, and other cruel subjects, must be treated, the Code provides, within the careful limits of good taste.

Closes Washington Park
Cleveland—Stanley Karteck has closed the Washington Park.

Brady House Opened
Brady, Tex.—The Lyric has been reopened.
Fox Refuses Bancamericas Offer To Step Aside

UNIVERSAL CUTS 1930-31 FEATURES TO 20

Report Warners Dickering for Harris Circuit

**The Mirror**
- a column of comment

**The Daylight** saving apparatus is starting to walk once more. Its perennial and unlimited guest is ticking around the land armed to a wide sward in evening grosses providing exhibitors don't scare them in. As one exhibitor organization wisely pointed out yesterday, one sure way of defeating a proposal of this sort is to take off your hat and go to work seriously in an all-purpose campaign. The legislators or aldermen who are scheduled to consider the measure are apt to be antagonistic to your cause unless it is seen to be a reason and forcibly brought to their attention. Events are harmful to this or any other industry aren't ordinarily ushered through long-distance offenses.

**Theaters houses throughout the country will get behind the N. V. A. for funds needed for its humanitarian work at Saranac Lake. The benevolent idea, sponsored by the National Council of the N. V. A., represents the first organized exhibition has given its aid in a national campaign to aid vandervillians in need. It is a move which no doubt will receive the thorough cooperation of the industry.

**Included in 1930-31 releasing schedules of major companies provide independent producers with an unusual opportunity for enterprise. Copies of this classification which are in the drive towards better entertainment product are likely to have profitable season ahead.

---

**20 Theaters Involved in Deal Now Being Arranged**

Pittsburgh — Negotiations have been practically completed in a deal under which Warner Bros. will take over the Harris Amusement Co. chain of approximately 20 houses located in Pa., Ohio and Delaware. D.A. Harris, president, is representing his company in the dickering.

Harry M. Warner in N. Y. yesterday denied his company is negotiating for the Harris chain.

**526 Features Produced In 19 Countries in 1929**

Washington Bureau of THE FILM Daily
Washington — Approximately 526 pictures were produced in Europe during 1929, a compilation of figures by C. J. North, chief of the M. P. Division of the Dept. of Commerce indicates. Of this number 110 were listed as sound pictures coming under the heading of either talkers or synchronized features.

Germany leads the list of countries. (Continued on page 9)

**Fritz Williams, Lambs’ Shepherd, Drops Dead**

Fritz Williams, veteran stage actor and shepherd of the Lambs, dropped dead at the club late yesterday afternoon. He had been attending a (Continued on page 8)

**Claim Newsreel Name**

Claiming exclusive right to the exclusive use of the word “newsreel” from the fact that the International Film Service, incorporated in 1914, changed its name to International Newsreel Corp., the Fox-Hearst Corp. has obtained a Supreme Court injunction permanently restraining the Brookfield Theaters, of Brooklyn from using the title Brooklyn Newsreel Theater in connection with the house formerly known as Werba’s.

**Publicity Reported Taking Over Four Conn. Houses**

Norwalk, Conn. — Publicity is reported taking over the Empress and Regent here and the Palace and Strand at Stamford.

**Position of Censor Label Now Optional in No. Ohio**

Cleveland — Following complaint of local exhibitors that censorship hearings at the beginning of sound pictures due to uncertainties in the tendency to synchronize label cases. J. J. Clifton, head of the state censer board, has made the tacking on of censorship labels optional. Letters offering the choice of place, but emphasizing the necessity of inclusion, were sent to all theater owners in northern Ohio by the local Film Trade Board of Trade.

**Fox Actions in State Court Must Stay There, Knox Rules**

Musicians, Stagehands Plan House for Jobless

Denver — In an effort to relieve distress among musicians and stagehands thrown out of work by the talkers, the local branches of these unions plan to lease the Denham and open it about April 20 with a stock company financed and operated entirely by union groups.

**Adoption of Big Films Policy Announced by Laemmle**

Adopting a new policy of big pictures, Universal announces that it will make only 20 features next season, instead of the usual program of around 50 productions, and a proportionately smaller number of shorts. The newly formulated plans also call for concentration on short subjects like the George Sidney-Charlie Murray series and others along the lines of the Collegians and Leather Pusher.

**Installing 54 Cooling Plants for Warners**

Seven refrigerating and air conditioning plants are now being installed in Warner theaters in New Jersey and Philadelphia with 47 more houses throughout the country to be equipped before the summer season begins. New Jersey houses now installing cooling systems are: Montclair, Passaic, Regent, Elizabeth, and Cameo, Bridgeton. Cooling plants will be ready for operating in three weeks at the following Philadelphia theaters: Stanton, Victoria, Palace and Logan. Miner-Woodling Heating and Ventilating Co. of New York is making the installations.

**National Screen Service Dividend on a $2 Basis**

National Screen Service Corp. has increased its annual dividend rate from $1 to $2 per share. The first quarterly payment under the new rate will be made J.-Y. 1.

**10:30 A. M. Start**

The 2-2-2 conference to discuss a new standard exhibition contract will meet at 10:30 o'clock this morning at the Union League Club, N. Y. Its duration is contingent upon progress made.
Defer Hearing
West Coast Div., THE FILM DAILY
Hollywood—Hearing of the
case brought by the Govern-
ment against West Coast The-
aters and 16 producer-distribu-
tors organizations on trust
charges has been postponed
again at least to June 17. The
case was to have been heard
yesterday following a post-
ponement from Feb. 5.

Damage, Injunction Suit
Against Vallee Dismissed
Justice McGoldrick of the Supreme
Court has dismissed the $500,000
damage and injunction suit brought
by Will Osborne against Rudy Vallee
on the ground that Vallee libeled
him in the book “Vagabond Dream
Come True.”

Steinberg, Rosenthal Get
States Cinema Picture
Nat Steinberg and Barney Rosen-
thal will distribute State Cinemas’
The Woman Who Was Forgotten’
in Eastern Mississippi and Southern
Illinois.

Mabel Normand Left $94,000
West Coast Bureau, THE FILM DAILY
Los Angeles—Probate of the will
of Mabel Normand reveals an estat
of $94,000. Her mother is named
sole beneficiary.

$1,000,000 Stamford House
Stamford, Conn.—Theater Realty
Co. of Stamford has purchased a site
on Rippowam square for a 2,500-seat
theater to cost $1,000,000. The house
will be known as the Davenport.

Frank Zukor with Brock
Frank Zukor is chief cameraman
for Louis Brock who is producing
a series of shorts at the ideal stu-
dios in New Jersey.

Witmark Detroit Office
Detroit — M. Witmark & Sons,
music publishers, have opened an of-
cice here.

Albee Left $2,000,000
An estate exceeding $2,000,000 in
value was left by the late Edward
F. Albee, it was indicated by his will,
which was filed for probate in the
Surrogate’s Court at White Plains
yesterday.

Thieves Get $3,430 Loot
From 2 Brooklyn Houses
Theft of $3,430 has been reported
to the police by two Brooklyn the-
aters, the Kingsway, Coney Island
Ave. and Kingsway, and the Fox
Ambassador, 776 Saratoga Ave.
At the former a safe containing $1,900
was taken while the Fox house
lost a strong box in which were
$1,530.

“Monte Carlo Night” For
M.P. Club Members Apr. 9
“Monte Carlo Night” will be observed
by the M. P. Club April 9 when
members and their wives will be
offered a variety of diversions.
Arthur W. Stebbins is chairman for
the occasion which will be featured
by a ballet dance and a dance or-
chestra. No charge is to be made
and each member may bring his
wife and two additional guests.

Two Michigan Houses
Damaged by Bombers
Grand Rapids, Mich.—The Wealth-
ly Street here and the Regent at
Mason City were recently damaged
by bombs. Two men were held in
connection with the Wealthy Street
incident.

The Industry’s Date Book

Wednesday, April 2, 19

NEW YORK STOCK MARKET
High Low Close

<table>
<thead>
<tr>
<th>Stock</th>
<th>High</th>
<th>Low</th>
<th>Close</th>
</tr>
</thead>
</table>

NEW YORK CURB MARKET

<table>
<thead>
<tr>
<th>Stock</th>
<th>Close</th>
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</thead>
</table>

NEW YORK BOND MARKET

<table>
<thead>
<tr>
<th>Stock</th>
<th>Close</th>
</tr>
</thead>
</table>

Chicago: Holtwood Films
1272 Indiana Ave.
6708 Santa Monica Blvd.
CRLNENT 55911

HOLLYWOOD 4121
ATTENTION to the guy who invented TALKING PICTURES!

NORMA SHEARER makes your dreams come true in the Talkie of Talkies - THE DIVORCEE


ELECTRIFYING THE INDUSTRY!

Greta Garbo 3rd BIG WEEK at the Capitol, N.Y. "Anna Christie" has broken every record ever known at the Capitol!

THE DIVORCEES the pride of METRO-GOLDWYN-MAYER

“Congratulations Leo, you’ve made my dreams come true!”
Smashing Screen Triumph of SONG—HUMOR—PATHOS and SPECTACLE

“PUTTIN’ ON THE RITZ”

to satisfy nation-wide demand for view of this United Artists hit with simultaneous showings on or about APRIL 26th backed by stupendous newspaper and exploitation campaign.

After SIX record weeks at the Earl Carroll Theatre, N. Y. at $2.00 moves to Rivoli Theatre for indefinite run at popular prices.

Directed by EDWARD SLOMAN

Presented by Joseph M. Schenck
Two of the most startling song numbers ever produced

Cities where “Ritz” will be seen on April 26th

Puttin’ on the Ritz  Alice in Wonderland

The never-to-be-forgotten voice of Broadway’s great songster

HARRY RICHMAN

The beauty and charm of that popular young star

JOAN BENNETT

The irresistible humor of James Gleason and Lilyan Tashman

IRVING BERLIN

“Puttin’ on the Ritz” is a showman’s dream come true

UNITED ARTISTS

The Royal Family of the Screen

SONG HITS

“With You”

“Puttin’ on the Ritz”

“There’s Danger in Your Eyes, Cherie”

“Singing a Vagabond Song”
Deplores Ignoring Needs
Of the Silent Film House

THE talking film having by
now established itself, the
tendency to forget the silent
picture is understandable.
Whether it is forgivable is an-
other matter. It must not be
forgotten that there are still
thousands of cinemas where the
new film has not yet arrived.
The silent exhibitor who is apt
to be forgotten in the present
"talkie" enthusiasm has had to
complain that he is being left
in the cold. In concentrating
all their energies on the meet-
ing the "talkie" boom, renters may have
devoted less thought to the silent
man than might have been.
Even the most ambitious houses,
from the all silent indepen-
dents, have room for the fine
art and craftsmanship of the
silent film.

"To-Day's Cinema," London

BELIEVES Talking Films
Can Give New Life to Opera

MANY a humbler person has
been convinced for a long
time that grand opera stopped
with Richard Wagner, unless
Debussy in "Pelleas et Melis-
sande" is admitted to have gone
another step forward, though
practically in the same direction.
If an art stops growing it may not
therefore belong in the tomb,
out of sight and forgotten but it
does emphatically belong in a
museum, and museums are what
opera houses have become. If the
sounds can break into them
and bring out what is still capa-
bile of having the breath of life
breathed into it they will do
what nothing else has been able
to do for generations. It will
be the best thing that this coun-
try has ever done for grand opera
as an art.

"Cinema," New York

ALONG THE RIALTO

with

Phil M. Daly, Jr.

TOMORROW will be a great day for Paul Gillick, Mason, as
his Right Worshipful will be invested by Pacific Lodge as
Grand Representative of the Grand Lodge of Colorado near the
Grand Lodge of the State of New York. The ceremony will
take place at the Pacific meeting rooms in Masonic Hall, 50 W.
24th St. Paul was Master of the lodge before he became its
treasurer. Other motion picture men who have served as its
Master are Samuel Eckman, Jr., and George Balsdon. I.
Silverman, one of the directors of Warner’s real estate activi-
ties, is back in New York after a 12-day trip to Havana

PARAMOUNT has started going after exhibitors anent "Para-
mount on Parade" with the distribution of broadsides an-
nouncing the release of the production in the near future. Credit
for the job goes to Russell Holman, Paramount advertising
manager. Just received word that Bert Lytell and Grace
Menken have said "I do" in Philadelphia. The two have been
appearing together in the play "New York." W. E. Rosen-
quast, Vitaphone Central sales manager, has returned from a
week trip to Kansas City, St. Louis, Chicago and Det-
troit.

MANY persons prominent in the amusements world are taking
an active part in making arrangements for the benefit to
be held at Carnegie Hall Sunday evening in aid of the Jewish
Community Center and Social Service Fund. Among them are S. L.
Rothafel, Eddie Cantor, George Jessel, David L. Loew, Nathan
Burkan, A. J. Balaban, Sophie Tucker and Belle Baker.

Sound experts have given their okay to the acoustics of the
Warner Hollywood, of which Thomas W. Lamb is the architect.
The theater opens April 17. "Swing High," the Path-
ecirrus film, has been the means of reuniting George Fawcett
and Bryant Washburn after twenty-three years. Bryant made his
stage debut in 1907 in a play in which George was being starred
in Chicago at the time.

GUS EDWARDS is taking a brief respite from picture work
for a vaudeville tour of R-K-O theaters. He plays the
Palace in New York the week of April 12. Among those
in his company is Arnida, she who played opposite Jack Barry-
more in "General Crack." Dolly Tree, the well-known
theatrical designer, left New York yesterday for the Coast. She
has been engaged by Fox to assist Sophie Wachner in design-
ing sets for the company’s stars. W. E. Gordon will be
the featured artist on the program to be broadcast by Major
Bowes’ Capitol Family on Sunday.

GEORGE E. BRADLEY has become director of publicity
and advertising for the new B. S. Moss circuit of talker
houses.

PAUL L. STEIN, who directed Lillian Gish’s first talking pic-
ture, “One Romantic Night,” arrives in New York this morn-
ing preparatory to sailing for Europe. He’s at the Biltmore.

APRIL 2---MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE
FILM DAILY to the follow-
ing members of the industry,
who are celebrating their birth-
days today:

Charles P. Payne
Arthur Hirsch

Jack Buchanan
Joseph W. Girard

EXPLOITETTES
A Clearing House for
Trade, Exploitation Ideas

"The Grand Parade" Exploited
At Philadelphia Showing

A MOST successful campaign
was put over in Philadelphia
during the showing of "The
Grand Parade," at the R-K-O.
Through an arrangement made
with the Health-O-Meter Co.,
15 stores were made possible
to use the Health-O-Meter display
sheets and cards. Forty-five min-
utes were devoted to a "Grand
Parade" contest over the "Mike"
of Station WPEN. One hun-
dred and fifty window displays
were secured through the co-
operation of the Victor Talking
Machine Co. Feature stories were used in the
Sunday editions and publicity
readers in the dailies.

—Pathe

Novel Contest Exploits
“Dynamite” at Nampa

A NOVEL contest was used
by Herman Brown, manager
of the Majestic, Nampa, Ia., as
the basis for his campaign
to put over "Dynamite." Four
days prior to the playdate, the "Con-
rad Nagle Measurements Con-
test" was announced in the Idaho
"Free Press." The contestants
were requested to guess the
physical proportions of the star,
who later wired the information.
This wire was displayed in a
window of the "Press" located
on the main street and tickets
were awarded for the nearest
correct estimates.

-M-G-M

TEN YEARS AGO TO-DAY

William Gibbs McAdoo retires as
general counsel of United Artists.

Mary Pickford to make "The
Duchess of Suds" as her next pro-
duction.
Hollywood Happenings

10 PICTURES IN WORK AT FIRST NATIONAL LOT

Hollywood—Ten pictures are now in various stages of production at the First National studio and seven more are in the cutting room. Three of the pictures in work are with color. First National expects to maintain this 10-picture schedule for some time.

5 Vocal Characterizations

Five different vocal characterizations will be presented by Lon Chaney in "The Unholy Three," which will be his first for M-G-M under his new contract. Jack Conway has been assigned direction of the talker picture.

Russell To Adapt

John Russell will write the adaptation of the "Painted Lady" for Fox.

Downey With Nancy Carroll

Supporting Nancy Carroll in "The Devil's Holiday" will be Morton Downey.

"Reno Started"

George Crone has started direction of "Reno," which features Ruth Roland, for Sono Art.

Completes 2 Song Sketches

Two song sketches, "The Voice of the Sea" and "Deep South," have been completed by Oscar Lund, director. The subjects were made in Florida for the Van Beuren Corp. for release through Pathé.

Back From Location

"The Dawn Patrol" company having made exteriors at Triunfo, Cal., has returned from location to continue work at the First National studios.

Fort to Write Comedy Series

The series of two-reel comedies to be made by Universal with George Sidney and Charlie Murray in the cast will be written by Garrett Fort. The films will be directed by Nat Ross.

"On Your Back" Lead for Rich

Irene Rich has been selected to play the leading role in Fox's "On Your Back," adapted from a story by Rita Weinman.

Hollywood's Best Seller

The dictionary is the best seller in Hollywood avers Leo McCarey, who is now preparing to direct "Roadhouse" for Fox. Correct pronunciation of words is chiefly responsible for its popularity.

WARNERS TO COMPLETE MUSIC BLDG. IN 6 MOS.

Completion of the new Warner Bros. building now under construction at 54th and 55th Sts., between 11th and 12th Aves., is expected in six months. All music affiliations of the company will be quartered in the new structure which will provide adequate means for conducting their businesses. Some of the companies are now housed in the Warner home office building on W. 44th St. and others nearby.

Prominent Men Endorse M.P.P.D.A. Ethics Code

Receipt of communications from prominent Americans in every branch of endeavor in endorsement of its adoption of a production code of ethics was announced yesterday by M. P. P. D. A. Among those who have sent messages are Thomas A. Edison; Glenn Frank, president of the University of Wisconsin; David Moody, governor of Texas; Harvey Parnell, governor of Arkansas; Clyde K. King, professor of economics at the University of Pennsylvania, and George M. Cohon.

Among those who expressed disfavor with the code were Arthur Garfield Hayes, national director of the Civil Liberties Union; Morris L. Ernst, well-known attorney; John Haynes Holmes, minister of the Community Church, and Forrest Bailey of the Civil Liberties Union.

Royal Bys 30,000 Shares of F.P. Canadian Stock

Montreal—Further working capital of $750,000 for Famous Players Canadian Corp. has been secured by the exercising of an option of securities of the Securities Corp. of this city for 30,000 shares of common stock at $25. The purchase of the block of stock follows an agreement for refinancing of the company entered into two years ago. I. W. Killam, president of Royal Securities, is also a director of Famous Players Canadian.

Rockford House Closed

Rockford, Ill. —The Capitol has been closed.

Buys Chicago House

Chicago—Harry Goldwin has taken over the Ideal from Ben Nathan.

WARNER IN MORGANTOWN

Morgantown, W. Va. —Walters will build a 2,000 seat house here.

Pittsburgh Price Cut

Pittsburgh—Admission prices at the Warner have been cut. From 10 a.m. to 1 p.m. admission will be 25c.

To Install Carrier

Mission, Tex.—R. N. Smith will install a Carrier Air Washer at the Nu-Art.
Eastman's 50th Year

Marking the 50th anniversary of the company, Eastman Kodak will celebrate its half-century birthday with a series of radio programs to be inaugurated April 11 over the N.B.C. network.

526 Features Produced in 19 Countries in 1929

(Continued from Page 1)

tries with 192 silent and 90 sound pictures for the year. France is next with a total of 52 films, 48 of which were silent and 4 sound. Great Britain takes third place with 40 silent and 10 sound feature productions. Finland produced 30 pictures, all silent; Czechoslovakia, 25 silent; Austria, 19 silent; Spain, 17 silent and 3 synchronized; Poland, 12 silent; Belgium, 5 silent and one sound; Italy, Estonia, Rumania, and the Netherlands each 3; Belgium, 3; Norway and Portugal, 3 silent each and Netherlands, Denmark and Latvia, 2 silent. Once again this year Wilmer took place only in 19 countries, the report shows.

Wilmer & Vincent to Build $1,000,000 Reading House

Reading, Pa.—Theater costing $1,000,000 will be constructed on a Penn St. site here by the Wilmer & Vincent chain. The property has been acquired on a fifty-year lease for a total consideration of $2,500,000. The theater is scheduled for completion Thanksgiving Day.

Watson Leaves Cleveland

Cleveland—William Watson has resigned as manager of the Hippodrome and returned to Mississippi.

Arthur Black With Huebner

Detroit—Arthur D. Black, formerly assistant manager of the Lincoln Square is now connected with George J. Huebner & Co.

Buys Natick House

Natick, Mass.—The George A. Giles Co. has taken over the Natick and will operate it as a combination house.

New House For Harwich

Harwich, Mass.—Another house is being built on the lot adjoining the Cape Playhouse.

2 New England Houses to Close

New Haven—Fox New England Theaters plans to close the Plaza, Worcester and the Lyric, Bridgeport shortly. The houses will be reopened about Sept. 1.

For Mother's Day

For Mother's Day programs, during the first week in May, Van Beuren has produced for Pathé release "Mother," containing five songs that are appropriate to the occasion. Pathe Audio Review No. 11, entitled "The Privilege of Home Sweet Home," also will be suited to Mother's Day bills.

FOX REFUSES BANKERS OFFER TO STEP ASIDE

(Continued from Page 1)

banks offered to step aside if Fox desired to accept another plan of refinancing for his companies.

For being joint venture to Fox, the bankers state that they merely were reiterating one of the terms of their contract which allows Fox to privilege of considering other arrangements. The Bancamerica group's withdrawal was made contingent upon Fox reimbursing the bankers for expenses incurred thus far, amounting to about $975,000. Refusal of Fox to accept the proposal leaves the refinancing situation just where it stood before, with the Bancamerica group holding a contract to refinance the Fox companies according to the plan approved by Fox and the stockholders.

Although denying the motion for an order to restrain suits in the Superior Court designed to prevent the consummation of the Bancamerica plan, Judge Knox granted Gast the injunction with conditions to avoid what Krebs-Rudnick-Snider in their federal court action for a receivership. Judge Knox's action also is understood to make it unnecessary for the Stuart-Otterson group to press its application in the Circuit Court of Appeals for an injunction restraining the Federal court from interfering with actions before State Courts.

Prompt action of Judge Knox in settling this point was in line with his declaration Monday that he would make every effort to straighten out the legal complications with the least possible delay.

As a result of the continued deadlock, the Fox note for $12,000,000 held by Halsey, Stuart, due Monday, was not acted upon.

Buys Allentown House

Allentown, Pa.—A. R. Boyd Enterprises has taken over the Embassy from James K. Bowen.

To Rebuild at Kinston

Kinston, N. C.—A new house will be built to replace the grand which was recently destroyed by fire. A. B. Huff will manage the house.

Ralph Hibbler Resigns

Detroit—Ralph Hibbler has resigned as booker at the local Universal exchange.

UNIVERSAL CUTS 1930-31 FEATURE PICTURES TO 20

(Continued from Page 1)

series; elimination of brands and brand names, leaving it up to each production to stand on its own merits; individual handling of individual units in the studios, with E. Masher and Alfred De Mond already heading two such units.

"There will be no more Universal house operas, no more five-reelers," Carl Laemmle states. Elaborate plans have been made for John Boles, whose next vehicles will include an original music drama by Konrad Bercovici and a current Broadway stage hit. Universal also intends to remake "The Hunchback of Notre Dame" and produce three or four big outdoor pictures like "The Oregon Trail." Among the plays and books already bought are: "The Little Accident," by Floyd Dell; John Erskine's "Sincerity"; "East Is West"; G. B. Stern's "For Husbands Only," and "Outside the Law," which Tod Browning will make, with Edward G. Robinson and Jackie Coogan's little brother already selected.

Repairing Fox Alcazar

Great Falls, Mont.—Fox Alcazar, recently damaged by fire, has been temporarily closed for repairs and renovations. The house will be enlarged.

Newsreels Click

New Haven—Policy of Fox Poli Bijou showing 30 minutes of newreels in addition to a talking short at every show has met with general approval here, it is indicated by the increase in patronage.

Fritz Williams, Lambs' Shepherd, Drops Dead

(Continued from Page 1)

meeting in connection with the forthcoming public Lambs Gable. Williams was 64 years of age and had been appearing on the stage for the past forty years. He was playing in "Berkeley Square" at the time of his death. He had also appeared in such successes as "Rain" and years before as a member of the Lyceum Stock Company.

Buys Pawtucket House

Pawtucket, R. I.—William J. Lynch has taken over the Star which is 100 years old.

Texas House Closed

Brackenfield, Tex.—The Star has been closed temporarily.

Reopen Eureka House

Eureka, Cal.—The Liberty, formerly called the Orpheus, has on been reopened.

Covington House Reopened

Covingtn, Ga.—Mrs. Irvin Dietz has remodeled and reopened the Star.

Should Be On the Desk of Every Executive

MAY I extend to you, my sincerest congratulations on the 1930 YEAR BOOK! It should be on the desk of every Executive of the Motion Picture Industry, for it is practically the Motion Picture Industry in itself! A splendid piece of work!

—William Brandt
Gen. Mgr.
Fox Metropolitan Playhouses

THE FILM DAILY

Wednesday, April 2, 1930

EXHIBITION

of Philadelphia

The "Home Town Fakers" of 6,000 film stars are owners. The most intensive read journals in the industry. Keeping you everlasting at it for the 12th successive year. 100% coverage of a 35% territory!

Emanuel Goodwin Publications
New York—Philadelphia—Washington
Main Office, 219 N. Broad St., Phila.
The Mirror
-a column of comment

WINNERS, of which there has been a scarcity are apparently de-

tined for increased popularity. New-

tseason production schedules verify this. Such pictures with b. o. trim-

nings as “In Old Arizona” have

registered well enough to encourage the making of more out-of-doors

products. Dialogue has been the

stimulating tonic-and color. Good

Westerns, with believable stories and

acting, are likely to click with both

adult and juvenile trade.

NEVER before has such a com-

prehensive survey of the short subject field, revolutionized by sound, as the

one which will be presented in the

FILM DAILY SHORT SUBJECTS

QUARTERLY, issued next Sunday.

The opinions, compiled through a na-

tional canvass of selected theater

owners and managers, accurately re-

flects prevailing conditions and needs

in this increasingly-important division

of the film industry. Results of these

questionnaires tell with illuminating
detail what exhibitors want in short

entertainment.

* * *

SIXTY newspapers have now allied

themselves with Universal in the con-
duct of that producing company’s

talking newsreel, with Graham Mc-

NAME as the unseen but heard news-
paperman. A lot of attention has

been attracted by this innovation in

newsreel presentation. It’s selling

like hot cakes, say all reports which

reach our ears.

Hearing of All Suits in

Federal Court is Put

Over to Monday

Validity of the Fox trusteeship

agreement of Dec. 3, regarded as the

chief stumbling block to a settle-

ment of the Fox financial crisis, is

expected to come up for argument

next week, following an agreement

yesterday before Judge Knox to put

over all Federal court actions until

4:30 p.m. Monday. The lawyers

meanwhile will work out means of

clearing the way for hearing of the

trusteeship issue. Absence of Sam-

uel Untermeyer, who was tied up in

the State Supreme Court on another

Fox matter, was partly the cause of

the other attorneys asking a post-

ponement.

The State Court actions argued

yesterday before Justice Ford were

the application by Untermeyer to dis-

continue the State Court suit by Fox

against Stuart-Otterson over the

(Continued on Page 8)

FIREPROOF CURTAIN EDICT

HITS FOUR WASH. HOUSES

Washington Bureau of THE FILM DAILY

Washington—Four local neighbor-

hood houses have been given to April

10 to install fireproof curtains. The

theaters, all of which play stage

shows, are: Strand, Gayety, Howard

and Lincoln. The notices were served

by the district fire commissioners.

Cost $12,000,000

Universal will spend $12,-

000,000 on the production of

its 20 features for the next

season.

At Least 10 Will be All-

Color Pictures, States

Jack Warner

West Coast Bureau, THE FILM DAILY

Los Angeles—Expenditure of $17,-

500,000 on 40 First National pic-

tures planned for 1930-31 is announ-

ced by Jack L. Warner. This is the

biggest outlay and program in the

company’s history, and will neces-

sitate the continuance of activity at

the Burbank studios without the

usual summer lidown. At least 10 of

the features will be all-color specials, Warner states, and special attention will

be given to musical productions.

An innovation is the erection of a

$250,000 Music Arts Hall, which is

now nearing completion. This build-

ing will furnish facilities for com-

posers and lyric writers. It will also

house a large and small theater, and

a library of 250,000 musical scores,

published and in manuscript. An

(Continued on Page 8)

ELECT OSCAR APPLE HEAD

Baltimore Musicians Local

Baltimore—Oscar Apple has been

installed as President of Local No.

40, of the American Federation of

Musicians. Other officers elected

were Emil S. Odenhall, vice-presi-

dent (Continued on Page 8)

Newsreel Firms Seeking

To Sign Floyd Gibbons

Floyd Gibbons, noted war corre-

spondent and now recognized as an

ace radio feature, has been approach-

ed by several companies in regard

(Continued on Page 8)

Mass. Bill Would Give State

Jurisdiction Over Booths

BOSTON—Indications are that ex-

hibitors are winning their fight to

prevent state regulation of projec-

tion booths. An adverse report has

been made on a bill which would re-

quire that operators be present in

their booths at all times when their

projectors are running. The meas-

ure was introduced to enforce safety

rules drafted by the state depart-

ment of public safety.
Marlene Dietrich Sails
To Act for Paramount

Berlin—Following the premiere of Ufa’s “The Blue Angel,” in which she appears as leading woman opposite Emil Jannings, Marlene Dietrich has embarked on the Bremen for New York and upon her arrival there will go to Hollywood to appear in Paramount pictures. L. D. Schumoff of Paramount and Director General Klitsch of Ufa are sailing on the Bremen to discuss matters pertaining to co-operation between Ufa and Paramount. An English version of “The Blue Angel,” which scored a hit at the premiere, is being sent to New York on the same boat.

Goldwyn Sees 50% Cut
in Next Season’s Product

West Coast Bureau, THE FILM DAILY

Hollywood—Within a year there will be 50 per cent less films made, pronounced Samuel Goldwyn, who is producing four pictures for United Artists next season’s program. Goldwyn declares that “It is ridiculous for studios to attempt to turn out 15 to 20 musicals a year. The best shownmen with years of experience in the field are only able to do one or two.”

In addition to producing two Ronald Colman pictures, the producer who made “The Road” and “The Affairs of Anatol” will make “Whoopee” with Eddie Cantor and an operetta with Evelyn Laye before the end of the year.

Lose Case Against Wis.
Exchanges, Film Board

Milwaukee—Complaint of Leo and Anthony Assaf against the local Film Board of Trade and exchanges has been decided in favor of the defendants by the Dept. of Agriculture and Markets. The operators of the New York in this city filed a complaint under provisions of Chap. 99 of the Wisconsin State Statutes relating to methods of competition and trade practices. They alleged they had not been able to obtain film except on unreasonable terms.

Fritz Williams Funeral
to be Held Tomorrow

Funeral services for Fritz Williams, shepherd of the Lamba, who died Tuesday will be held at St. Malachy’s Roman Catholic Church, 254 W. 49th St., tomorrow at 11 o’clock. Burial will be at Woodlawn Cemetery.

Lloyd Begins Work on “Feet First” on April 10

West Coast Bureau, THE FILM DAILY

Hollywood: — Actual shooting on the next Harold Lloyd all-talker, “Feet First,” will begin April 10. The production will be released by Paramount in the fall.

“U” Feature Roxy Hold-Over

Universal’s “Capitan of the Guard,” which opened at the Roxy last Friday, will be held over for a second week. John Boles and Laura La Plante, stars of the picture will continue their personal appearances.

Ehreson To Plan Warner House

John Ehreson has been selected by Warners to design plans for a 1,800-seat house at Wilkinsburg, Pa. The house will be of the de luxe type and equipped with Theatrephone for the hard-of-hearing.

Paramount Revue Rialto’s Next

“Paramount on Parade” follows “Hell Harbor” at the Rialto. The picture will celebrate the 15th anniversary of that theater.

Financial

NEW YORK STOCK MARKET

High Low Close Sales

Am. Seab. 22 21 21 21 2,000
Con. E. Ind. 25 25 25 25,000
Cut. 25 25 25 250
Cond. Films 5 5 5 2,600
East Kodak 25 25 25 500
Fox Film A’ 25 25 25 2,300
Fox Film B’ 25 25 25 2,200
Fistereo 30 30 30 1,400
Genn, Thea, Enq. 45 45 45 16,500
Kellor 28 28 28 200
Loew’s, Inc. 35 35 35 500
Lum. Inc. 25 25 25 250
Maj. Pic. 25 25 25 1,000
Param. Bros. 25 25 25 1,400
Path. Exch. 25 25 25 2,600
Pars. P. L. 25 25 25 2,400
Path. Exch. 50 50 50 200
Path. Exch. 50 50 50 200
RKO 25 25 25 2,000
Warner Bros. 35 35 35 2,000
Warner Bros. 25 25 25 2,000
NEW YORK BOND MARKET

B. & K. 7 7 7 200
Columbia Corp. 45 45 45 200
E. J. O. 12 12 12 200
Graham 20 20 20 200
Hays, Inc. 15 15 15 200
Intern. Prog. 25 25 25 200
Lueck 50 50 50 200
Loew, Inc. 12 12 12 200
N. Amer. T. 20 20 20 200
New York Bond Market

Keith A. O 64 64 64 200
Loew, Inc. 12 12 12 200
Path. Exch. 50 50 50 200
Paramount Corp. 45 45 45 200
Path. Exch. 50 50 50 200
Path. Exch. 50 50 50 200

Eastman Films
J. E. Brulatour, Inc.
Chicago
Hollywood
1727 Indiana Ave.
5700 Santa Monica
CALumet 2691
HOLLYWOOD 4121
ALONG THE RIALTO

with

Phil M. Daly, Jr.

ANTHONY BUSHELL, English actor who plays an important role in "Journey's End," is due in New York this week from Hollywood and will remain for the premiere of the picture, after which he sails for a holiday in England. . . . Sid Davidson, recently with Universal, has got himself a job as publicity man for the Branford, Newark, a Warner house. . . . Irene Day, recently signed to play in Fox pictures, is bound for Hollywood. She has sung on the concert stage and over the radio as well as in vaudeville. She was a featured performer in "A Wonderful Night," the Shubert show . . . . .

WILL HAYS speaks on motion picture progress in the latest issue of Hearst Metrotone News . . . . . Police Commissioner Grover Whalen may be seen and heard on the screen of the Embassy this week in a special release of Fox Movietone News. The Commissioner discusses the work of preventing crime among the youth of the city . . . . . A series of special lithograph posters have been executed by Hap Hadley for use in conjunction with the exploitation of "Clancy in Wall Street" by Aristocrat Pictures. Advertising drawings have been prepared by Robert Griffith, while Charles Reed Jones is responsible for the press book . . . . .

CONRAD VEIDT will be heard from the screen for the first time when the German version of "Bride 68" has its American premiere Saturday at the Fifty-fifth Street Playhouse . . . . .

HERMAN G. WEINBERG, manager of the Little, Baltimore, is in New York to meet Marlene Dietrich, the German film star recently signed by Paramount. The two are personal friends . . . . .

JOHNNY DOWNS, a member of "Our Gang," will head the vaudeville bill the first half of the week at the RKO 58th Street. On the program the second half of the week at the same theater will be Alma Rubens in impersonations of well known performers . . . . .

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Window Displays Feature "Lady to Love" Campaign

Window displays formed the basis for the campaign used by H. M. Addiss, manager of Loew's Rochester, Rochester, to help put over his showing of "A Lady to Love." The displays were arranged with the David's Peoples store, Small's Jewelry store, The Kathryn Baker Co., the Mashaun Furrier store and the flower shop in the Seneca Hotel. Each display carried advertising copy for the store and the picture. . . . . . M-G-M

Tap Dancing Contests Are Aids to Better Business

Another thing that may net some real results is a tap dancing contest. If you'll bother to check up a bit, you'll learn that tap dancing is on the boom throughout the United States. Put on a contest. Get merchants to donate prizes on the strength of the advertising you give them on the screen, display in the foyer and newspaper advertising and publicity. Tap dancing will click better than either the Charleston or Blackbottom . . . . . New

Audition Contest Boosts "Rogue Song," at Louisville

WALTER D. MacDOWELL, manager of Loew's State, Louisville, Ky., tied up the Courier-Journal radio station WHAS, Majestic Radio distributors and the Cooper-Louisville Co. Each dealer ran a separate contest and the winners from each took part in the finals over the radio station. A Majestic Radio and a silver cup awarded by Lawrence Tibbett were the prizes . . . . . M-G-M

TEN YEARS AGO TO-DAY

Oscar Price reported about to resign from United Artists. . . . .

Attendance record at Rivoli broken as 34,439 people see "Dr. Jekyll and Mr. Hyde" in four days.

APRIL 3---MANY HAPPY RETURNS

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

Vivian M. Moses
Sally Rand

Maurice D. Kann
Duncan Renaldo

A FILM FACT A DAY

A quarter of the silver used in this country is consumed by the motion picture industry.

Timely Topics

A Digest of Current Opinion

The turn of Western Will be soon to Exhibitors, Is View

THE west is coming back and with a vengeance, according to announcements by several producers. What welcome news that is to the small town houses, those Saturday night businesses as much dependent on the outdoor action picture. The mastery of sound recording outside the studio is no doubt responsible for the sudden rush back to the ranks of the great outdoors. Too, producers by this time undoubtedly realize that the great movie public wants more than dialogue and songs in its picture fare. Action is the thing that gave pictures what the stage couldn't and made them the entertainment of the masses. The public is becoming fed up on the same old pictures or picture matter no matter who the producer.

"Motion Picture Digest" . . . . .

Selects Quality of Film Advertising Needs Improvement

FILM advertising all over the world certainly compares very unfavorably with the methods employed by ordinary national advertisers. Old showman methods die hard, and it will probably be some time yet before film chiefs realize that improved advertising will mean improved business to them. It is difficult for them to see this when they are as prosperous as they are at the moment, but I do believe that the present prosperity can be greatly increased if methods of publicity progress. Vast strides have been made in the quality of film production, and in the comfort and construction of buildings in which films are shown. Yet advertising has shown little or no improvement during the last ten years.

Herbert Thompson in "Film Weekly," London

Saturday, April 3, 1930
The biggest SURPRISE OF THE YEAR !!!

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

World Premiere
Thursday, April 3rd

WARNER BROS. present

"UNDER A TEXAS MOON"
HE "inside" from Coast previews is that this is one of those naturals that come along once in a blue moon. The public is going to rave about it.

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

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

A WARNER BROS & VITAPHONE TALKING FILM PICTURE

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

with FRANK FAY ▲ RAQUEL TORRES
MYRNA LOY ▲ NOAH BEERY ▲ FRED KOHLER ▲ ARMIDA ▲ TULLY MARSHALL
Based on the story by Stewart Edward White.
▲ ▲ Scenario by Gordon Rigby ▲ ▲
▲ ▲ Directed by Michael Curtiz ▲ ▲
ALICE WHITE
SHOWS YOU HOW TO CRASH THE GATE
in
"SHOW GIRL
IN
HOLLYWOOD"
OLYMPIA
UPTOWN
WASHINGTON STREET
HUNTINGTON AT MASSACHUSETTS AVENUE
STARTS FRIDAY MAR. 28

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

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

Set for long run Stanley, Pittsburgh.

A FIRST
id for Boston—
can do for YOU!

Alice White

"America's Girl Friend"

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

—the exploitation natural of the age!

— exposes the high road and low road to stardom.

— tells why girls leave home for Hollywood.

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

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

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

Get Behind it for a Goldmine Cleanup!

WITH
JACK MULHALL
BLANCHE SWEET
FORD STERLING
JOHN MILJAN

Based on the story by J. P. McEvoy
DIRECTED BY MERVYN LEBOY

NATIONAL and
VITAPHONE PICTURE
$17,500,000 TO BE SPENT BY E. N. ON 40 FEATURES

(Continued from Page 1)

Technicolor Expanding
Without New Financing

Expansion program of Techni-
color, which includes additions to the
Boston and Hollywood laboratories
and purchase of plants in England
and on the Continent, will not neces-
sitate any new financing by the com-
pany, states Judge William Travers
Jerome, chairman of the Technicolor
board, on his return from Holly-
wood. "Negotiations for plants in
England and on the Continent are
currently being handled satisfactorily
to us and we believe will be consum-
ated at an early date. Management
and stock control of the foreign
companies will of course be with
Technicolor, Inc."

Receivership for Shamokin
Circuit Expires Friday

Shamokin, Pa.—The receivership
appointed for the Shamokin Circuit in the
bankruptcy court expires Friday,
Lou Berman, who has been
acting for the circuit which is
centralized in Pennsylvania,
is understood
have dropped negotiations.

Frederic Pierce Named
Federal Theaters Head

Frederic Pierce, formerly
the former National Theater Corp.
of Chicago, other officers named,
residents of Chicago, include
James E. Coston, executive vice-
secretary; Robert O. Farrell and
T. J. Corbett, and vice-presidents,
and King, treasurer.

Cameramen Will Record
Warner Club Festivities

Festivities of the Warner Club's
second annual banquet and ball, to
be held Saturday evening, April 5,
will be recorded by a battery of
cameramen and still photographers.

Sunday Pictures Again
Defeated at Evanston

Six manager, now a resident of
the city, will ask for a recount of the
votes which were figured as 8,953 to
8,903.

Elect Oscar Apple Head
Baltimore Musicians Local

(Continued from Page 1)

President: J. Elmer Martin, recording
secretary; J. Joseph Bennick, financial
secretary; Paul T. Grossi, treasurer
and Alvin Kirtz, sergeant-at-arms.

Alfred E. Green Signed
to Direct Pathe Specials

West Coast Bureau, THE FILM DAILY

Pathe has signed Alfred E. Green
to direct several special productions.
E. B. Derr, vice-president in charge
of production, announces.

FOX TRUSTEESHIP VALIDITY
TO BE ARGUED NEXT WEEK

(Continued from Page 1)

trusteeship, in order to bring a more
comprehensive suit along the same
lines in the Federal Court, and the
Stuart-Ottersen action against Fox
for the bond financing plan.

More than $4,000,000 were
put up in the bond suit, which
was transferred yesterday from
New York Supreme Court for trial
of the United States District Court.

The complaint here alleged it suffered loss
on two pictures as a result of
inadequate recording equipment.
Academy Picks Pickford, Baxter as Best '29 Players

1-2-2 GETS AWAY TO GOOD START

Universal Buys Interest in Music Publishing Firm

Clauses for Exhibition Contract
Adopted as 2-2-2 Conference Opens

Sound must be delivered on disc or film as specified in the schedule or the exhibitor may cancel pictures involved.

Exhibitors must pay for each picture four days in advance of date of shipment unless credit arrangements are made.

Daily statements in connection with percentage bookings must be calculated and sent to the producer or credit arrangement is made.

Under percentage arrangements producers are allowed four months, instead of six months, for examination of "all book entries" relating to the pictures.

Checkers must be a regular employee of a distributor or an accountant.

Sixty-five per cent fixed as penalty, based on last day's gross, when theater fails to play picture as booked, under percentage deal.

Prints must be delivered in good physical condition "capable of clearly reproducing sound in synchronization.

Agreements Reached on Over Seven Points at First Meet

A pronounced get-together spirit marked the inaugural day of the 2-2-2 conference yesterday at the Union Club when agreements were reached on seven important and near-importance clauses to be incorporated in the new standard exhibition contract.

The day's session ended with a lively discussion of the availability clause which will be resumed when the conference reconvenes this morning at 10:30, this time at the Bar As'n Bldg., on West 44th St.

Sidney R. Kent presided and the following delegates were present: M.

See Need of Two Pacts—One with Arbitration

In submitting its contract proposals to the Chairman Sidney R. Kent of the 2-2-2 conference committee, the committee comprising M. A. Lighman, Frank C. Walker, representing the M.P.T.O.A. had the following to say, in a letter: "Our organization is in favor of a fair system but thinks that two forms of contract should be offered the exhibitor, viz., one containing provisions for arbitration and an alternate form excluding it."

'Under a Texas Moon'

A swell all-around job has been done on this glorified Western in Technicolor. It has a border story rich in humor, unfolded with ideally romantic charm. Chief interest centers around Frank Fay as a dashing caballero in a role that amounts to the Don Juan championship of the screen. Dialogue is ideal, direction is imaginative, outdoor scenes are beautiful, color is among the best to date, and altogether it is an unusually delightful entertainment that should get the money anywhere.

Gillette
Big Little Features

Short subjects have taken on a definite added importance with the coming of sound. A crystallization of the thoughts of several of the best representative exhibitors on the practical side of "What's What" in short features will be presented in interesting form in the coming Short Subjects Quarterly edition of THE Film Daily. The questions submitted were important. The answers are doubly so. No one in production should miss reading this unusual questionnaire edition.

Out Tomorrow

Quebec Sunday Shows in Danger as Funds Give Out

Montreal—Sunday shows may be halted here as a result of the Province of Quebec Exhibitors' Association, having depleted its fund of $60,000 in a campaign opposing restrictive legislation. The provincial Government is continuing its fight to stop Sunday amusements.

Richmond House to Get Hard-of-Hearing Device

Richmond, Va.—Manager S. B. Tucker of the Byrd has ordered the special Western Electric apparatus for the hard-of-hearing.

W. E. World Installations Now Reaches 6,267 Mark

Increase in world-wide installation of Western Electric equipment has brought the total up to 6,267 in the United States and there are now 3,764 devices installed while the figure for installations abroad has reached the 1,503 mark.

F. N. Honors Marilyn Miller With Oscar Dinner

Hollywood—Marilyn Miller is to be the guest of honor today at a tea given in her honor by First National. The year's work in "The Good Bad Girl" will be thoroughly reviewed.

Byrd Films Shown in N. Y.

Pictures of the arrival of Rear Admiral Richard Byrd and party at Dunedin, New Zealand, were shown in New York theaters yesterday in a special and exclusive program of the current Paramount sound news. The films were rushed to the U. S. by speedboat, sea-plane, and airplane.

"Gifty" for Cameo

With Columbia's "Gifty" slated for release in the spring, plans have been made for the foreign policy of the R-K-O house to be temporarily abandoned.

Flinn, Lally Indicted

Indictments for manslaughter were voted against John C. Flinn and Henry S. Lally by the regular Grand Jury yesterday as the outcome of the Pathe studio fire.

The Industry’s Date Book

Apr. 5 Second annual banquet and dance of the Warner Club, inc., at Hotel Commodore, N. Y.
Apr. 6-7 Spring convention of Tri-State P.T.O. at Memphis.
Apr. 8 Premiere of "Journey’s End" at the Gaiety, New York.
Apr. 15 Annual meeting of Fox stockholders at N. Y.
May 5-8 S.M.P.E. Spring meeting, at Wardman Park Hotel, Wash-

Plan 3 Openings in One Week for "Journey’s End"

Three premières in one week—planned by Tiffany for "Journey’s End." The first will take place at the Gaiety, New York, on April 12, the second day later at the Strand in Philadelphia, and the third on April 14 at the London Tivoli on April 15.

Designing Two for Warners

Thomas W. Lamb will draw plans for two new Warner houses in Baltimore, Conn., and Ridgewood, N. J.
BYRD FILMS ARRIVE AFTER FAST FLIGHT

Continued from Page 1, Column 5.

This Time a Big Scoop with First Pictures of

REAR ADMIRAL BYRD'S RETURN TO CIVILIZATION

Scenes of arrival at Dunedin, New Zealand.
On screen at PARAMOUNT THEATRE, NEW YORK
At 12:30 P. M., THURSDAY, APRIL 3rd.

PARAMOUNT SOUND NEWS
A merica's foremost actor makes new box-office history in the most brilliant comedy hit of the year. An amazing standout attraction at the Central Theatre, New York $2.00 top. Available to you Day and Date with Broadway.

WARNER BROS. present

JOHN BARRYMORE

"THE MAN FROM BLANKLEYS"

with

LORETTA YOUNG

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

Directed by ALFRED E. GREEN

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

TOP ALL

Hold Everything for "HOLD EVERYTHING"

WARNER BROS. present

AL JOLSON

"MAMMY"

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

Story and Songs by

IRVING BERLIN

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

Sequences in Technicolor

ATTRACTIONS!

"HOLD EVERYTHING" has Everything
Along the Rialto

with
Phil M. Daly, Jr.

BERT ADLER has left for Buffalo, where he will represent Fanchon and Marco in selecting the winners in the Buffalo Times-Lafayette Theater beauty contest there. Dr. Lee DeForest, S. L. Rothafel and Grant Cook of Tiffany will speak over the radio tomorrow at a luncheon to be given in honor of Police Commissioner Whalen by the Athenaeum Club at the Park Central Hotel. Colonel E. P. Hawkins of General Talking Pictures will act as toastmaster at the luncheon and as master of ceremonies during the broadcasting.

EDWARD AUGER, assistant general sales manager of RCA Photophone, is back in town after a three-month tour of the company's branches. Says business conditions in the west look better. Dave Bader simply can't keep out of difficulty. The lad writes in to tell us he got caught in a blizzard in Oshkosh, Wis., no sooner after he had dug himself out of one in Chicago. Dave suspects they're trying to freeze him out.

Yasha Bunchuk is finally going to face his public. During the week starting today Yasha will try out the idea of conducting the Capitol orchestra with his face to the audience. Believes that in this way the audience will get a better understanding of his work.

CAUGHT at the Mansfield, where "The Green Pastures" is playing: Laura LaPlante, Pauline Garon, Mrs. John Boles, Laurette Taylor, Rita Weiman, Fulton Oursler, Texas Guinan and Irving Berlin and the missus. Paul L. Stein, Pathé director, has sailed aboard the Albert Ballin on a vacation in Europe. He will visit his home city, Vienna, before travelling about the Continent. James F. Lundy says he is leaving the trade paper field to do exploitation for United Artists. Larry Darmour, short subject producer whose pictures are being released by RKO, left for the Coast yesterday.

JERRY SAFRON, RKO short subject sales manager, is confined to his home with pneumonia. The annual tournament of the RKO Golf Club will be held this year on May 8 and 9 on the links of the Westchester Country Club at Rye, N. Y. Entries close April 30. Mike Simmons has arranged a tie-up between Sono Art-World Wide and the MoTo Auto Polish people on "What A Man!" Reginald Denny picture.

APRIL 4---MANY HAPPY RETURNS

Best wishes and congratulations are extended by THE FILM DAILY to the following members of the Industry, who are celebrating their birthdays today:

Harold B. Franklin
Carmel Myers

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Concealed Name Contest for "Devil May Care"

ALEC SAYLES, manager of Lake Theater, Buffalo, Albany, used the concealed name contest in the classified ad pages of a newspaper as one of his stunts for "Devil May Care." Sayles also used two pages of cooperative advertising in which local advertisers tied up their product with the name of the picture. Music store tie-ups and a heavy bill poster campaign finished off the exploitation.

Cracker Eating Contest

For Children Matinees

ARE you looking around for a few interest stimulating gags? All right. Try a cracker eating contest on Saturday afternoon for the kiddies. This can be done regularly and you can tie up with the Pacific Coast Biscuit Company. They furnish all the displays, crackers, hand-some prizes and do all the advertising. You may be able to increase your business materially and it won't cost you anything.

Use Baby Photo Stunt

To Bring Women to House

BABIES' photos are featured by a newspaper every day. These are secured from local photographers, and by a newspaper photographer snapping babies along the street. Upon publication of photo, the mother calls at the newspaper office and is given free tickets to the show. The photographers will feature displays of baby photos on this tie-up. It also gives a chance for a special lobby display.

TEN YEARS AGO TODAY

D. W. Griffith announces patents protecting his "process of producing colored pictures on an opaque screen which consists of throwing the pictures by a projector onto one surface of said screen and simultaneously eliminating the screen with diffused colored lights."

Mark Klaw forms film producing unit.
LEADERSHIP

THE

TITAN

GOAL

Gigantic symbol of genius and courage, the Radio Titan sweeps to magnificent heights in the most spectacular era ShowBusiness has ever known.

Radio Pictures will be satisfied with nothing short of LEADERSHIP... absolute and supreme ... earned and justified by SHOWMANLY

NEW AND GREATER

PAGEANT OF THE

TITANS IS COMING

ACHIEVEMENT and PERFORMANCE on the screens of the world.
SHOWMANSHIP
NEW . . . FAR-FLUNG . . . VITAL!

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

GRAND NATIONAL
"CUCKOOS"
BROADCAST . . . April 8th

Direct from Radio Pictures Lot

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

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

2-2-2 CONFERENCE GETS AWAY TO GOOD START

(Continued from Page 1)

The conference approved a clause which provides that sound must be elivered on disc or film, as specified in the schedule, with the exhibitor having the privilege of cancelling upon notice of the distributor to do so.

When the payment clause was reached, Allied proposed that payment be made at least three days in advance of the date of shipment from exchange. The distributors asked payment seven days in advance, less, in attacking payment by check, declared that in 1929, approximately 100,000 was lost by distributors through "rubber" checks. He said referred payment would be allowed regardless of the wording of the contract but each delegate insisted that definite provision be made for redit when accounts justified this consideration. Finally the clause was dropped with the requirement that payment be made four days in ad-

Bromberg Succeeds Rice as Fox Brooklyn Manager

David L. Bromberg, formerly in charge of the Academy of Music, has been appointed manager of the Fox Brooklyn, succeeding H. J. Rice. He has been with the Fox organization for five years, having managed the Japanese Gardens and other houses in the chain.

Two More Houses Planned for Erie, Pennsylvania

Erie, Pa.—Two more houses are planned for here according to reports. Loew's is understanding planning a 4,000 seat house on an undetermined site and Warners will soon start work on a 4,250 seat bounded by State, French, Eight and Ninth streets.

To Propose Score Charge Relief for Small Exhibs

With object of providing relief for small theaters in connection with the score charge, the M.P.T.O.A. delegates atting the 2-2-2 conference will propose the following clause for inclusion in the standard exhibition contract: "Where the average film rentals do not exceed $50 per picture for a given block of pictures the score charge per picture shall not exceed 10 percent of the film rental."

Wiring Two Lowell Houses

Lowell, Mass.—Western Electric equipment is being installed in the Capitol and the Victory.

U.N.T. HOW long the delegates are going to gather around the conference table is a subject for a guessing contest. Some figure 10 days and others envision a long hard campaign ahead.

Sid Kent, officiating as chairman and representing distributors along with Gene Heas, is proving a tactful and fair-minded, as per his reputation, at past exhib-distribue powows.

A number of exhibitors made a personal appearance at the Union Club yesterday, expecting to sit in on the deliberations, but were barred as the chairman felt that the conference could work more effectively in a smaller group of authorized delegates.

It's a serious-minded confab, this 2-2-2 affair. And, from all indications, it's going somewhere.

UNDER NEW MANAGEMENT

100 ROOMS

WITH BATB

RUNNING ICE CATERW.

$300 SINGLE UP

$500 DOUBLE UP

$100 SUITES

Excellent Restaurant and the Nationaly Famous PARAMOUNT GRILL

PARAMOUNT HOTEL

46 ST. W. OF BROADWAY

IN THE HEART OF TIMES SQUARE
Fox Stock Spurs

A spurt of more than six points in Fox Stock to 39½, its high for this year, created reports in Wall St. that some settlement of the Fox affairs is near at hand. Bankers interested in the situation denied knowledge of any new developments, however, and said matters are practically at a standstill until the court hearings next week, when it is expected that the trusteeship controversy will be acted upon.

See Record Net in P-F-L

Earnings for Quarter
Theater receipts and domestic film earnings for Paramount during the first quarter are understood well above the figure of a year ago for the same period, the Wall St. Journal states. Expectations are that net earnings of the company for the period will show a substantial increase over the record earnings enjoyed in the corresponding period last year, the publication continues.

Stockholders of Paramount Famous Lasky Corp., at their annual meeting to be held on April 15 will be asked to approve the recommendation of directors to increase the authorized common stock of the company from 3,000,000 to 4,000,000 shares of no par value, and also a change in the name of the corporation from the present one to Paramount Publix Corp.

Fabian Firm To Build
Two Houses for R-K-O
(Continued from Page 1)
ed arrangements to build two theaters for R-K-O, one in Albany and the other in Schenectady. Work will begin immediately, it is said.

Publix to Remodel House
Charlotte, N. C.—Plans for remodeling the Alhambra have been announced by Warren Irvin, Carolinas manager for Publix.

Universal Buys Interest in Music Publishing Firm
(Continued from Page 1)
music writing staff which he has been operating on the Universal lot for the last two months. Lou Handman, the other active member of the publishing firm, is locating permanently in Universal City as chief staff writer and contact man with David Broekman, music director of Universal. In addition to Bernie Grossman, Sam A. Perry and Heinz Roemheld, who already have supplied musical material for Universal productions, Goodman plans to put on four or five other song writers.

Rogell Becomes Feature Producer for Tiffany
West Coast Bureau, THE FILM DAILY
Hollywood—Albert Rogell has formed his own company here under the name of Rogell Productions Ltd. and will make a number of pictures for release through Tiffany. First year’s output will include “April Showers,” “Rich Men’s Wives,” “Daughter’s of the Rich” and “White Shoulders.”

Academy Picks Pickford, Baxter as Best Players
(Continued from Page 1)
is selected as the outstanding cameraman for his work on “Broadway Melody,” and Hans Kraly is cited in authorship for writing “The Patriot.”

Schenck’s Far Call
Nicholas M. Schenck received the first commercial telephone call made between Buenos Aires and New York upon the opening of the long distance service yesterday. Carl Sonin, general director of M-G-M in South America, called the company’s chief following the inaugural ceremonies in which President Hoover spoke.

“CLANCY IN WALL STREET”
Best Business in many weeks.
One hundred per cent entertainment. Every indication that you have a box office winner.

A. Goodside, (owner)
Empire Theatre, Portland, Me.

Nat Levine, Aristocrat Pictures
1650 Broadway
New York

FILM CENTER BLDG.
44TH ST. 9TH AVENUE 45TH ST.

Designed for the film Industry
74 windows to a floor
3 street frontages
Near “L” and subway stations
Fireproof vaults
Projection and Inspection Rooms
Unequaled shipping facilities
Exceptionally low insurance rates
MANY MORE ATTRACTIVE FEATURES AT NO MORE RENTAL

90% RENTED
To
100% TENANTS

The owners of this building are proud of their structure—proud of the splendid renting record—and proud of the names that appear on the building directory.

If you belong with the leaders of the industry—or expect to belong there—make your application now while space is still to be had.

Call at the building or send for illustrated booklet
CROSS & BROWN COMPANY
AGENT
270 MADISON AVE. Tel. Caledonia 7000
FILM CENTER, Inc.
Owners and Builders
ABE N. ADELSON, President
The Newsreel Sensation
Now on Film

Every theatre in the world can play it
NOW—Film or Disc

with

GRAHAM McNAMIA

National Broadcasting Co.'s Ace as the TALKING REPORTER in the

UNIVERSAL TALKING NEWSREEL

SPRING—1930 EDITION—OF THE FILM DAILY SHORT SUBJECT QUARTERLY

Covering the Big Little Features from an Entirely New Angle
The famous overture by the Russian composer Tschaikowsky. Known and played all over the world. United Artists brings it to the screen accompanied by a marvelous visual interpretation of the meaning of the composition—the invasion of Russia by Napoleon.

"IRISH FANTASY" Victor Herbert at his best. In this composition he depicted the eviction of the Irish patriots from their homes, their fight for freedom and their victory. Donald Novis, the Irish tenor who sang in "Bulldog Drummond" is the principal singer. A great big little Featurette.

"1812" The famous overture by the Russian composer Tschaikowsky. Known and played all over the world. United Artists brings it to the screen accompanied by a marvelous visual interpretation of the meaning of the composition—the invasion of Russia by Napoleon.

"SORCERER'S APPRENTICE" Goethe's most celebrated poem is the theme for a thrilling musical drama depicting the attempts of a sorcerer's apprentice to imitate the magic arts of his absent master. Brooms, chairs, tables come to life in the weird settings designed by Wm. Cameron Menzies. Told to the fascinating music of the noted French composer Dukas.

"GLORIOUS VAMPS" This musical gem brings all the real vamps of history before you: Eve, Salome, Cleopatra, Delilah, Lucretia Borgia, Madame Pompadour, Carmen and to top it off the modern jazz girl.

THE APPETIZER OF YOUR PROGRAM

Given high praise by leading exhibitors wherever they have been shown, this series of smart featurettes was produced with one idea in mind—to give the public something different. Every short tells a complete story to an accompaniment of the world's greatest music played by Dr. Hugo Riesenfeld's famed seventy-piece orchestra. Songs, dialogue and dramatic sound effects are also included.

Comment on the first featurette—Exhibitor's Daily Review: "A gem in every sense."

UNITED ARTISTS
Warner Deal for Brunswick-Balke is Definitely Set

AVAILABILITY CLAUSE ADOPTED

Patrons Demand Shorts, National Survey Shows

Short Subjects Discussed From All Angles by Exhibitors

Short subjects of all kinds, and comedies in particular, have undergone such improvement since sound came along that they now constitute an indispensable part of the program and actually are being demanded by patrons. This is the consensus gleaned from approximately 650 questionnaires, some filled out by executive speakers for chains of theaters, in a nationwide survey conducted by THE FILM DAILY.

Besides citing the marked improvement made by short subjects in the last few years, numerous exhibitors (Continued on Page 4)

EUROPEAN TALKER UNITS MAY JOIN RCA MERGER

London—One or more European talking picture companies are likely to be included in the proposed merger of RCA's European subsidiary, Gramophone Co., Ltd., with Columbia Gramophone Co., Ltd. Negotiations for a deal, under way last spring and subsequently put off, are reported to have been revived, with prospects that something will be done by the middle of the year.

TECHNICOLOR REDUCES COST TO PRODUCERS

West Coast Bureau, THE FILM DAILY

Los Angeles—A saving of more than $1,000,000 is expected to be effected by producers using Technicolor as a result of a reduction in cost of the process just announced by Dr. Herbert Kalmas, president of the company. Improved plant equipment and increased efficiency has enabled the firm to lower its prices, Dr. Kalmas said.

SUGGESTS ACADEMY AWARD FOR BEST SOUND ENGINEER

West Coast Bureau, THE FILM DAILY

Los Angeles—Recommendation for an annual award by the Academy of M. P. Arts and Sciences to the sound recording is the first quality of recording was made by H. G. Knox, vice-president of Electrical Research Products at the Academy's banquet where the annual awards (Continued on Page 42)

Omaha Musicians Not Against "Canned" Music

Omaha—Stand has been taken by the Omaha Musicians' Ass'n that it has no objection to "canned" music, L. H. Henderson, secretary of the association, declared here recently.

SAYS EXHIBS FURNISH LEADS TO HOLD OVERS

Forty to 50 per cent of the leads given to the Copyright Bureau in its campaign to eradicate holding over prints illegally come from exhibitors (Continued on Page 42).

Announcement Due Next Week On Warner-Brunswick Merger

Harry Langdon Reported as Joining Fox Roster

West Coast Bureau, THE FILM DAILY

Reports are current here that Harry Langdon may sign a long term contract with Fox.

Although Harry M. Warner stated that no formal announcement or details could be given until next week, when papers are expected to be signed, the deal for the acquisition of the phonograph and talking-rec (Continued on Page 42)

Shorts Come Into Their Own

A New Attitude Springs Up Among Exhibitors and Public Toward Small Features—Producers Must Prepare To Meet the Changing Situation

As THE MAIN FEATURE of this edition of the Short Subjects Quarterly, there is presented in this issue the analyzed results of a nationwide survey of the shorts field conducted by THE FILM DAILY.

The survey has handsomely fulfilled its intended purpose of bringing to light just where the exhibitor stands in the matter of short subjects, what he wants, how he wants it, wherein the producers or distributors are not meeting his requirements, etc., so that the production and distribution fields may be guided accordingly.

In its revelation of exhibitors and public attitude, the survey is (Continued on Page 42)

Three Days' Run of Film at Popular Prices Will Constitute General Release in Zone

Highlights of Friday's session of the 2-2-2 conference on a new standard contract were:

Adoption of an availability clause providing that a picture which plays three days at popular prices be construed as a regular release in the zone in which it plays. Distributor must send notice of availability to exhibitor at least 15 days prior to "available date."

Product automatically becomes available for subsequent run houses 90 days after date of availability for first runs, except in cases of long run theaters.

Availability was the initial clause to receive consideration. The distributors and Allied both proposed that "within a reasonable time after a print is at an exchange, the exchange must mail a notice that the picture is available for exhibition." Such notice, they specified, must be mailed to a theater at least 15 days before the "available date." T. M. P. T. O. A. (Continued on Page 35)

SUBSTITUTIONS LIVE TOPIC AT 2-2-2 MEET

Substitutions were decried by exhibitor delegates and defended by distributor representatives during lively discussion at the 2-2-2 conference Friday. Allied submitted a contract clause calculated to reduce this problem from the exhibitor standpoint (Continued on Page 35)

Publix Appoints Hamlin Coast Advertising Head

West Coast Bureau, THE FILM DAILY

Los Angeles—Fred Hamlin, publicity director for the New York Strand about five years ago, has been appointed West Coast advertising director for Publix.

To Confer on Plan

A zoning and clearance plan for every territory, now in preparation, will eventually be submitted to a conference for ratification. This was indicated by Gabriel Hess in discussing clearance at the 2-2-2 conference Friday.
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The Industry's Date Book

Today: First of two-day Spring convention of Tri-State M.P.T.O. at Memphis...
Apr. 8 Premiere of "Journey's End" ...... at the Gaity, New York.
Apr. 15 Annual meeting of Fox stockholders at N. Y.
May 6-8 E.M.P.D. Spring Meeting at Wardman Park Hotel, Washington, D. C.
May 16-17-18 Paramount Eastern Managers hold annual sales meet at Atlantic City.
May 24-25-26-27 Paramount western managers will hold annual sales meet at San Francisco.
May 25 Fox annual sales convention starts today.
June 2-7 International Cinema Congress in Brussels.

Roxy Books: Sono Art Film
"Cock O' the Walk," starring Joseph Schildkraut and Myrna Loy as produced by James Cruze for release through Sono Art-World Wide, has been booked for the Roxy for week beginning April 11.

Actress Appears: Film
Onama—Mitzi Green, character actress in "Hollywood, Hollywood," is making a personal appearance in conjunction with the picture.

Changes Policy
Beginning Friday, April 11, the policy of the Little Picture House at 151 East 50th St., will be changed to continuous performances. The house will open at 1 p.m. and close at midnight.

Donovan at Chelsea
Chicago, Mass.—Albert T. Donovan has been transferred from Boston to manage the Publix Olympia.

Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in
MOTION PICTURE INSURANCE
STEBBINS, LETERMAN & GATES
INCORPORATED
1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040
No theatre presentation could possibly afford the talent, the spectacle, the de Luxe showmanship of Metro-Goldwyn-Mayer's

**COLORTONE REVUES**

(2 Reels Each)

In Technicolor throughout. 12 miniature musical comedies. Inspired by Broadway's $6.60 successes and produced by the masters of stage-craft responsible for many of Broadway's greatest hits! Featuring stars and choruses from The Great White Way! A flash for any show that excels by far the finest unit stage presentation ever created.

No theatre presentation could possibly afford the talent, the spectacle, the de Luxe showmanship of Metro-Goldwyn-Mayer's

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In Technicolor throughout. 12 miniature musical comedies. Inspired by Broadway's $6.60 successes and produced by the masters of stage-craft responsible for many of Broadway's greatest hits! Featuring stars and choruses from The Great White Way! A flash for any show that excels by far the finest unit stage presentation ever created.

Count on M-G-M's box-office-tested shorts for show insurance! Hal Roach Comedies (two reels each) and Hearst Metrotone News (twice each week) are bringing in, every day in the week, that EXTRA BUSINESS!

Laurel-Hardy

Our Gang

Harry Langdon

Charley Chase

The Hearst-Wilkins South Polar Expedition in **HEARST METROTONE NEWS**
Patrons Now Demanding Short Subjects, Survey Shows

(Continued from Page 1) went so far as to declare that their talking comedies and other novelty features were responsible for saving the show when the feature happened to be weak. It is also apparent from the answers to various questions that the reason more exhibitors have not enjoyed an increase in the box-office value of their shorts is because of lack of exploitation.

Comedy, novelty and variety shorts are to a film program what the dessert is to a dinner, more than a hundred exhibitors pointed out, and when the “dessert” is left out for any reason the patrons, particularly the children, complain about it. Sound shorts have created more comment by patrons than ever was aroused by either shorts or features in the silent days, and the remarks heard about the talking comedies, cartoons and some other subjects even exceed the comments elicited by talking features, several exhibitors declare.

The big producing companies, who in the past have looked upon short subjects as nothing more than fillers, already have begun to wake up to the new importance of shorts and are preparing to give them more careful attention. Keen competition is coming into this field and this is expected to result in continual improvement of quality of the short product.

With the public displaying a strong appetite for shorts, one of the complaints from exhibitors at present is that the features often are too long or cost too much to permit of anything else on the program except perhaps a new reel. In order to adjust this situation, theater operators suggest that features be made uniformly shorter, thereby allowing for the shorts that are necessary to round out the show and at the same time, by the inclusion of some good comedies and novelties, insure support for the occasional bad feature. This arrangement, it is pointed out, works equally to the advantage of the feature producers and consequently merits their co-operation.

Small towns, which will provide one of the best consistent markets for shorts after all the theaters in the country have been wired, are not using more of these subjects at present for the reasons that they cost too much, some exhibitors state. Another complaint from this field is that producers are not making enough Western talking shorts, which are needed to build up small town grosses.

Theater men are quite generally in accord on the point that shorts can draw more patrons if properly exploited, and negligence of some distributing companies in supplying press sheets and accessories is cited by quite a few exhibitors as the reason they are not doing more of this exploitation.

By far the most popular form of talking short is the comedy, the survey shows, with slapstick and farce heading the field in this category. Satire and sophisticated humor are reported as having only a mild appeal, one of the chief reasons being that the masses are not quite up to this class of entertainment, and in addition it is considered that the features already contain enough sophistication to satisfy picture audiences.

There is a growing trend among exhibitors to build up their programs along lines of a vaudeville show, and this is reported to be working out very successfully. Talker subjects have replaced vaudeville act traveling shows in a great number of houses and this replacement is expected to continue and remain in effect so long as the quality of shorts are kept at a level that satisfy the public. Generally speaking, exhibitors feel that the pictures have a edge because they can bring to the screen the best talent of the stage, screen, musical field, etc., to every little town while theatrical stars for the most part are expected to favor appear in talkers because it eliminates travel and other inconveniences, places the before tremendous audiences in short time, and means more compensation for less work.

Producers of shorts, therefore, have a wonderful opportunity to extend their product from the “taken granted” class and place it practice on a level with the features. Numerous suggestions that should be guidance in this respect, as well as an assortment of interesting and informative statistics that have a vital bearing on the subject, are contained in the next two installments of the THE FILM DAILY’S short subject questionnaire.

Analysis of Short Subjects Questionnaire

Question 1
On the whole, do you consider that short features mean more as entertainment and as box-office attractions now than they did before the advent of sound, and if so, how much?

Answers
Yes .................. 422
No .................. 129
Noncommittal ........ 99

Estimates of the increased value ran all the way from 5 to 300 per cent. More than 150 exhibitors stated that sound has boosted the box-office standing of shorts, while 95 said that sound has made no difference. Consensus of opinion on this point, however, is that lack of exploitation is responsible for the future having realized more substantially on the value of talking shorts.

Remarks
Sound shorts now are as important as our feature pictures.—Saenger, Vicksburg, Miss.

Because patrons can see and hear all the big stars of both stage and screen, sound shorts are 100 per cent more valuable to the box-office.—Strand, Altoona, Pa.

Our patrons are beginning to like the Broadway stars in shorts, and ask for them Strand, Covington, Va.

In many instances the sound shorts actually are responsible for the success of the feature.—M. Solomon, Publicity Manager, Macon, Ga.

Talking shorts must be good because they are more critically received than the silents.—Calihan, State College, Pa.

Question 2
Have you increased your bookings of short features since the advent of sound, and to what extent?

Answers
Yes .................. 327
No .................. 233

Only 218 replies specified the percentage of increase in bookings. Of this number, 84 said their increase amounted to from 10 to 50 per cent, 71 from 50 to 100 per cent, and 63 from 100 to 300 per cent. In several instances exhibitors stated that the length of features did not permit them to balance their programs with shorts. A good deal of opinion seems to be in favor of shorter features to allow for more short subjects.

Remarks
Buying and booking arrangements on short sound subjects are not yet what they should be, so it is not always possible to fill out and properly balance a program. The type and length of a feature picture should decide the nature of the shorts to strike an agreeable balance.—A. R. Nininger, Sunset, Ft. Lauderdale, Fla.

Question 3
To what extent have short film features replaced vaudeville or stage presentations?

Answers
100 per cent ........... 218
5 to 75 per cent ........ 87

Included in the replies were 107 that stated neither vaudeville nor stage shows had ever been used by the theaters concerned.

Remarks
We get better acts via talking pictures which I think is an advantage for the small towns that used to get poor vaudeville.—F. D. Walters, C. F. Smith, Hartford City, Ind.

The public now can see big titans at small neighborhood houses small admissions.—Louis Levey, Dye man, New York City.

Question 4(a)
What type of short feature in sound do you consider most popular and most important to your program?

Answers
Comedies .............. 341
Newsreel ............. 107
Cartoons ............. 87
Musical ............... 47
Novelties ............. 39
Color ................ 19
Sketches ............. 12
Dancing .............. 5

The foregoing are the only classifications that received five or more mentions. Travelogues, orchestra acts, and a few other types of short were specified less than this number of times.

Remarks
The idea is not pick out any one kind of short comedy for all time but to pick your shorts to improve
Slapstick Is Voted Favorite Brand of Comedy

Slapstick for Relaxation
Give us the well-directed slapstick comedies. People, lowbrow and highbrow, want to laugh, belly laughs, and lots of them. They have enough worries. The highbrows spend a lot of time maintaining a highbrow attitude and they like to laugh it off at times. The talking slapstick comedy is needed.—HOWELL, Coleman, Texas.

Slapstick as popular as formerly?

Want Low Comedy
Sound, or no sound, has no bearing on the absolute necessity of good old-fashioned comedy with real "belly" laughs. Our patrons yell more and more for true low comedy. People are still kids. —J. M., Hollywood, Los Angeles, Cal.

Silents Pass
A silent comedy is very flat now. In fact, for the last two years my audiences seldom laughed out loud at a silent. But they have to now. Some producers have been making talking comedies very cheap. Four or five actors, and sometimes only two, yet they are sold as comedies whereas they are nothing more than acts.—H. E. HOAG, Momence, Momence, Ill.

**Question 4(b)**

In what order of importance would you rate the following types of short features: slapstick, comedy, satire, straight farce, opera, novelty reel, cartoon, newsreel?

**Answers**

<table>
<thead>
<tr>
<th>Slapstick</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
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</thead>
<tbody>
<tr>
<td>Newsreel</td>
<td>1st</td>
<td>2nd</td>
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<tr>
<td>Farce</td>
<td>1st</td>
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<tr>
<td>Cartoon</td>
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<td>3rd</td>
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<tr>
<td>Opera</td>
<td>1st</td>
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<td>Novelty</td>
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<td>Satire</td>
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<tr>
<td>Scenic</td>
<td>1st</td>
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Only the first, second and third face designations are listed here, as much as these are sufficient to indicate an indicator of majority references.

**Question 5**

Are good comedies or the vaudeville act type of short subject most successful?

**Answers**

| Good Comedies | 439 |
| Vaudeville Acts | 67 |
| Neutral        | 144 |

Several exhibitors expressed the opinion that sound short producers should hold to a technique and method of their own and strive for individuality, instead of attempting to

**Question 6(b)**

**Question 6(b)**

**Does the situation comedy appeal more than slapstick?**

**Answers**

| Yes | 258 |
| No  | 254 |

This neck-and-neck standing of situation comedy and slapstick does not jibe very well with the respective ratings given to these two types of short subject. Under Question 6, where slapstick is credited as being a 3-to-1 favorite over situation comedy in public favor. However, the counts are given as they appear on the records. General remarks as to a comparison of the two types are in agreement that standard of production is the first consideration.

**Question 7**

What length comedies are better suited for your house—one-reel or two-reel?

**Answers**

| Two-reel | 485 |
| One-reel | 81  |
| Neutral  | 84  |

In many of the replies the answer to this question was qualified with the statement that comedies register according to their entertainment value, not their length, and the greater popularity of two-reels is due principally to the fact that these subjects are of better quality than the majority of one-reel issues.

It was generally contended, however, that two reels is sufficient length for a comedy because, in the first place, the difficulty in maintaining a comedy plot at a satisfactory entertainment level for a longer period, and secondly, on account of the tiring effect it would have on the audience, as well as the interference with the feature.

**Question 6(c)**

What type of comedy appeals most to women?

**Answers**

| Situation Comedy | 157 |
| Farce           | 118 |
| Slapstick       | 81  |
| Satire          | 26  |
| Domestic        | 14  |
| Kiddie          | 14  |
| Musical         | 13  |
| Sophisticated   | 6   |

An unusually large number of replies expressed inability to fathom the desires of feminine film patrons. Several intimated, in different ways, that women as a rule prefer comedy of the more refined type.

**Want Low Comedy**

Sound, or no sound, has no bearing on the absolute necessity of good old-fashioned comedy with real "belly" laughs. Our patrons yell more and more for true low comedy. People are still kids. —J. M., Hollywood, Los Angeles, Cal.
Gags Considered More Important Than Story

Question 8
Is the story in a comedy the important factor, or are the gags the main thing?

Answers
Gags ............... 395
Story ............... 97
Both ............... 115

On account of the average picture audience not being able to grasp dialogue, a considerable number of exhibitors stated that, while gags evoke the biggest response, the full kick of a gag frequently is lost unless its meaning is made clear to the audience through the medium of a story, plot or theme.

Remarks
Good gags and funny situations always are sure-fire.—J. E. Murdock, Alhambra, Canton, O.

Question 9
What is the reaction of your patrons to the new sophisticated comedy made possible only by the advent of sound: that is, the smart type of playlet depending largely on its clever dialogue for its entertainment?

Answers
Poor ............... 217
Good ............... 151
Fair ............... 103
Very Good ........... 97

General sentiment seems to be that film audiences are not yet ready for this class of material. This applies particularly in the large number of second and third class houses. It is also pointed out by several exhibitors that the features already contain a sufficient dose of sophistication.

The Proper Setup
It takes properly balanced variety to put out your show. News — comedy — novelty — organ — feature. This constitutes the ideal setup for a program. Whenever you eliminate any part of this, you weaken your show.—DALE A. LIEBHEIT, De Kalb, De Kalb, Ill.

Getting the Shorts Habit
People are getting the shorts habit and want them on the program, consequently the short subject has become an indispensable part of the bill, and in addition is valuable in building up a weak or average program.—R. J. BOYLE, Park, Rockland, Me.

Remarks
Sophisticated comedy depends on the booking situation. The type of your feature should determine entirely the style of comedy to be used.—ROOSEVELT, Union City, N. J.

About 90 per cent of our patrons sit through the sophisticated shorts and then ask why we did not show a comedy.—DIETRICH, Mer, Ourthen, Ottawa, Ill.

Sophisticated comedies and clever dialogue always have left a favorable impression at this theater.—RIVoli, Baltimore.

Question 10
Do your patrons comment on the comedy upon leaving the theater, more than they did in the past?

Answers
Yes ............... 457
No ............... 151

In many instances the "yes" was made very emphatic, with some exhibitors declaring that the comedies, occasionally create more comment than the features. A great many remarks also are heard in favor of the cartoon comedies.

Remarks
Good shorts cause more comment than the average feature.—FOX WORLD, McCook, Neb.

Patrons are evidencing keen interest in the "surrounding program" in many instances the shorts build up weak program to nearer perfection than formerly.—IRVIN R. WILDE, Queen, Galveston.

The short subjects on the show in this community is an essential thing and when we have a long feature that will not warrant much shorts the patrons talk about it and ask me why.—JACK ALBERTSON, Indiana, Indiana Harbor, Ind.

Unless we have a short subject that about kills them from laughing, they don't say a word.—R. F. KOBERG, Iowa, Sheldon, Ia.

Question 11
Is a comedy a necessary part of the show, regardless of the length of the feature or whether there is any stage show?

Answers
Yes ............... 443
No ............... 169

Except when the feature itself happens to be a strong comedy, the absence of a short along this line invariably arouses complaints from patrons, and proves a disappointment to children especially, according to a score of replies. Length and character of feature are cited as determining factors, but opinion is practically unanimous that comedy shorts should be used wherever necessary to give a program proper balance.

Remarks
No show is complete without a good short bill to start things off.—E. M. MATHER, Avalon, Bellingham, Wash.

The comedy is missed by many if it is cut out. Customers feel there is something wrong with the show if there are no shorts.—PINEGROVE, Port Huron, Mich.

Question 12
Do your patrons prefer the popular screen comedians to the stage comedians who are not so well known to them?

Answers
Yes ............... 389
No ............... 107
Neutral ........... 118

Preference for the screen personalities is not only on account of their established name popularity, but also because their style of fun-making is more suitable for the screen medium, several of the replies state. The penchant for Broadway wisecracking, so prevalent among stage comedians, is not entirely liked picture audiences.

Remarks
At first the patrons did not like stage stars, but now we have grown as to when we are going to see well-known stage artists.—SUSAN CORBIN, Pa.

A new face has as good a chance as the old one. It's the show counts.—EDWIN B. RIVERS, Granada, Lewiston, Ida.

Question 12(a)
In general, what is the biggest value in the short feature, the performer's name, the series name or the producer's name?

Answers
Performer ........... 478
Producer ........... 85
Series ............... 66

Quality of production was mentioned in more than 50 replies as being one of the chief factors in establishing a steady following for a series of comedies.

Remarks
The biggest value is in the entertainment angle, regardless of who is in the picture or who makes it.—AVON, Boucherville, N. Y.

The public will accept anything that's good entertainment, no matter who puts it on.—NEW, HOOSICK FA, N. Y.

Question 13
Do you advertise your short features in all of your ad layouts?

Answers
Yes ............... 489
No ............... 77

About 20 replies stated that short features were advertised only when the name

Local Newsreels
We find that the biggest drawing card in short subjects is our own local newsreel. Our operator shoots from 500 to 1,000 feet of local pictures each week.—EDWIN B. RIVERS, Granada, Lewiston, Me.
"KEEP YOUR EYES PEELED FOR THE PARAMOUNT CHRISTIES," says Film Fun

¶ Liberty Magazine (2,300,000 readers) breaks rule of reviewing features only and names a PARAMOUNT-CHRISTIE Talking Play high up among the best of the month! ¶ Photoplay Magazine (650,000 readers) two months in a row ranks PARAMOUNT-CHRISTIES among the first ten films in merit, features and all! ¶ No wonder the public's "keeping its eyes peeled" for PARAMOUNT-CHRISTIES. No wonder exhibitors are feeling at the box office the mighty nation-wide interest in these sparkling two-reelers!

Current Hits

CHAS. MURRAY in "The Duke of Dublin"
JIMMY GLEASON in "Don't Believe It"
JOHNNY ARTHUR BERT ROACH in "Scrapily Married"
LOUISE FAZENDA in "The Bearded Lady"
JOHNNY ARTHUR and girls in "Down with Husband"
CARMEL MYERS BERT ROACH in "The Stronger Sex"

CHRISTIE TALKING PLAYS

Released by PARAMOUNT
Eddie Cantor, always a smash hit, commands capacity crowds at $5.50 per seat.

NOW YOU GET the same cyclonic, singing comedy star in PARAMOUNT TALKING ACTS at pop. prices.

EDDIE CANTOR is one of the biggest names in show business. Owing to the nearness of Paramount's Long Island studio to Broadway, you get this type of super-star continually in PARAMOUNT TALKING ACTS.

* Electrifying Eddie's latest and funniest PARAMOUNT TALKING ACT. Packed with Cantor jokes and songs. Just released. There is a whole Cantor series on Paramount's shorts program.

Typical of the Real Stars in PARAMOUNT TALKING ACTS
Better Exploitation Urged for Shorts Subjects

Block Selling

Block selling of shorts is poor business. High-class vaudeville acts command big salaries, and there are "hams" who never play the big time. So why put a "ham" talker in a first-class house? Producers should price their shorts according to quality, not sell them for $5 each in series of 26.

F. W. ZIMMERMAN, Palace, San Marcos, Tex.

Remarks

A carefully written, special one-sheet, similar to vaudeville lobby billing, would be fitting for this wonderful new type of entertainment. - F. W. Zimmerman, Palace, San Marcos, Tex.

We advertise our shorts if they are good. Talking comedies, good features and novelty, if exploited, will bring in 10 to 20 per cent more trade.

-Family, Detroit.

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Question 13(a)

Have you increased the amount of advertising on the short features since the advent of sound?

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Answers

Yes .............. 391
No ............... 217

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Question 14

Would general advertising on comedies in your local newspapers be of value to you?

---

Answers

Yes .............. 352
No ............... 217

---

Among the exhibitors claiming that general exploitation is advisable because it would familiarize the public with comedies, a few expressed the opinion that the fan magazine would be a good place for some of this advertising. On the other hand, some of those who are opposed or indifferent to this class of publicity declare that comedies are taken for granted and expected, and therefore do not lend themselves to general exploitation.

Remarks

You cannot expect small-town exhibitors with weekly newspapers to employ high-class artists to advertise the comedies, and that's why shortdo not receive their proper mention. The small-town newspaper is the lobby of the theater, and if no high-class ad matter is available there will be no publicity on the shorts. - F. W. Zimmerman, Palace, San Marcos, Tex.

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Question 15

What are the most important accessories on short features and do you need any that are not now furnished by the distributors?

---

Answers

One-sheets .......... 137
Photos ............. 109
Press Sheets ........ 46
Mats ............... 48
Three-sheets ...... 18

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In addition to the foregoing, from one to four exhibitors mentioned a wide assortment of articles including corner blocks, thumbot lines, corner ad cuts, release bulletins, music, novelties, slides, trailers, more star photos, etc., while 115 stated that no other accessories were needed. Suggestion also was made that accessories should be marked "sound" or "all-talking" more emphatically, and earlier delivery of this material was urged by many. Difficulty or inability to obtain accessories was cited by 26 exhibitors. In this connection, the Educational offices advise that they supply one-sheets on all one and two-reel subjects and newsreel, and Pathe also furnishes one-sheets on practically all shorts, while Paramount supplies one-sheets only on two-reel subjects.

Remarks

Film exchanges should have a syn- opsis of each act so we can tell what it is and thus be able to balance our program. - Dan C. Stearns, Willoby, Willockville, O.

Good shorts don't need accessories to put them over. - Strand, Providence.

As comedies are dated, press mat- ter should be mailed or sent by motor delivery to exhibitors. - Lansdale, Lansdale, Pa.

Too little information is easily ac- cessible to the exhibitor. The pro- ducer provides us with numbers and it is a task for the exhibitor who really is interested and wants to cap- tivate on the merit of his shorts to try and find detail and description. A complete press-sheet containing short, humorous descriptions, cleverly illustrated with small layouts, would be invaluable. Technical information,

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PHOTO SELECTS REJANE!!

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Circular urging tie-ups on Pathé pictures

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Shorts Draw SRO

I booked a short starring Eddie Cantor, another with Clark and McCullough, and a Disney cartoon on the same bill with Clara Bow. I featured Cantor, Clark & McCullough and Miss Bow on the marquee, and had to stop selling tickets five times. In the past it was pretty difficult to get such names on one program. - ROBERT SOFFER, Hollywood, New York City.
Continuity Needed
Some plan must be worked out, with the cooperation of producers, whereby programs can be arranged and knitted together. Present bills lack continuity and the short subjects in the average house just amount to something thrown in.
—K. BELLA, Auditorium, Crockett, Tex.

Question 16
Of what value to you is the comedy press sheet and do you have any suggestions to make on how these could be made more valuable to you?

Only 92 exhibitors reported that they were using press books, while 152 stated they did not use them and 37 declared that press sheets were not available. Several expressed the opinion that press sheets on good comedies are just as valuable as they are on features, that they are useful in writing ads and making强有力的 exploitation, and that they help in elevating the shorts from fillers, as formerly, to added attractions and features.

Among the recommendations on how these press sheets could be made of greater value were the following:
More attention to ad angles of subjects, stars and directors.
Catch lines.
Casts.
Synopsis, nature of story, exact running time.

Clever illustrated ad copy.
Short, snappy, humorous stories.
Gag advance stories.
Performer personality notes.
Truthful information about kind of entertainment.
Advance information about type and appeal.
More exploitation suggestions.
Straight ad layouts.
Better and larger mats.
Better in exhibitors’ hands automatically.

Mats with sales talks.

Exact running time.

Various of human interest exploitation stunts for general appeal in different kinds of communities.

Question 17
Has the interest of local newspaper critics in short feature stories increased since the advent of sound?

Answers
No 253
Yes 147

Majority of the replies stated that reviewers as a rule are interested only in the features, but that when special request is made they invariably give attention to the shorts as well. Critics are just beginning to recognize the importance of short subjects to the program, according to various opinions expressed, and with the improving quality of these shorts it is considered quite likely that the time is not far off when more critics will be reviewing the surrounding program regularly.

Question 17(a)
What do you do, if anything, toward influencing critics to review short subjects more generally?

Most of the exhibitors answering this question said they did nothing, leaving it to the shorts to gain attention on their own merits, but a fair number offered the following suggestions:

Give shorts a better position on the program.

Arouse the interest of critics in the value of shorts to the bill.

Make personal request.

Prevent screening the entire program.

Do more advertising.

Supply gag and personality stories and readers.

Request reviews when the shorts are of special merit or contain some important star.

Build Up Bills
Utmost care should be exercised in arranging the shorts to fill your bill. Sometimes results are far more satisfactory if the position of an act is changed or switched from first to second position. Do not have your acts too much alike. Get variety and novelty. Don’t walk into an exchange and say you need three acts to fill your program. Pick your acts. If you have a short subject, follow it up with a gag comic, get a contrasting act to fill. But above all—arrange your program.

HARRY E. BROWN, New Stanford, Palto Alto, Calif.

VAN BUREN PRODUCING FIVE SERIES FOR PATHE
Anudee J. Van Beuren is now producing five series of single reels for Pathe’s release, as follows:


The Sportlight production staff with the Van Beuren sound truck has just returned from an extensive trip through eastern Florida, during which time three new Sportlights have been completed by Oscar Lund, director. The Voice of the Sea, and “Deep South” the two latest Songs, Sketches, have been completed by Oscar Lund, director. The Aesop’s Sound Fables department has just completed “Piggy’s Day”, a cartoon burlesque on “Uncle Tom’s Cabin.”

The latest topics of the day, “The Van Beuren News,” will be followed up by an altogether different layout which has been made on the West Coast and which is now en route to the New York Van Beuren offices.


Westerns, Air Thriller on Educational Schedule
Two Western comedies and an air thriller that is said to be the most ambitious comedy produced by Mack Sennett are included in the current month’s release schedule of Educational.

There are four two-reel subjects and two Terry-Toons in the list. “Honeymoon Zeppelin” is the title of the Sennett air picture, in which the famous Los Angeles blimp plays a part. Marjorie Beebe and Daphne Pollard are featured with Nick Stuart and Edward Earle in this comedy. Nena Quarto also is in the cast. “Western Knights,” a Mermaid talker directed by Stephen Roberts, features Eddie Lambert. “Indian Pudding,” the other Western subject, is a Terry-Toon. “Roma Punch” will have Italian music and locale.

Ideal Family Show
In our opinion the ideal show for a neighborhood house catering to family trade is as follows:

A feature of 1 hr., 15 mins.

Two-reel comedy, 20 mins.

Sound newsreel, 10 mins.

Novelty, 10 mins.

Trailer, about 5 mins.

L. BEACH, Chimes, Oakland, Calif.

15 SHORTS STILL TO COME ON RKO’S 1930 SCHEDULE

Out of 52 short subjects scheduled by RKO for 1930, 15 are still to come. The future releases include “T. Guest” and Good Time Kennel in October; a Marc Connelly short and a group of seven “Palooaka Fly School” and an untitled subject, the six one-reel NCA Novelties; 1 of the 13 two-reel Mickey Mouse series; 1 Larry Darmour two-reel comedy in the group of 13, and “General Ginsburg” “Hot Bridge” in the set of 13 RCA two-reel shorts.


Four Short Subjects
Are Announced by U. A.

United Artists have announced four short subjects for RKO release. Three are “Overture of 1812,” “Irisch Fantasy,” all-talking; “Glorious Vamps,” all-talking, and “The Sorcerer’s Apprentice,” all-talking.

Bell Doing “The Roundup”

“The Roundup,” a two-reel talkie with music, has been placed on the 1930 production schedule by B. Pictures.
Short Subject Exploitation

Blimp Ride

Mack Sennett recently gave syndicate writers a ride in a Goodyear blimp which was being used on location for the final shots of the "Honeymoon Zeppelin." Picture got some nice write ups as a result.

G-M DISTRIBUTING "3 PIECE "GANG" DISPLAY"

G-M is distributing a three-piece "Our Gang" display for ice cream stores. The center piece portrays the entire gang and provides a blank board for the imprint of the local name of the ice cream manufacturer's product. Individual side panels show Mary Ann and Farina, eating an ice cream cone. The Wolf Co. of Philadelphia is manufacturing the display and will make it available to only one ice cream manufacturer in each territory. The manufacturer in turn will distribute it with his own imprint to the dealers selling his product. The displays have been lithographed in nine colors and mounted on heavy board with double re-inforced casels. The center panel measures 31 1/2 by 23 inches and the two side panels are each 23 1/2 inches high. The display may be obtained for lobby use through the Wolf Co.

UNIVERSAL ISSUES PRESS SHEET ON EVERY SERIES

A complete press sheet is issued for every series of Universal shorts released and for their serials and news reel's. Each book contains a complete exploitation campaign and illustrations of accessories available to exhibitors. Banners and pennants in colors are also to be had. In addition to the regular two color one sheet issued on each newsreel release, Universal has prepared a star stock one sheet in color playing up Graham McNamee's newscasting. For this purpose there is also a 22 by 28 inch lobby card, a set of special 8 by 10 lobby cards and a large cutout head of McNamee.

MANY GOLF TIE-UPS FOR EDUCATIONAL'S SHORT

Educational has arranged many tie-ups for the Mack Sennett golf short, "Match Play," which stars Walter Hagen and Leo Diegel. Every golf club in the country is being circulated and cards for bulletin boards distributed; three photo services are distributing stills from the picture; manufacturers of golf products and local dealers are tying up with exhibitors for window displays on the picture. A special eight page press sheet which contains many ideas, is a valuable accessory.

The latest window display tie-up to be made is with 31 of the Dav-egna sporting goods stores in New York.

MICKEY MOUSE CLUBS TO BOOST MATINEE BUSINESS

"Mickey Mouse Clubs," such as the one formed by Harry Woodin of the Dome, Ocean Park, are boosting matinee attendance for houses playing these Columbia Disney cartoons.

To start the club, Woodin made tie-ups with several merchants whereby they became official Mickey Mouse stores, distributing application cards for membership. These cards admitted the children to the first matinee for 5c instead of the regular 10c price. Stores appealing to children cooperated in this and carried announcements of the club in their advertising.

The club now holds regular weekly meetings in the theater, which open with one of the cartoons and after club formalities, a serial and a western or a feature are shown.

NEWSPAPERS TIE UP WITH PATHE SPORLIGHT SERIES

Newspapers throughout the country which run the syndicated Grantland Rice sports articles are glad to tie-up with exhibitors when they play Pathe's "Sportlights." Many exhibitors make special contacts for each picture, depending upon the subject, and some papers are willing to go in for cooperative advertising stunts.

One-sheets, such as this one, displayed in front of the Arcade, La Grande, Ore., are developing a special clientele that is regular in attendance on "news days."
The reason why

**Mack Sennett Talking Comedies**

play the highest number of theatres in all the comedy field—highest by a big margin—is because they are the supreme laugh makers in all the history of entertainment

**A Mack Sennett Sound Comedy**

is a standardized product of demonstrated box office drawing power

*Not guesswork—Just performance!*
Roach Studio Working on Next Program

Hoffman, Bischoff, Barsky Join Columbia — Lucas Advising on Dialects — Barbara Stanwyck Signed for Four — Ralph Wilk's Notes and Other Wired News

OACH STUDIO WORKING ON 1930-31 PRODUCT

Work has been started at the Hal Roach studio on the 1930-1931 shorts to be released by M-G-M. All but two of the series are already completed in the current program; they are: "In the Land of the G Wizard" and "Sinbad the Sailor." Programs of the Harry Langdon and Our Gang series have been finished and material for the Laurel-Hardy and Stanwyck shorts is now in preparation for the new season.

Wilfred Lucas to Advise on Dialects in F. N. Films

Wilfred Lucas, actor-director, has been engaged by First National as consultant dialectician. His assignment is on the filming of Sir Gilbert Parker's novel "The Right of Way."

Barbara Stanwyck Signed for Four Columbia Films

Columbia has placed Barbara Stanwyck under contract to appear in on our pictures. Signing of the actress allows her work in "Ladies of Leisure," in which she is seen as the co-mine lead.

A Little from "Lots"

By RALPH WILK

OTHER day Douglas Fairbanks and Mary Pickford celebrated their tenth anniversary. Mary pulled a little joke on her husband by having an old delapidated auto driven to the United Artists studio and announcing to Doug that it was her present to him. A few minutes later a brand new car was driving in the studio, Mary's real gift to Doug. Doug also gave Mary an automobile as an anniversary present.

Our Passing Show: Joe E. Brown and Max Shartin chatting in front of the Warner Brothers' Hollywood theater; Pete Shamroy visiting the United Artists studio on business.

Fred Niblo is busy directing "Easy Going," which stars William Haines. It is Niblo's first comedy in seven years.

Do you remember when William S. Gill "scooped" the world on the sinking of the Titanic; when Bill Wright lived in Lawrenceburg, Ind.; when Adolph Menjou and Jack Meader attended the Culver Military Academy in Indiana?

Sidney Franklin was rehearsing Fred Kerr in "The High Road" and suddenly noticed that the actor's voice was getting tired. "We'll rehearse in whispers," he said. "Until I get this scene shot your voice is more precious to me than Grace Moore's."

Donn Hayes, who edited "The Lost Zeppelin" for Tiffany, is cutting "The Bad One," starring Doolores Del Rio.

Al Goodman, of Schwab & Mendel, is engaged as musical advisor on "Queen High," as well as directing the orchestra on all musical numbers.

William Sautler, head of the art department at the Paramount Long Island studios, has returned from a trip to the West Indies, entirely recovered from his recent nervous breakdown.

Do you remember when Frank Tuteur worked on "Vanity Fair"; when Otto Brower lived in Grand Rapids, Mich.; when Percy Heath was a press agent?

In line with the present craze for prison plays, Edmund Joseph directed "Strong Arm," a two reel melodrama, at the Warner Vitaphone studio. In this, the entire action takes place in the death house of a prison. Harry O'Neil, John Harrington, E. L. Fernandez, Paul Harvey and Norvale Keedwell are in the cast.

No fewer than ten elaborate sets were used in "Leave It to Lester," the Fred Niblo production, all of which were designed by Ernest Fege of Paramount's art staff.

Although Sid Blumenstock, paymaster at the Paramount Long Island studios enjoys great popularity, he is always sure of a special "goodie" every Wednesday, which happens to be the day on which pay checks are handed out.

"Queen High," now being transferred to the screen by Paramount, under the direction of Fred Newmeyer, will be a force comedy with music, rather than a musical comedy, as it was originally. This is the first of the Schwab and Mendel stage successes to be filmed under their contract with Paramount.

Alfred L. Werker, recently completed the direction of "Double Crossed" for Fox, has been assigned to direct "Alcatraz" a western. He was with the Mary Pickford and Fred Thomson units before joining Fox.

On the results of the showing being made by "Inagail," Congo Pictures, Ltd., is said to have turned down an offer of 12,000 pounds for the United Kingdom rights to the film and is holding out for 20,000 pounds.

The striking modernistic sets used in "Queen High" were designed by Chick Kirk, who was art director for D. W. Griffith for several years.

Our Passing Show: Ernst Lubitsch and Lothar Mendes motoring to Beverly Hills; George Amy, Clark Burst and Bob Bischoff playing tennis at the Palomar Club.


Hoffman, Bischoff, Barsky Join Columbia Pictures

Milton Hoffman, former M-G-M and Paramount executive, has joined Columbia as business manager. Columbia has also made Sam Bischoff and Bud Barsky associate producers.

Harry Langdon Reported Leaving Hal Roach Fold

Harry Langdon has secured his release from Hal Roach, it is reported.

"Follow Thru" Started

Paramount has started production on "Follow Thru," which reunites Nancy Carroll and Charles "Buddy" Rogers.

GOING TO HOLLYWOOD?

YOU will find a cordial welcome at the charming and hospitable Hollywood Plaza Hotel...right in the heart of movieland. Enjoy the ideal location, and quiet homelike atmosphere...the luxurious furnishings, faultless service...and, noted guests. The dining room is operated by the famous Pig'n Whistle Caterers. Rates are most reasonable.

The Plaza is only a few minutes from the beaches, golf courses, studios, downtown loop of Los Angeles, and within a block of Hollywood's fashionable shops, theaters, cafes, etc.

Write or wire for reservations, or ask for FREE illustrated booklet, and rates.

Hollywood, Calif.
Question No. 1 in our own private questionnaires:

**WOULD YOU TRY TO WIN A**

**Answer...NO!**

**Question No. 2:**
If you set out on a cross-country journey, would you go part way by airplane and the rest by slow freight?

**Answer: NO!**

**Question No. 3:**
What do you think of the exhibitor who books an excellent feature and exploits it well, and then carelessly throws in an kind of short subjects and forgets all about them?

**Answer:** You better answer this one yourself. You answer won’t have to go into print.

**Educational’s Talking Comedies**

will speed up the tempo of the best of shows. Showmen who have followed the tremendous strides of the modern Short Feature in sound know this Which explains why this independent
STEEPLECHASE ON A BURRO?

These new comedies offer big names and snappy ideas for your exploitation—and in excellent entertainment they will back up every promise you make.

“HE TRUMPED HER ACE”
—MACK SENNETT
An ace among comedies, with Marjorie Beebe and Johnny Burke in a bright farce that is delighting audiences in the finest theatres.

“MATCH PLAY”
—MACK SENNETT SPECIAL
Featuring the golf champions, Walter Hagen and Leo Diegel, and backed by the greatest nation-wide publicity ever given a short comedy.

“DAD KNOWS BEST”—JACK WHITE
Even a smart drawing room farce moves at high speed when made by Jack White—and this is the smartest thing he has done. Featuring Taylor Holmes and Helen Bolton.

“HONEYMOON ZEPPELIN”
—MACK SENNETT
A peach of a story; hair-raising stunts high in the air; a comedy that stands right at the top of all Sennett’s efforts. With Marjorie Beebe, Daphne Pollard, Nick Stuart, Edward Earle.

“WESTERN KNIGHTS”—MERMAID
Jack White combined Eddie Lambert’s funny Yiddish chatter and Al St. John’s acrobatics into one of the funniest burlesques of the year. Its premiere on Broadway was a laugh riot.

“FOLLOW THE SWALLOW”
—LLOYD HAMILTON
Follow Lloyd for a big day at Coney Island, with his finest work made still more enjoyable by the most amusing kid you ever saw, Billy Barty.

“BITTER FRIENDS”—TUXEDO
Schlemmer and Schwartz, dealers in collapsible trousers, o’! vot a bizness! Eddie Lambert’s screamingly funny Hebe stuff again. A Jack White production that will make warm friends for you.

“INDIAN PUDDING”—TERRY-TOONS
The funny side of an Indian scalping party, in sound cartoons. And “ROMAN PUNCH” takes you back to the land of the Caesars and to some of their pleasant little parties.

EDUCATIONAL FILM EXCHANGES, Inc. E. W. HAMMONS, President
Member Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President
For Sure-Fire Laughs!

JACK WHITE
TALKING PICTURES

Lead The Short Feature Field

They Are Built For Your Patrons

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THE FAMOUS DISNEY
MICKEY MOUSE

Joins the
COLUMBIA
SHORT SUBJECT FAMILY!

Columbia VICTOR GEMS
SUPER short features that are the real
class of the market. The greatest recording
artists of the day, all outstanding box-office
names in a variety of entertainment.

KRAZY KAT
Who now talks the language of the box-office.
Not just a short, but the program feature

COLOR
Sensations
AMAZING single real novelities,
not only in sound, but with 100%
natural colors added for the full
value of entertainment.

Screen SNAPSHOTHE
LET your audience see
and hear Hollywood's favorite stars at work and
at play. It is the magazine of filmdom, and the only
one of its kind...a true box-office sensation.

Disney Silly Symphonies
The outstanding sensation of the short subject output.
These cartoons are playing and replaying the best theat-
res in the country. They are featured on the marquees
as the day's attraction.

COLUMBIA HAS THE SHORTS
BOOK THEM NOW!
Most Sensational Radio Shorts

Industry's Ablest Producing Minds To Supervise New Titan Shorts

World's Finest Short Product To Match the Titan Trademark
Radio Titan Will Make Gigantic Strides in the Short Product Arena Next Season . . . Daring Plans Are Now Sweeping to Completion . . . Fabulous Resources Are Being Marshalled . . . For the Presentation of

MIGHTY NAMES

to Grace the Screens of the World in Short Subjects . . .

Leadership . . . absolute and supreme . . . in the Short Feature Field is the Titan Goal for 30-31.
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THE FILM DAILY

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Producing Executives Express Views on Shorts

Comedies Growing More High-Class

By MACK SENNETT, Producer, Mack Sennett Comedies

More sophistication and less slapstick, more humor and less horseplay, and more real comedy and less high clowns, are the outstanding differences between the talking short features and the old-time silent comedies.

Eighteen months of production of talking short features have accomplished more for the comedy producer and for the exhibitor than 10 years did for the big screen pictures. It has added to the exhibitor's armory a steady clientele of adult comedy lovers, created a real box office following of ticket-buying patrons who have learned to look for their favorite brands of comedies and as given the exhibitor another real money-making attraction for his box office.

To the producer it has made possible the employment of players of higher class, the choice of better story lines and the production of real comedies.

Color and Wide Screen in Cartoon Field

By WALT DISNEY, Producer, "Mickey Mouse"

I believe that the inclusion of color in cartoon comedies offers great possibilities for pictorial effects, but would add very little so far as comedy is concerned. There are many problems in sound yet to be worked out, and I should like to see this single perfected before considering color. After all, a cartoon comedy is a laugh and personality that counts. Color alone will not sustain public interest unless the cartoon itself is exceptionally clever and unique, a good, clever black and white cartoon should hold its own for some time to come.

As for the wide screen, its possibilities and advantages are unlimited for the live effect picture, but as yet, I see no special advantage for its use in the production of cartoon comedies.

Better Technique

In many instances we have found short subjects far superior than main features in technique and general subject continuity, and we hope the example set by the shorts producers will stimulate the efforts of feature makers.

Featuring Shorts

On two or three occasions recently, when we have been drawing together a number of features for one book and advertising, the comedies and did business on the strength of the shorts regardless of the mediocrities. — GEORGE T. SHARP, Garden, Cleveland

Short Subjects Supply Demands for Variety

By PHIL REISMAN, General Sales Manager, Pathé

Through the judicious booking of short subjects, the successful showman secures a variety of screen entertainment that utilizes a balanced bill. The wise exhibitor should ask himself: "What am I doing to provide a program that will enter the bulk of my patrons?" Then he should make a thorough survey of the available short product and select his subjects so that his programs have variety.

Applying the principle to our own product, Pathé is releasing the greatest diversity of single reel subjects in its history. Three kinds of News are being provided: Sound News, Disc News and the pioneer silent Pathé News. To make the newsreel better entertainment Pathé is offering new realism through the Color process.

Pathé is offering six short subject series and eight different kinds of two-reel comedies. The single reels, Pathe Review (Audio, disc and silent), Talking Topics of the Day, the Vagabond Adventures, Grantland Rice Sportlight, Aesop's Fables (color and sound) and the Vagabond Adventures are designed to fit into practically any program. When the feature is a drama, Fables and Topics offer a comedy element; while the Sportlight and Vagabond Adventures subjects balance a comedy feature, Song Sketches balance any program lacking singing numbers. Two-reel comedies are always the complement that makes a good, balanced bill.

Talker Shows Attract Stage Names

By SAM SAX, in Charge Eastern Vitaphone Studios

The successful short comedy needs a real story and can no longer depend upon a loosely strung series of gags, in the opinion of Sam Sax, in charge of the Eastern Vitaphone studios.

The talkers have attracted many stage and feature production favorites to the short subject field because they have a greater opportunity to display their dramatic talents than in the old silent days, when looks counted more than ability.

These new faces come as a welcome change and the public welcomes them. The proximity of the Eastern Vitaphone studios to Broadway has enabled us to use some of the biggest stage names in our Vitaphone Varities. During the past two months such performers as Chester Coiklin, Ruth Etting, Doris Dawson, Joe Irissco, Bert Lahr, Jack Norworth, Una Almson, James Rennie, Mayo Methot, James Barton, Eddie Foy, Jack Haley, Myrna Loy, A. G. LeFevre, Alison, and many others have appeared in Vitaphone short subjects.

Suggestions for Short Subject Theaters

By E. W. HAMMONS, President, Educational Pictures

A short subject program that should satisfy the diversified tastes of an audience and provide the essential variety, would consist of comedies, newsreels and novelties, with the time emphasis on the comedies and newsreels.

In the classification of many want in the talking field, we have made a wide variety of comedies, and after studying numerous reports that we have received, we are convinced that the public does not discriminate in favor of any particular type of comedy, but will support any pictures that furnish a full quota of entertainment.

Jack White Talking Comedies have introduced many innovations in the short subject field while the Vitaphone has the first wild animal comedy produced in sound and dialog, "Cold Shivers," the first spook comedy, "Look Out Below!" the initial high and dizzy sound comedy attempted, "Hunting the Hunter" the first two-reel farce comedy in sound and dialogue, "Lover's Delight" the first domestic comedy, "Hot and Howl" the first modernistic farce, and "Dad Knows Best," a marked departure for us, was the first sophisticated drawing room farce we attempted.

Films and Vaud

I have tried two sound features and a silent comedy, and my patrons complained. I then changed to 90% shorts and 10% sound. Now I am running a single feature with two sound comedies and a sound news week and three small-time Vaud programs. Our business has doubled since I inaugurated this policy. — JACOB CONN, Conns, Oil- neville, R. I.
“MICKEY’S LUCK”
"This is unquestionably one of the best kid comedies ever made, and certainly the best turned out in talker form...should appeal to adults as well as children...of high production value, suitable for first run houses."

Hollywood Daily Screen World

“THEY SHALL NOT PASS OUT”
...Okay for any house...Clicks from start to finish...Handled in very original manner.... —Variety

“OLD VAMPS FOR NEW”
...Class A for any house...No exhibitor should hesitate about booking this.... —Film Spectator

...can play any house.... —Herald World

...Larry Darmour puts production values in his RKO two-reelers...As smooth running and sumptuously staged a short subject as has been made this season...Not a dull second in it.

—Daily Review

...lots of laughs and just enough music to balance things.
—M. P. News

...audience in near spasm state of laughter most of time.... —Inside Facts

“MICKEY’S BIG MOMENT”
...kind of comedy young patrons will hail with delight...plenty to amuse adults...proved by reactions of night audience at Globe, New York, where it is clicking nicely in a two-day spot.... —M. P. News

The printed praise of filmdom’s leading reviewers proves the exceptional quality of

RKO-DARMOUR
COMEDIES

»

Mickey (Himself) McGuire Series

H. C. Witwer Record Breaker Series

LARRY DARMOUR PRODUCTIONS for STANDARD CINEMA CORP.

...created a great deal of merriment...acted by a clever cast of youngsters.... —Mordaunt Hall, N. Y. Times


“MICKEY'S BIG MOMENT”
...lots of laughs plus a few screams........Will please anywhere.... —Film Daily

...amusing all the way with enough laughs for anywhere.... —Variety

“MICKEY’S MASTER MIND”
...a natural for any house...proof of excellent standard set by Darmour in the comedy field.... —Herald World

...sure fire on any bill...an outstanding juvenile series.... —Film Mercury

“THE SETTING SON”
...a clever fast moving situation comedy.... —Mercury

...a click comedy short...sure bet on any screen.... —Variety

“THE SLEEPING CUTIE”
...It’s laugh compelling...audience was laughing loud and consistently.... —Billboard

...one of the best two reel talkers we have seen.... —Daily Review

Packed with robust laughter.... —Film Daily
Pertinent Sidelights from the Production End

Public Develops Taste for Fort Films

By TERRY RAMSAYE, Editor-in-Chief Pathe News and Review

Nearly everyone admits the importance of the newsreel and topical picture. This importance has been increasing year by year and now has been given a great impetus by the coming of sound.

Looking at certain trends in the somewhat related art of publication in the printed word—the book and magazine business—we will discover some interesting parallel evidences, a stringing Indian or Army story of trend because the customer has a bigger and more direct individual vote at the book counter than he has at the box office. In the last five years the dominant best sellers of the world have been, and continue to be, non-fiction products.

The public has developed a startlingly strong taste for facts—enteraining facts, of course, but facts just the same. This is significant of an equally strong public demand for a similar line of screen product, whether we call it merchandise or entertainment.

Of course, it is good business for the exhibitor to cash in on such trends. Never before in the history of his business of purveying screen entertainment has there been so good a line of non-fiction product on the market.

Utilizing Color in Short Subjects

By WILLIAM HOYT PECK, Vice-President, Colorcraft

The possibilities of color in short subjects are tremendous. You can fill the theater with a program that will be astounding. An opening review with a charming scintillating color lighting effect, a comedy with utricular color lighting, a scene with sound and color as the master painted it himself, a lovely Corot lighting for a delicate triangle situation, and for the piece de resistance, a series of rapid fire action that will hold them in their seats with the very vividness of its color, the flashing costumes, the charging streaks of color action, and the grandeur of the great outdoors for a setting—a Remington.

We are building a special instrument which will be known as a recording colorimeter, as an apparatus to determine the correct and opaque color of any scene at any time in the picture. We have found it necessary to develop a special photo-electric cell with high sensitivity in the visible regions; this cell is also sensitive in both the infra-red and ultra-violet regions. For instance, it will be possible to compare different dyes and fabrics so as to select the proper fabrics that will transmit the ultra-violet and healing rays of the sun and at the same time reflect the beauty of the colors selected for next season’s fashions.

This instrument will make it possible for us to check the color values of all objects in picture sets when they are being photographed in color, enabling us to check our illumination, establish definite standards in advance, and so all our colored motion pictures will properly photograph and bring out the original colors of the sets and costumes.

Short Features in the World Market


The most active demand for short features abroad at present is for subjects of a musical nature. Selections from the operas, classical compositions, and popular music almost always possess an international appeal and are finding an important place in the programs of the leading theaters throughout the world. Paramount has made many of these short features in recent months and their demand has been universal. After the appealing feature will keep them on the short features program permanently.

There is, of course, a tremendous interest in short sound and talking pictures made in the more important languages, such as Spanish, French, Italian, Swedish, Dutch, German, and, while this market is more local in character, it is an important one. As an illustration, Spanish is spoken in 450 cities, 130,000,000 people, and of the more important languages are spoken or understood by many millions of people, and these various markets represent important items in the export trade.

Real Wildcat

Don Hancock and Joe Rikin of Pathe pulled a good one when they said they were after an honest-to-goodness wildcat and put it in the lobby of the Globe, New York when the Grantland Rice sportlight, "A Blue Wildcat," was shown there. Extra cops kept the traffic moving.

Tabloid Talker House Clicks

Chicago—After a trial period of two months, the Adams, presenting all-talker short subject programs under the copyrighted billing of "Tabloid Talkies," is declared an unmistakable success by M. O. Wells, manager of the house. Since the new policy was put into effect on Feb. 10 without a line of newspaper or other advertising, except a lobby display on the opening day, business has been steadily on the up-surge, and in two weeks twice what they were under the old policy. The theater caters to office workers, salesmen, shoppers, etc., who have only an hour or so to kill, and to persons who have become tired of long features.

A typical program consists of cartoons, comedy, vaudeville act, musical comedy, color subject, review, dramatic playlet and news.

Animated Cartoons Rise to New Heights

By CHARLES B. MINTZ, Producer of "Krazy Kat"

The animated cartoon has undergone a metamorphosis. From having been just a lowly filler or a chaser, this 600 feet of concentrated film fun has become an almost indispensable part of the program in the finer theaters today. The only theater, since the advent of sound that doesn’t exhibit an animated cartoon now is the theater that can’t get one.

The animated cartoon has particular charm for the young children of the audience and, in some instances, even to talk and song. The study of the cartoon, which has gone from the stage of a novelty to a sure-fire comedy, has given us undreamed-of opportunities for making an audience laugh.

Of course, the work and, therefore, the cost of production has increased threefold. Where we formerly were able to make an animated cartoon subject in two weeks with 12 artists working, we must now keep stepping in order to turn out that same length picture in four weeks with 18 artists at work.

Action Is Essence of Comedies

By MONTE BRICE, RKO Director

The very essence of short comedies being action, too much attention to story is apt to retard the pace. A properly constructed series of gags can put over a story just as tellingly as a set form and, more often, with a greater effect. After people have concentrated on a feature picture for an hour or more, they instinctively look to the short subject for relaxation. They are tired of living over someone else’s problems and want to sit on the sidelines and laugh. After people have concentrated on a feature picture for an hour or more, they instinctively look to the short subject for relaxation. They are tired of living over someone else’s problems and want to sit on the sidelines and laugh.

One of the short comedies serves its most important function in refreshing the minds of the audience so that they will not be too tired to concentrate on the story told by the feature attraction.

Shorts Are Climbing Toward Top

By GRANT L. COOK, Executive Vice-President, Tiffany

With the ever-increasing popularity of talking and sound pictures, the short subject is rapidly climbing toward the top of the ladder of importance. Should anyone by inclined to belittle short subjects, let him answer this question: "Where would we be without them?"

Douglas Fairbanks got his start on the screen in short subjects. So did Chaplin, Harold Lloyd, Gloria Swanson and many others. In the field of talking pictures, the short subject is to the screen what the vaudeville sketch or the magic lantern was to the stage, or the short story to literature.

Therefore, with dialogue and music, the short subject is absolutely indispensable. Tiffany at present is interested in several series of short subjects, including Color Symphonies, one-reel talking and musical numbers; The Voile of Hollywood, one-reel subjects giving fans an informal glimpse of film players; Forbes Randolph, Kentucky Singers, two-reels filled with folk singing, dancing and comedy, and other shorts yet to be announced.

Short subjects should not be turned out with the idea that they are to be program fillers, but to furnish a high grade of entertainment. Put the shorts in the de luxe class and they will bring de luxe returns. We have faith in short subjects and we are ready to back up that faith with action.

Expense No Object

An example of the enormous expense incurred by newreel companies to score a scoop on news shots was indicated last Thursday when Paramount had special pictures of the arrival of Rear Admiral Richard E. Byrd and his party in New Zealand rushed to New York for immediate showing in Broadway houses. Returning to civilization after 15 months in the polar regions, Paramount's sound news camera- men, or playback, as Byrd dashed aboard a steamer for the Pacific side of the Panama Canal. Then the pictures were indespisibly rushed to the Atlantic side of the Canal at Colon by seaplane. From there the results were rushed by plane on the 3,000-mile trip to their U. S. destination. They arrived at Newark, N. J. at 3 p.m. Wednesday afternoon and were shown in the theaters Thursday. 
In the Spring
an Exhibitor's
fancy seriously
turns to thoughts
of Pathé
Spring is here! And with it lazy reflections on the exhibitor’s hard life. Poor feller, he has to pick a short subject program. But are Pathe’s customers unhappy over the prospect? Well, look at the exhibitor above. He knows that he’s getting 52 ALL-TALKING COMEDIES; steady old PATHE SOUND NEWS, produced also on disc and in silent; that unique screen whimsy, PATHE AUDIO REVIEW, available too on disc and silent; the one and only GRANTLAND RICE SPORTLIGHTS, (on disc too), more popular than ever; the brand-new VAGABOND ADVENTURE SERIES, (on disc too), dramatically enacted in quaint foreign lands, the ultra-successful SONG SKETCHES, (on disc too), dramatized musical favorites; that uproarious cartoon, AESOP’S SOUND FABLES, also on disc and silent; and the new wit-and-humor of the screen, TALKING TOPICS OF THE DAY, (on disc too). Yes sir, no wonder the old boy’s grinning. That’s a program to lick your chops over on a balmy Spring day, with the Rooster crowing, “It’s all Pathe!”

SHORT SUBJECTS
Heast Metrotone News
Has 65 Recording Units

More than 65 recording units located throughout the world now are gathering material for Heast Metrotone News, the M-G-M office states. Since it was established seven months ago, this twice weekly newsreel service has shown pictures from 24 foreign countries in addition to Canada and the U. S.

Fowler Varieties Booked
For Colony, New York

Fowler Varieties, one reel talker shorts consisting of diversified entertainment of the vaudeville type, have been booked by the Colony, New York, with the first subject being shown on the current week's bill. These shorts are made at the Fowler Studios in Hollywood. Ted Teddy is territorial representative in New York and New Jersey, with headquarters in New York City.

Makes Grandstand Play
for St. Louis Kid Patronage

St. Louis—A grandstand play for kid attendance at the Sunday afternoon shows is being made by the owner of the Southampton. Children attending these performances are given yoyo tops free and the give-away idea is going over in a big way with the minors.

Stripes and Tastes

Baltimore—Good film subjects are desired by patrons inside of prisons as well as those outside. States Patrick J. Brady, warden of the Maryland Penitentiary. His observations of the inmates when viewing underworld films are that the honest person is given more applause than the crook in the same cast.

Audio Cinema Is Active
In Eastern Shorts Field

Audio Cinema, one of the newer companies engaged in Eastern shorts production, has its studio in Long Island City now operating at full capacity. In addition to a series of comedy-dramas built around the character of "Sheriff Crumpett" and another series featuring the Bruce Bairnsfather character, "Old Bill," and 26 "Terry-Toon Cartoon Novelties," are being made for release by Educational.

All production is under the supervision of Joe E. Coffman, president. Frank Goldman, secretary-treasurer, is head of the industrial production department, turning out short subjects for the major advertisers. The cartoon department is in charge of Paul Terry, while Montrose Newman acts as business manager.

Newsreels Draw

Drawing power of the newsreel theater is indicated by the reported attendance figures of the Embassy in New York, which is understood to be admitting about 40,000 customers a week, or a daily average of nearly 6,000. Programs for this house are specially edited and include a number of local events each week. More than 135 shows are given weekly.

Quality Shorts Needed
For Tabloid Theaters

Success of the tabloid picture theater depends primarily on the supply of quality shorts, according to William Stoermer, of Colorcraft, who has given long and careful thought to the subject. "A few years ago, in conversation with one of the big exploitation men of the industry, I advanced the thought that sooner or later somebody would start a theater solely for short subjects," Stoermer says. "This has now come about. The public for years has supported the bright, snappy, varied tabloid productions in vaudeville, consequently there must be a clientele for tabloid pictures as well.

"The audience in the newsreel theaters are just as enthusiastic as those who go to the feature and just as critical and thirsty for entertainment. But—and there is a but in this—we must make real shorts. Shorts that are attractions, shorts that are varied in entertainment form—drama, comedy, scenic—above all varied entertainment. Not photographs of vaudeville acts that lose through their method of presentation. Not hastily thrown together imitation revues and so-called comedies of the vintage of 1910 with sound and bad voices and worse music thrown in so as to get by as sound pictures.

"Nothing of this kind will satisfy the venturous spirit who opens and conducts a picture variety house for tabloids. He will want sufficient variety of entertainment shorts to be able to balance his program just as the high-class manager of vaudeville balances his bill. And, in order to get such variety, he will have to call on the producer of this type of attraction to produce for him high-class productions using all the artistry, all the effects, all the tools of the full length feature. He will have to have well written stories, well cast players and well photographed pictures. He will have to resort to everything to sell his wares that the so-called big producer uses to sell his. By that I mean fine natural color and excellent lighting effects, with good prints that don't hurt the eyes of his auditors and spectators. He must not go on the theory that it is just a short and anything will do. If the print is out of registration or too dense or the color badly reproduced, it won't get by just because it is color."

MASTER ART PRODUCTIONS

Announces a Series of Short Subjects to be produced exclusively in the

HARRISCOlor PROCESS

MASTER ART PRODUCTIONS
RAY BOSWELL, President
1040-McCADDEN PLACE
HOLLYWOOD, CALIFORNIA
22 Educationalons on the Way
To Complete Current Lineup

To complete the current schedule, running about the middle of July, Educational has 22 comedies on the way. In the group are "Honeymoon Zeppelin," "Radio Kisses" and eight untitled shorts, from 13 sennett comedies; four lloyd hamilton talking comedies, "Follow the Swallow," "Good Morning, Sheriff, Your Horn" and an untitled picture; one jack white talking comedy, "Hail the Princess," three mermaid talking comedies, "Western Knights," "Peace and Harmony" and "How's My Baby?"; two tuxedo talking comedies, "Friends" and "French Kisses," and 10 terry-toons, "Indian Pudding," "Roman Punch" and eight untitled.

All of the subjects will have sound-on-disc, and the Terry-toons are one-reelers and all the others are in two reels.

Other Educationals since January include four sennett talkers, "Scotch," "Hear the Story," "Big Bad Bears" and "He Trumped Her Ace"; a sennett special, "Match Play" (two lloyd hamiltons, "Camera Shy" and "Polished Ivory"); three jack white talkers, "Hot and How," "Oh Darling!" and "Dad Knows Best"; one mermaid, "the Big Jewel Case"; two showing the Photocolor Sensations, "Trouble for Two," and three terry-toons, "Caviar," "Hot Turkey" and "pretzels.

135 Shorts in Seven Groups
Are Coming from Columbia

Seven groups of shorts, representing 135 single-reel novels, each of which is either all-talking or syn-chronized, are scheduled for release by Columbia during the year. The series, which are in a similar view to presenting outstanding ex-amples of the various forms of screen entertainment, covers practically the entire range of novelties in vogue to-day. A tabulation of the subjects shows the following lineup:

- Columbia-Victor Gems (sound) - 26
- Photocolor Scenariums (sound) - 26
- Screen Snapshots (sound) - 26
- Disney Silly Symphonies (sound) - 12
- Curiosities (sound) - 12
- The "Screen Snapshots" are re-leased bi-weekly and have been in release for 10 years. These present the newspaper of film land and are com-parable to newsreels except that they deal only with events pertaining to screen players.

As a companion release Columbia has selected "Curiosities," which are released at the rate of one a month. This is midway between a screen magazine and a revue. They present a wide variety of subjects of unusual character and are elaborated with facetious talk explaining the various sequences.

The new development in entertain-ment is the Columbia-Victor Gems, released weekly. These present the stars of musical comedy, vaudeville and the concert hall in their foremost features. In addition the long list of Victor talking machine artists also are presented in the Columbia-Victor Gems. Each release is different from the preceding in nature and presentation. They include miniature musical comedies, "Augustine," "Four Seasons," "Faculty," "Mead," "Dancing Acts," the "Waltz," the "Harmonettes," dancing acts, vaudeville teams and variety programs. The latest are "Tony Sarg's" "Mamnettes," "Spike Speaks," "Harmonicas," "Stage Door Knights" with buddy doyle.

In natural colors Columbia is pre-senting the "Mother's Day," a series of musical comedies photo-graphed in natural colors by the Photocolor method. Twenty-six of these are being released during the year, the most recent being "Alpine Love Call" and "South Sea Inter-vals.

A series of fantasies in pen and ink is entitled "Disney Silly Symphonies." There are 13 of these scheduled, "Autumn" and "Cannibal Capers" are the latest.

The "Krazy Kat Kartoons," pro-duced by the Winkler Studios, from another series of 13 animated car-toons. These are released alternately with the "Silly Symphonies," "Desert Sunk" and "an Old Flame" are now ready for release.

Columbia recently added another series of cartoons, the "Mickey Mouse" series, also produced by the Walt Disney Studio. Eighteen of the "Mickey Mouse" novels are scheduled for the year.

Shorts Oust Road Shows

Because the ability of the performers in shorts usually is so far ahead of the small traveling shows and we can give the public so much more variety with film novelties, we have been able to get along without road attractions in nearly booking short subjects.

EDWARDS, East Hampton, N. Y.

Trailers on Coolers

A series of trailers designed to exploit the cooling systems in theaters, due to a hot weather drawing card has been prepared by the Acme Film Co. In order to put the message across effectively, the trailers have been made entertaining as well as educational.

Fewer, Better Shorts

New Universal Policy

Although the exact number of short subjects to be produced by Universal for 1930-31 has not been de termined, the company has decided upon a new policy of fewer but better pictures, in line with a similar policy adopted by feature producers. Among the plans already announced is the george seydie-charlie murray series, to be done along the lines of the "leather puncher" series. It is Universal's intention to produce its pictures on a scale that will make them attractive for first run houses.

Mack Sennett's Contract

Extended by Educational

Mack Sennett's producing-distribut ing arrangement with Educational Pictures has been extended for a long term, it is announced by E. W. Hammons. The first of the original series of 20 sennett all-talking com- edies was released in December, 1928, and this marked Educational's entry into the sound field. Following the big success of the pictures, the original number was increased from 20 to 30. Sennett personally has been active in his production outfit and is directly in the selection of the greater number of his comedies. He recently acquired the services of a. leslee pearce, who will continue to work with him throughout the year.

3 Series Already Set

by Advance Trailer

Among the product already set by Advance Trailer Service for 1930 release are the following three series: Synchro Song Films, 52 subjects, released weekly on film and disc; Master of Ceremonies, 52 subjects, released weekly on film and disc; and Master of Ceremonies Jubilee Show, 10 reels, released monthly on film and disc.

Photocolor Is Making

Three Series of Shorts

In addition to the "sensations" for release by Columbia, Photocolor is making a series known as "presentations" and a cartoon series, all with sound on both film and disc.
Both Vitaphone Studios Working At Full Speed

Both East and West Coast studios of Warner Bros. are working full steam ahead on the production of Vitaphone Varieties for the coming months. An average of eight of these short reel productions a week is consistently maintained.

A feature of the future productions is the series of 20 musical Vitaphone Varities in Technicolor, a number of which have already been made under the direction of Roy Mack, Jack Haskell and Larry Cabalaos. Among these will be "Girls Wake Up!" (a trailer of which has already been seen in "A Holiday in Storyland"), "Bubbles" and other natural color short reel pictures.

The series of short comedies, from J. P. McEvoy's newspaper syndicated stories, will be continued until 12 have been produced. Coming numbers, under the direction of Lewis Foy, are The Potters in "Ia Get a Vacation," the Potters in "Big Money," and "The Potters in "Out of Office.""

Robert L. Ripley, whose cartoons of queer news events and oddities of all kinds "Believe It Or Not," are syndicated in 250 daily newspapers throughout the country, will make a series of Vitaphone Varieties under the title he has already made famous in his syndicated drawing and in his books. Photograph of the first of the series has just been completed under the direction of Murray Roth.

A contract has been signed with the famous musical comedy star and producer, Lew Fields, for a series of Vitaphone Varieties having a musical theme. Preparation for the first of these is now under way.

A series of Vitaphone Varieties told in rhyme and in dance will be made under the direction of George Hale, stage manager of musical comedy and dramatic productions, of which "Strike Up the Band," "Heads Up," and other recent numbers, will be made. The first of this series has just been filmed under the title "Off Steppes," with a cast including Harry McNaughton, the Phelps Girls, Big Bob and Louis Dahners, Jack Thompson and Gertrude McDonald, with a score of charming chorus beauties.

Eddie Buzen is also making a series of Vitaphone Varieties comedies, supported by popular players recruited from the Broadway stage. Of these, "Hello Thas," has already been seen, "Keeping Company" and "The Royal Fourtis." the second and third productions in the series are completed.

Bert Larr, comedian of "Hold Everything" on the stage, has been engaged for a series of short reel pictures, the first of which is "Faint Heart" in which he is supported by Bobbe Arnst, also of the musical comedy stage.

Stories recently have been purchased from three famous authors for future Vitaphone Varieties. These authors are Ring Lardner, Porter Emerson Browne and Guy Bolton.


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Stanley Houses in N. J. Book Pathe Sound News Eight of the Stanley houses in New Jersey have booked the Pathe Sound News. The theaters are: Rialto, Newark; Fabian, Fabian, Paterson; Regent, Elizabeth; Claridge, Montclair; Capitol, Belleville; Montauk, Passaic; Union, Union, and Castle, Irvington.

The silent news goes into the Lincoln, Union City, Central, Jersey City, and Stanley, Jersey City.

Sees Comeback of Drama Shorts

Short subjects with a strong flavor of drama are due for a great revival, in the opinion of Bradley Barker, director. "This is primarily due to the trend of singing and dancing films which have been brought in by sound, thereby crowding out dramatic features, which were formerly in the majority.

"Exhibitors need shorts that will contribute the element of drama so necessary to a well balanced program which is bound to result in a demand for dramatic one and two reelers of which there are not nearly enough now being made to meet the market which exists."

Sennett cites changes in production system

A striking example of the extent to which sound has changed the system of short comedy producing is cited by Mack Sennett in connection with "Honeymoon Zeppelin." Educational-Sennett talker. Ten weeks of preparation and two weeks of actual shooting and editing necessary to complete this short feature.

"We used to take a company into the park, or down to the beach and make up our material as we went along. Now it takes us from six weeks to two months to perfect a story, says Sennett. In the old days we would get an idea for a 'beach' story, or a 'park' story, scratch a few words of the plot on a piece of paper, go to the chosen locale, do the best we could as we went along. Today, with talking pictures, that procedure would be impossible. A writer is regularly employed at the Sennett Studios. His sole business is to write comedy stories. After a plot is finally selected, dialogue must be written. This is far from a simple task, for the dialogue must tell the story, must be funny. The dialogue itself must be funny. The dialogue must be 'measured' so that there is not much room too little. The dialogue must hold its audience. The dialogue must equal the finished picture, because of the difficulty in cutting a modern talking picture.

Occasionally we have a subject that presents more even than the average problems. For example, in the special comedy, 'Match Play,' in which two of the world's golf champs, Leo Diegel and Walter Hagen, were co-starred, of course, their shots had to be explained before they were made.

"The story of dialogue are finally in shape, the complete scenario is typed in multiple and each player gets a copy. Then we rehearse for a week before shotting starts. These rehearsals are held on the completed sets, and each shot is taken on the running time of each scene. If there is too much time for the dialogue, the director changes the dialogue and action are changed to give us exactly the screen running time desired.

"Every word of the dialogue is considered before it is accepted. Is it a word that every will understand? Does it fit the situation? Is there a shorter word? Sentences also undergo the same inspection. When everything is satisfactory, actual shooting starts."

Cutting 'Em Short

Windsor, Ont. — The Canadian Gov't has been asked to knock off by the Canadian Legion to cancel licenses of theaters where Communists are permitted to conduct meetings in the Dominion.

42 SHORTS ALREADY SET BY TIFFANY FOR 1930

Forty-two subjects have been set for Tiffany's 1930 program of shorts with others expected to be added. The list as it now stands includes 26 issues of "The Voice of Hollywood," 12 "Color Symphonies," and six of the Forbes Randolph Ken- tucky Singers issues in two reels. "The Voice of Hollywood," one reeler, has gained in popularity. The program introduces film celebrities that has been booked on the Loew and Pathé circuits and includes a piece by all at the Gaiety in New York. This short has a feature in which film patrons may write in to Lou Lewyn, producer of the series, and name any players they desire to see and hear in these pictures. Lewyn then arranges for the appearance of the actors.

Installing Coloratura in Jersey City Lab

New installations of the Coloratura process printing and developing machines for making Pathe Sound News in natanid Legion to cancel licenses of theaters where Communists are permitted to conduct meetings in the Dominion.

The Coloratura process brings to a standard of practicability under the supervision of Stuart W. Webb and Terry Ramsay, of the Pathe executive staff. Pathe now has a new Coloratura cameras in process of construction, according to Charles De Mio, head of the Pathe film laboratories working in cooperation with the Pathe camera experts. All special filtering devices and complexities of prisms in the optical system which so complicated these processes have been eliminated, fitting the new Coloratura camera for the hit-and-run method of hasty operations necessary to the picturing of news.

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To introduce the curved gate
Insuring smooth reproduction, eliminating scratches, gear and sprocket tooth flutter and stoppage due to buckling of film.

To adopt change-over switch
For instantaneous changing from one projector to another.

To employ Caesium photo-electric cell
Insuring long life and dependability, quiet in operation and requiring no photo-electric cell amplifier mounted on projector.

To utilize dynamic cone loud speaker, with directional baffles. Establishing unsurpassed fidelity of sound reproduction and insuring effective sound distribution to all parts of the theatre. Also eliminating stage batteries for loud speaker field excitation.

To offer motor generator operation for small theatres
Eliminating all storage batteries and battery charging equipment.

To abandon variable speed control
Thereby decreasing cost, simplifying operation and insuring projection at proper speed.

To utilize standard Radiotron tubes
A tube superior to all at a low cost.

and First to make it possible for the small theatre owner to install the finest sound equipment at a price he can afford to pay.
Today, more than ever before, the patron of the motion picture theatre demands "sound satisfaction," and the installation of RCA Photophone sound reproducing equipment is the exhibitor's best guarantee of sound reproduction of the highest quality.

The trend nationally and internationally is toward RCA Photophone!

Back of every installation made by RCA Photophone, Inc., lies the unmatched prestige of the world's foremost electrical engineering organizations and their strength and stability are reflected in the performance of RCA Photophone sound reproducing equipment.

*2995.00 (Deferred Payment Plan for best equipment available)

**RCA PHOTOPHONE, INC.**

Executive and Commercial Offices
411 Fifth Avenue, New York City
Installation and Service Department
438 W. 37th Street, New York City

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Pathe Launches Activity
On Its Biggest Program

Pathe has started work on the biggest short programs in its long career. The campaign includes 322 subjects, in addition to 250 newreel issues, making a total of 578 issues of wide variety for release in the 1930-31 season. In the list are the following:

Two reel comedies (32), in the following eight brands: Checker Comedies, which proved popular last season; Manhattan Comedies, a more sophisticated type of farce; Melody Comedies, in which music will be featured; Campus Comedies, treating on college life; Follies Comedies, which are planned as short, snappy revues; Rodeo Comedies, which will be western in idea and background; Rainbow Comedies, to be made entirely in color, and Whoop Comedies, which will be musical and novelty features in miniature.

Newsreels (250): Pathe Sound News, 104 issues; Pathe Disc News, 52 issues; Pathe Disc News, 52 issues; Silent newsreel, Pathe Review, 52 issues. Pathechrome process is used for color stories in these subjects.

Animated cartoon comedies (52): Aesop’s Sound Fables, 26 issues; Aesop’s Silent Fables, 26 issues. Produced by the Van Beuren Corporation.


Press humor: 26 issues of Talking Topics of the Day, offering dramatized humor selected from the press of the world.

Of the 52 two-reel comedies planned by Pathe for 1930-31 will be filmed at the west Coast Studios, it is announced by E. B. Derr. Facilities for this purpose are now being rushed complete.

William Woolfenden is supervisor of scenarios and Josiah Zuro is supervising the music. Five directors are at work: They are Arch Heath, Robert De Lacy, Fred Guiol, Wallace Fox and Monte Carter. Carter is to direct two-reel musical comedies. Robert Fellows and Al Smiley are the assistant directors. Charles Younger is in charge of sound recording and John Mescale is chief cameraman.

 Writers include George O’Neill, John Cantwell, Luther Jantys, Dan Kueel, Sam Lewis, Ray Hodggon, Hugh Cumming, Guy Voyer, Walter De Leon, J. Kein Brennon, Betty Scott, and Frank Davis. Some writers who are contributing to the short feature comedies are Ted Snyder, Henry Sullivan, Mack Gordon, Aner Silver, George Green and Mort Harris.

The general studio staff includes Harvey Leavett, studio superintendent; Charles Sullivan, studio manager; John Rohiffs, studio executive; L. E. Clark, chief sound engineer; and Ted Dickson, set dressing and properties.

FitzPatrick Hits China
in World Travelog Tour

James A. FitzPatrick, who started out in January on a travelog tour around the world on the S. S. Columbus, has called his arrival in China, where he will obtain views of the country’s high spots. FitzPatrick to date has visited the Madeira Islands, Gibraltor, Algeria, Italy, Egypt, India, Ceylon, Java, Singapore, Siam, and the Philippines. His scheduled itinerary also includes Korea, Japan, the Hawaiian Islands, California, and New York. Ha are before returning to New York around the middle of May. The material being acquired will be included in future releases of the Travelog Series of short subjects which was started by FitzPatrick with four films on Spain.

Stylish

Thirty-nine releases, 13 dealing with dresses, 13 on furs and 13 on hats, are on the 1930 release schedule of Fashion Feature Studios, of Hollywood. All of the productions are in second release and the different subjects are released alternately on Thursdays.

PARAMOUNT’S APRIL LIST CONTAINS ONLY 1-REELERS

Five subjects, all one-reelers, are on the April release schedule of Paramount. The number includes two Bruce pictures, “The Wanderers” and “Wallace and the Lonely Men” directed by Herbert Timberg in “I Came First,” Lee Morse in “A Million Men’s,” and two song numbers, “La Paloma” and “Yes, We Have O’Bannons.” March the Paramount short subject releases include five two-reelers, five one-reelers, while four two-reelers and four one-reelers were on the February schedule.

Future plans of Paramount with regard to the only one-reel releases in formation, with a likelihood that the company will decide upon increased activity in high-class subjects featuring big names of the stage and screen.

Complete First Six on New Pathe Schedule

Bill Woolfenden, of the recently organized comedy production department in the building on the coast, has completed the first six two-reelers of the new schedule. They are:

“Southeastern States,” directed by Wallace Fox, with Mona Rico, Cornelius Keefe, Fred Varnes, Sam Silver, Rosemary, and Zella Connolly.

“New York,” directed by Robert De Lacy, with Mildred Harris, Harry Woods, Don Douglas, Nick Curley, Bill Burt, Earl Empire Comedy Four and Tom Mahoney.

“Picked ‘Em Young,” directed by Monte Carter, with Robert Agnew, Mary Hutchinson, Mena Ray, Carmita Gerigot, Fanchon Franken, Vera Marsh and Charles Hall.

“Hearts and Hands,” directed by Wallace Fox, with Mona Rico, Cornelius Keefe, Fred Varnes, Sam Silver, Zella Connolly.

“Ranch House Blues,” directed by Robert De Lacy, with Mildred Harris, Harry Woods, Don Douglas, Nick Curley, Bill Burt, Earl Empire Comedy Four and Tom Mahoney.

“Live and Learn,” directed by Fred Gullo, with Ed Deering, Addie Philpil, Maurice Black, Gertrude Astor, George Towne Hall and David Durand.


Only 6 Fox N. E. Theaters Now Playing Stage Shows

New Haven—Only six of the 14 houses operated by Fox New England Theaters are now playing stage shows. These houses are: Fox Poli in this city; Fox Poli, Bridgeport; Capitol, Hartford; Elm, Woreceter; Palace, Waterbury; Fox Poli, Springfield. The other houses are featuring all-talking policies.
For popularity of performers, as brought out by THE FILM DAILY'S Short Subjects Survey, by far the greatest number of nominations were for Laurel and Hardy. Many exhibitors declared they consider this the best advertised team appearing in short comedies. Producers receiving widest comment on their comedy product included Mack Sennett, Hal Roach, Al Christie and Larry Darmour.

3 HAL ROACH COMEDIES AMONG APRIL RELEASES

Three Hal Roach comedies are included in the group of four short features scheduled for release by M-G-M this month. These are our Gang in "When the Wind Blows," Charley Chase in "All Teed Up," and Stan Laurel and Oliver Hardy in "Below Zero."

"Babbie a la Mode" is the fourth release of the month. This is one of the series of 12 M-G-M Color tone Revers in Technicolor. Gus Edwards and Sammy Lee both have had a hand in the direction of these miniature musical comedies.

It is expected that all Hal Roach comedies for the next year will be produced in five languages—French, Spanish, German, Italian and English.

Marc Connelly Urges Copyright Protection

Washington Bureau of THE FILM DAILY

Washington—Additional copyright protection both in this country and abroad is urged by Marc Connelly, playwright and actor, who appeared before the House Patents Committee as one of a group of authors and publishers' representatives on behalf of the Authors' League of America to urge immediate action on the Vesti
tal bill which would permit entry of the International Copyright Union in the U. S.

Music House Organ

"Broadway Melodies" is the name of the new house organ which the Robbins Music Corp. will distribute to music dealers.

Adapting Sound to New Uses

By DAL CLAWSON, Cameraman, Fox Film

Short subject producers are adapting sound to new uses which will soon be copied by feature producers. An example of this is "The Black and Tan Fantasy," a short subject produced by RKO last fall. In this two-reeler photography was so synchronized with the musical accompaniment that it was possible to create a picture of what was actually happening in the character's mind. It was an entirely new technique that is sure to be adopted as the relation of the camera to sound becomes better known.

More Diversified Programs Bring New Standards of Value

By PIERRE de ROHAN, Motion Picture Editor, "The Morning Telegraph"

SHOWMEN are offering more diversified programs than in the past. The advent of the musical prologue, enacted by living players in theaters in the larger cities, has inspired the exhibitor in smaller towns to approximate these presentations within the limits of his budget. This he turns to the short subject makers and demands more and better supplementary films. The result is a program as varied and as impressive as those of the huge Broadway showplaces.

This tendency has brought about another condition which is having and is due to have in still greater measure, a marked influence on production. Feature films are being made shorter and shorter to allow for the showing of prologue material. This, in turn, increases the cost of program building, for quite naturally the feature film producer charges just too much for a 5,000-foot feature as he does for one running 8,000 feet. His story, cast and so on cost him just as much: the only saving in film stock is in the positive prints, too slight a matter to cause a variation in rental.

All of these tendencies toward diversification are bringing about a new standard of values in the cinema. The wise exhibitor should begin soon to analyze his program costs and to take up with those from whom he buys, the question of equitable rentals. Having introduced variety to his patrons, he can never go back to the showing of a single feature film. But, having saddled upon his overhead operating expense the rental of short subjects he cannot sell his programs for the same price unless the producers themselves will help him by readjusting production costs, and therefore sales costs.

The solution seems to be a reduction in the rental of features to allow for the addition of short subjects. After all, the rent money all goes into the same pocket, and the more sales the distributor has in circulation, whether long or short, the more money he has to show for his investment at the end of the year.

Increased Distribution of U. S. Shorts Abroad

Washington—Distribution of American shorts abroad is increasing, it is indicated in a report to the M. P. Division of the Dept. of Commerce. Short subjects, such as comedies, novelties and musical revues are in great demand. While the majority of foreign countries do not have many theaters wired for sound, those that do find that the synchronized short is keenly coveted by audiences; the reason being that foreigners are not familiar with the American language and rather than be made uncomfortable listening to a tongue that is not understood they prefer synchronized pictures instead. There is very little production abroad on this type of picture, hence the emphasis of the shorts are imported from American companies.

To Start Photophone Building

West Coast Bureau, THE FILM DAILY

Hollywood—RCA Photophone has awarded contracts for the erection of a new general office building at Santa Monica Boulevard and Orange Drive. Construction will begin immediately.

Buys Texas House

Dallas—Griffith Amusement Co. has bought the rights of Ray Stinnett in the Capitol and to the Palace and Rex at Cleburne.

No. Baltimore Virginia Reopened

No. Baltimore, O.—The Virginia has been reopened by William Gibson. It was formerly under the management of R. E. Bishop.

LARRY DARMOUR LINES UP DE LUXE COMEDY SERIES

Arrangements have been completed by Larry Darmour for the production of a new series of short comedies, described as "de luxe productions" with casts composed of big screen names, for release through RKO. Darmour, who is now on his way back to the West Coast after conferring with RKO executives in New York, also will continue his Mickey McGuire series.

8 American Producers Using RCA Photophone

Eight producing organizations in the United States are using the RCA Photophone equipment in the motion-picture industry, according to the annual statement just made public by the Radio Corp. of America. The company has in addition installed Photophone equipment in 13 sound trucks used in recording news events. The RCA Photophone statement follows, in part:

"R. C. A. Photophone, Inc., has now established an important position in the motion-picture industry. Its apparatus is in demand by leading exhibitors and producers, not only in the United States, but a good market has also been developed abroad. The company is working on its acoustic and recording facilities developed by the Victor Company has greatly widened its scope. The reproduction of sound records, whether from film or disc, has required extensive research and development in such fields as radio acoustics, optics and chemistry. The technical achievements of our associated companies are embodied in the RCA Photophone equipment.

"Indications are that synchronization of sound with motion-pictures will make even greater progress in 1930. The Photophone Company is entering on a wider program of research and development work. During the year the Photophone Company has developed portable apparatus for recording music and sound in the field as well as in the studio. The company has also designed recording equipment, including the "portable" for outdoor use by radio stations, that will be available to the industrial, educational, and entertainment fields.

DAL CLAWSON

Cinematographer

In charge of photographing all tests made by FOX MOVIE TONE IN NEW YORK
WALTER STRENGE
CINEMATOGRAPHER

Out of Range

The sophisticated type of short comedy is all right, but it doesn't go over so well with the folks up in the balcony. Inasmuch as the balcony section forms a considerable part of the seating capacity in many houses, the producers should take this into account in planning their material for effectiveness. — William Benton, Congress, Saratoga Springs, N. Y.

Importance of Makeup
Is Cited by Fred Ryle

The question of makeup is of more importance with short subjects players than with the actors in features, in the opinion of Fred Ryle, makeup chief at the Fox studios in New York.

"The most common defect of the average makeup is that it is too light, which gives the face a white, mask-like character. It is also a mistake to use liquid makeup since the necessity of standing under hot lights hour after hour is bound to result in moisture that will remove liquid makeup, while not affecting grease.

"So far the makeup in most color pictures has been of very poor quality, but as we become more familiar with the requirements of the color camera, better results may be expected."

LEWIS R. FOSTER
Director

Talking Comedies
for Hal Roach

Starring Harry Langdon and Laurel and Hardy

Current Releases

H. C. Witwer-Darmour Series for RKO

"The Sleeping Cutie"
"The Setting Son"
"Cash and Marry"
"Land of the Sky Blue Daughters"
"Eventually"

Shorts Being Reviewed
Like Former Vaudeville

With the substitution of short subjects for vaudeville in many theaters around the country, some newspapers are beginning to review the shorts' bills along the same lines formerly followed in writing up vaudeville programs. In giving critical estimate of the shorts, reviewers frequently express surprise over the quality of the subjects as compared to the standards of the average vaudeville bill. A typical instance is quoted from a review appearing in "The Daily Leader," of Mt. Clemens, Mich., reading in part:

"Five acts of Vitaphone vaudeville, acts which, in the days of not so long ago would have headlined individually and which today are the 'talk of the town' were shown at the Macomb theater last night, on the occasion of the first showing of Douglas Fairbanks and Mary Pickford, co-starring in their first all-talking picture, 'The Taming of the Shrew.'

"The five acts, we firmly believe are worth the highest praise and commendation. To see them, and see nothing else at the show, would be a treat of rare proportions. They are exemplary of the gigantic up-braval which has taken place on the stage during the past few years. In other days even the management could not be held wholly responsible for the variable quality of vaudeville, and too often it was disappointingly amateurish and feeble."
BROCK PLANNING MORE SEMI-SLAPS FOR RKO

With the opening of the Radio-Victor Gramercy studios next month, RKO expect to get under way on several different series of short comedies of the semi-slapstick variety, under the supervision of Louis Brock.

W. C. Fields has been engaged to star in a series of six shorts, the first of which will be directed by Monte Brice. Brock is also negotiating with several of Broadway's leading comedians, who will also be starred.

The comic team of "Nick and Tony" has completed its third comedy for Brock. All of these were directed by Mark Sandrich and three more are planned under the present schedule. These will probably be made at the Ideal studios, pending completion of the Gramercy studios, now under reconstruction.

Vernon Finishes "Cry Baby"

Bobby Vernon has completed the Vitaphone Variety, "Cry Baby," a comedy written by Herman Ruby. Mary Louise Treen appears in support of Vernon and much of the action takes place in a theater where "Romeo and Juliet" is being played.

A SWEET TIE-UP

Atlantic City—As an advance exploitation stunt for Nancy Carroll in "Honey," patrons of the Warner, upon leaving the theater, are being presented with a paper bag of Glen Logan Macaroons, the product of a leading macaroon shop on the boardwalk. The bags are stamped with the message that their contents are as sweet as Miss Carroll in the forthcoming attraction.

BRITISH FIRM WILL MAKE SOUND CARTOON SHORTS

London—John Maxwell, of British International Pictures, is negotiating with the Noble Bros., artists, to make a series of cartoons on the style of Mickey and Felix. The shorts will be made at the Elstree studios and will be synchronized with noises familiar to the animals.

3 WEEKS IN LOS ANGELES FOR AESOP SOUND FABLE

"Good Old School Days," a Pathé Aesop Sound Fable now being shown at the Globe and the State on Broadway, has been booked for a run of three weeks at the Fox Metropolitan in Los Angeles.

The Grantland Rice Sportlight, "A Feline Fighter," recently at the Globe in New York, has opened for an indefinite run at the Cameo on 42nd St.

HOMER MASON WRITING STAFF

WARNER BROS. EASTERN VITAPHONE STUDIO

(Under supervision Murray Roth)

Completed Since Jan. 1:

"ROOM 909"
Featuring Robert Emmett Keane and Claire Whitney

"MONEY, MONEY, MONEY"
Featuring Homer Mason and Marguerite Keeler

"AT YOUR SERVICE"
Featuring Jessie Royce Landis and Wm. Halligan

"MARRIED"
Featuring Stanley Ridges and Helen Flint

"POOR FISH"
Featuring Stanley Ridges and Herbert Cavanaugh

Now in Preparation:

"CIRCUMSTANTIAL EVIDENCE"
"AUTO SUGGESTION," etc., etc.

MONTE BRICE

DIRECTOR

Two comedies for RKO

now in preparation

LOUIS BROCK PRODUCTIONS

NEW YORK CITY

MONTE BRICE

DIRECTOR

Two comedies for RKO

now in preparation

LOUIS BROCK PRODUCTIONS

NEW YORK CITY

$665.00

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Equip your Silent House with a complete Sound Disc Reproducing System.

2 Sterling Turntables with Electric Pick-ups and built-in Re-synchronizing Devices and Mechanical Sound Filters. (can be used on either side of projector)

System Consists of:

1. Sterling Disc Fader Control.
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We Guarantee a Complete Quality Outfit That Defies Competition

Your Local Electrician Can Do Your Wiring

Sunday, April 6, 1930

THE Film DAILY
**Reviews of New Short Subject Releases**

**"Off to Peoria"**  
Louis Brock (RKO)  
**Time, 21 mins.**  
**Good Slapstick**

The new comic team of Nick and Tony, Italian comedians, get off to a good start in this uproarious comedy of pullman car antics that moves with all the speed of an express train. After Nick is relieved of everything down to his shirt, by a card sharper, he is obliged to grab the first piece of clothing he can lay his hands on, which happens to be women's attire. This leads to very amusing complications when it becomes necessary to search everyone on the train and Nick finds himself forced to disrobe with the ladies.

Hark Sandrich, credited with both story and direction, did an excellent job and both photography and sound are above average.

**Prison Scene from "Faust"**  
**Vitaphone No. 974 Time, 9 mins.**  
**Typically Operatic**

For opera fans only is this short, with Giovanni Martinelli, who sings splendidly. However, it has been made only characteristically dull and heavy operatic lines and possesses no entertainment beyond the excellent voices of the players.

**Pathé Audio Review No. 14**  
**Running Time, 10 mins.**  
**M-G-M**

Those who like the restful in pictures will find this Audio Review ideally suited to their taste. The opening scenes of sea gulls in flight over a sea glittering under the sun. Then there are some charming rustic shots of hay gathering along the Connecticut countryside. This sequence is nicely done in color. Another group of scenes show girl swimmers in a Viennese pool turning themselves into human patterns in the water. Also included is the Audio Review Quartette singing that popular tune of other days, "Heaven Will Protect the Working Girl," in a barber shop setting matching the quaintness of the song.

**"Crooked Trails"**  
**Universal Time, 15 mins.**  
**Weak Western**

Again the rubber stamp applied with a vengeance. Try as hard as one may one can find little to recommend in this western short. It is likely that even the young will find it un worthy of their enthusiasm. Even the acting seems to be of a piece with the story. An old chap is robbed of his bag of gold by a gang of outlaws. Up comes the Mountie, who dispatches the man's daughter for aid while he pursues the gang. The girl is captured and taken to the robbers' hangout. The Mountie takes on the whole bunch. Finally other Mounties come to the rescue. Ted Carson is the principal player.

**Milton C. Work**  
**Vitaphone No. 979 Time, 9 mins.**  
**Fair Entertainment**

After a slow start, this film gains speed and ends in a roar of laughter. Playing of bridge hands is shown, with stress on the comedy angle. Bridge enthusiasts especially will like this picture which Edmund Joseph directed.

**"College Hounds"**  
**M-G-M Time, 17 mins.**  
**A Corker**

With a cast composed entirely of dogs—and dogs of amazing intelligence, at that—this film is a novelty that will draw approval wherever it may be shown. These animal actors are used in a story that, were it produced with human players, would be one of those laughable and ludicrous melodramas. But in this case the story is of no consequence at all to the enjoyment of the film. The tale is that of the football player who is forcibly prevented by the villain from taking part in the big game. He manages to escape and reaches the field in time to win the game. The football game is a clever piece of direction and photography.

**Pathé Audio Review No. 15**  
**Running Time, 12 mins.**  
**M-G-M**

Best of this Audio Review is that part in which are shown some of the highlights from the repertoire of the company of Japanese players at the Booth Theater in New York. The famous sword scene that features so prominently in their performance is pictured at considerable length. It affords a number of extremely exciting moments, so realistically is it staged. Far less interesting are flashes of various important events in the history of the nation re-enacted for the camera. Of completely negligible value are views of a collection of modern-day flasks.

**"Dixie Days"**  
**Pathé Time, 7 mins.**  
**Good Animated**

This animated cartoon is a travesty of the "Uncle Tom's Cabin" theme. And it is uncommonly well done, too. All the characters are drawn as if we gnashed our teeth or over whom we wept copious tears are pardoned before us. Some really amusing moments result.

**Educational**  
**Time, 7 mins.**  
**Plenty of Animation**

A highly diverting short in spite of the fact that it follows the same line of procedure as its immortal animated cartoons. The story seems to be that of a touch of class in the Terry-Toon that is rarely seen in entertainment of this kind. The story is simply that of the struggle between villain and hero for possession of the pretty heroine. The musical angle is stressed, some of the music being unusually good quality.

**Charley Chase in "Fifty Million Husbands"**  
**M-G-M Time, 20 mins.**  
**Fairly Amusing**

Though "Fifty Million Husband" in none too strong on laughs, it succeeds in being acceptable entertainment. The humor is on occasion a little too flat for the good of the situation, comedy as a whole. Once or twice the film even runs perilously close to being dull. But Charley Chase manages to get over these spots in good fashion. The film is all about one of those marital misunderstandings. The trouble is caused by a lady who drops in on Charley while the wife is away and requests that she be permitted to look about the apartment, so that she may recall the happy days she spent there when she occupied it, from whom she now separated. Willy comes in unexpectedly. In the end, however, everything is satisfactorily explained.

**"Love, Honor and Oh Baby"**  
**The Worms Turn**  
**Pathé Time, 15 mins.**  
**Based on the idea of the "what that turns," an obedient husband as his meek daughter turn the table on their dominating spouses after a series of scenes of "vassalizing" the husband. This short is not a comedy although directed by the late George Lepine, but delivers its sermon in nice fashion.
Critical Survey of Latest Sound Shorts

Sunny Jim in "Mush Again"
Universal
Time, 20 mins.
Satisfactory Comedy
Sunny Jim appears to fine advantage in a comedy that's petty but
awful as a whole. Persons who have no experience with children will be
as perturbed by this film as they are by "The Yellow Kid." Sunny Jim plays the sort of kid
at is common to many homes throughout the world. He has the
habit of repeating before people what his parents have said of them
behind their backs. In the end, how-
ever, he redeems himself by remit-
novation with such matters as the
way of persons who find delight in
sweat films. Tom Terriss as our ride takes us to Buena Vista, a land of
implied shrines. In a fine voice, for
a dramatic when the occasion warrants
the picture places and customs
of several places the film is genuinely
weeping. Here is something a
little different.

"The Golden Pagoda" Vitatech Film
Time, 11 mins.

"The Golden Pagoda," first of the
Universal Grand Series, should
give a constant delight to a major
ity of persons who find delight in
sweat films. Tom Terriss as our ride takes us to Buena Vista, a land of
implied shrines. In a fine voice, for
a dramatic when the occasion warrants
the picture places and customs
of several places the film is genuinely
weeping. Here is something a
little different.

"Follow Me" Universal
Time, 19 mins.
Poor Stuff
"Follow Me" is the sort of com-
edy prevalent years ago. Greatest
its handicaps is a story that is ap-
parently stereotyped and dull. It's
not that a student of the supernatura-
l is taken to a deserted house by
stranger to do a little ghost hunt-
It. Others in the party are his
sister and her sweetheart. Ghost-
story forms fit this way and that but
is no appreciable success in pro-
ing laughter. The cast is not the
help of film. Inferior entertainment.
Arthur Lake is featured.

"Whispering Whooppee" M-G-M
Time, 20 mins.
Pulling a Fast One
A fast comedy that works itself
into a pitch that is a scream. Charley
Cantor has the part of a chap who, in
his effort to win the good graces of
a party of young people desiring to buy
his real estate, calls in a number of girl
friends to help them feel at home.
The trio are of the extremely serious
type, but after a drink or two and a
few moments of the young ladies' company they begin to soften and
shoo it up. The whole thing winds
up with a very thrilling scene that
is frankly slapstick yet none the
less as rib-tickling as one can imagine.

There are plenty of laughs in this
one.

"Stimulation"
Vitatech No. 3636 Time, 11 mins.

Something Different
That a man needs relaxation after
a hard day's work at the office
serves as the basis for this short. The fact that wifey has a presentable
dress to go out with her hus-
band does not prevent him from
being for that much needed
prescription. The fun really begins
when Arthur tries to evade the vaump
at a social affair by closing him-
self in a room which is visited by a
bargirl who disagrees with him of
his pants in order to insure his escape.
When the vampire faints in the room upon
seeing the partly disrobed hero, his
wife. She recovers his pants
when the thief is caught and after
refusing to return them and accompany
him to another affair, Arthur
flies her a one ton by leaving
without them. Principal in the cast
is Johnny Arthur.

"Bowery Bimbos"
Universal Time, 10 mins.
Good Animated
This one is among the best of the
Oswald series. It is a clever and ex-
tremely amusing little number. Oso-
wald appears as a gay Bowery cop.
He has the occasion to rescue
sweety from the clutches of a no-
torius gangster. The manner in
which he does it provides no end of
amusement.

Laurel and Hardy in "Brats"
M-G-M Time, 21 mins.

Something Different
"Brats" should be set down as one of the most ingenious comedies to
reach the screen in a long time. What
makes it so unusual and extraor-
dinarily interesting is that there are four characters in it but
only two performers, Laurel and
Hardy also appearing as their ow-
nors. To make the effect realistic
the sets in which the comedies are
seen as children are duplicates on a
huge scale of those in which they
appear as themselves. The story
is that of two fathers who, left at home
with their children on their hands, run into a deuce of a time trying to
get the little brats to behave. This
is a sure winner.

"Ride 'Em Cowboy"
Pathes Time, 12 mins.

Not So Good
"Ride 'Em Cowboy" is one of those
artificial pieces of the musical comedy
school that produces in one the feel-
ing of something false and deliber-
ately striven for. For all the world
the thing might have been taken on
the stage of a theater. True enough,
there can be picked out here and
there lines that are charged with no
real meaning, but as a whole the effect is one of frailness
and self-consciousness. Thelma
White and Bobby Carsey in the
chief roles are better than the mat-
terial they have to work with.

"Hot Bridge" A Winning Card
RKO Time, 19 mins.

"Hot Bridge" proves a pleasant
comedy. While its general outlines
are not exactly new the story has been
given a new angle and treated in
a highly expert manner. We have
a shrewd husband who, in an
effort to get himself out of a bridge
party and escape the vigilant eye of
his wife, asks his Butler to call up
during the game and say he wants to
see him on important business.
The gag, however, doesn't work. When
the switchboard operator calls up to
warn the building is on fire, the wife
thinks it is just another of her band's tricks to leave the apartment.
The game goes on until the discov-
ery is made that the building is really
burning. Mark Sandrich has directed
with considerable skill.

"Backs and Bubbles in "Darktown Follies""
Peppy Steppers
Pathes Time, 18 mins.

Another of the Hugh Milne "Wild-
cat" series with plenty of fast step-
ping and singing by a competent cast
of colored entertainers. This num-
ber shows the negro comedians in
a rehearsal try out where they have
to put over some lively steps and
melodies to win the much needed
parts in the Darktown Follies. Has
plenty of pep for audiences that
go for comedy on this order.

In 90% Of All
First Run Theatres

"Fashion News"
The Style Authority
of the Screen
In TECHNICOLOR
and R. C. A. SOUND

All Models Worn By
CELEBRITIES OF STAGE AND SCREEN

MORT BLUMENSTOCK
PARAMOUNT
Recently Directed:
"BELLE OF THE NIGHT"

"GETTING A TICKET"
(also two others with Eddie Cantor)

Mr. and Mrs. Jimmy Barry, Luuлу McConnell and Smith and Dale
in Two Reel Comedies
Reports on New Short Subject Releases

Charley Chase in
“All Tied Up”
M-G-M
Time, 21 mins.
Great Comedy
Charley Chase was born in this comedy makes for some of the greatest fun that has come along for a long time. As a bumptious fellow who is eager to make a golfer of himself the comedian is a perfect riot. He is fortunate when he meets the daughter of the president of the very golf club he is hoping to join. The girl sends him to the club to meet her father, but Charley goes to another place by mistake. He gets himself into trouble and is thrown out. In the street he runs into the girl and her dad, and all is well. Golfer ought to get a double kick out of this comedy.

“Western Knights”
Educational
Time, 18 mins.
Some Loud Fun
Eddie Lambert and Al St. John form a sure laugh-getting team in a short that provides some nice wholesome fun. For the kiddies there is the added treat of a furiously sure of the villain of the piece and a rough-and-tumble physical encounter in which the hero wins out and thus proves himself worthy of the gal he loves. In a sense the film is a take-off on the western picture. Eddie Lambert has the part of a tenderfoot and plays it for all he is worth. Others in the cast are Ed Brady and Addie McPhail. This is a Merced Comedy produced by Jack White.

“The Pay-Off”
Vitaphone No. 3798
Time, 12 mins.
Limited Appeal
Henry B. Walthall appears to poor advantage in a drama that speaks in which it is told leaves almost no impression when it all is over. Still there is the added treat of a furiously sure of the villain of the piece and a rough-and-tumble physical encounter in which the hero wins out and thus proves himself worthy of the gal he loves. In a sense the film is a take-off on the western picture. Eddie Lambert has the part of a tenderfoot and plays it for all he is worth. Others in the cast are Ed Brady and Addie McPhail. This is a Merced Comedy produced by Jack White.

“Live and Learn”
Vitaphone No. 965
Time, 9 mins.
Pretty Good
This Manhattan comedy shows itself in spots as riotous a thing as one could imagine. The humor is not only robust kind and is good for any number of real loud laughs. Fred Corliss has done a fine little job of directing and the cast has done as well. Ed Deering, Addie McPhail, Maurice Black and Gertrude Astor are particularly good. The fun is occasioned by the attempts of a man to enter the apartment in which his wife finds herself with her first husband. The apartment is quarantined because her son has the measles, with the result that hubby number one can’t get out while number two can’t get in.

“Broadway’s Like That”
Vitaphone No. 960
Time, 8 mins.
Nicely Sung
The only thing that counts in this short is the presence of Ruth Etting in it. Everything else is negligible. What story there is is simply for the purpose of creating the proper mood and setting for a number of tunes which Miss Etting executes in a truly appealing fashion. Her song of “From the Bottom of My Heart” is the most delightful part of the performance. Another tune that is enchantingly done is “The Right Kind of Man.” The recording brings out all the charming quality of Miss Etting’s voice.

“Spinning Wheels”
Educational
Time, 10 mins.
A Bully One
Cartoon of the various animals at the bull arena where the hero conquers the bull to full satisfaction of his fair lady. Sidney Franklin, who has garnered so much publicity as Brooklyn’s matador, is mimicked by a burro. However, it is the voice of the rider on a donkey that brings down house and horse. That really is the beauty of this short. The adventurous cat has a certain way of being the belligerent bull and retraces the route of these journeys in ways that the horsey animal is brought to his end. A humorous piece with all the curious noises of the creatures synchronized to the satisfaction of all.

“Idle Chatter”
Vitaphone No. 954
Time, 10 mins.
Grossly Offensive
Lou Holtz, the popular stage comedian, with a fresh line of breezy material and business, delivers one of the best 10 minutes of his career in this short. His nonsensical patter covers a wide territory and is practically a series of blow holes that come in rapid succession. A sure fire comedy skit that is bound to be relished anywhere.

“Gym Jams”
Vitaphone No. 965
Time, 9 mins.
Pip Juggling Act
If this amazingly dexterous routine of juggling feats by Lou May were to be presented on a vaudeville stage by Mayor in person, it would bring down the house as few acts of this kind ever have done. That is the effectiveness of the fancy tricks is lost in the screen reproduction, enough of the values remains intact to make the patrons and make the picture a gem of entertainment. Cleverly hand of hand and acrobats a mingled with the juggling. An audience that misses this item is missing a rare treat.

“Keeping Company”
Vitaphone No. 963-4
Time, 19 mins.
Swell Love Comedy
Eddie Buzell is featured in this swell little comedy about the owner of a pet store who has a wide y for dog racing. All he gets out of his store is a load of customers, but finally he gets a break when his wife enters as a dark horse in a race. Some brief songs help to carry the love interest along. Elaborately produced and efficiently directed.
Discuss Latitude of Exchange Managers

VAILABILITY CLAUSE IS
ADOPTED AT 2-2-2 MEET

(Continued from Page 1)

Show ing the Way

The same colorful trend which characterizes motion pic-
ture advertising is being fol-
lowed by other industries, de-
clar es Sidney R. Kent in a
2-2-2 conference discussion Fri-
day.

day.

day.

day.

of the small producer who sells his subsequent runs before his first runs are set. After

much discussion it was decided to recommend that subsequent run houses specify in their
schedule when the pictures they are buying are available.

Amendment was made to a clause providing

that the exhibitor pays for pictures he fails or refuses to play. Provision was made that

"competent evidence of mitigation in damages may be offered to the arbitration board." Although the subject of an arbitra-
tion has not yet been reached it is gener-
ally understood that a successful defen-
se will not entitle the exhibitor to a declara-
tion of nonviolation.

Assignment of pictures upon sale of a

theater was the next subject given considera-
tion. The clause was amended to prevent

the transfer providing the exhibitor is in
default.

Question of latitude of exchange managers
divided the conference into two fractional groups

and changing contracts. The distributors asked that

"no change or modification thereof shall be

binding upon the distributor unless in

writing signed by an officer of or any per-

son authorized by the Distributors at its

main office in New York City." Allied

replied that the exhibitor shall not be deemed
to have violated the copyright of any of the

pictures involved in a contract by relying in

good faith on written or telegraphic author-

ity from the distributor's exchanges. After

some argument a definite sentence on this

clause was deferred. The conference adjourned

at 5:30 p.m., until Monday morning at 11

"U" Transfers Tuttle

to Atlanta Exchange

Charlotte, N. C. — T. O. Tuttle, man-
ger of the local Universal exchange, has

been transferred to the Con-

nec-

ta. C. Bain of the Jacksonville offi-
ces succeeds him here.

Barney Rose

Universal

Cleveland Branch Mgr.

Cleveland—Barney Rose has been

transferred from Indianapolis to man-
ge the local Universal exchange. He

succeeds Jack Osserman who has gone
to Havana on a vacation.

Fox Renewes Poli, Meriden, Lease

Meriden, Conn.—Herschel Stuart, gen-
eral manager for the Fox New

England Theaters, has renewed the lease on the Poli here for another 10 years.

The house is being remodeled and is expected to open May 1

with a sound policy. Fox also operates the Palace here.

Increases Seating Capacity

Baltimore—Seating capacity of the

Brode here has been increased by Joseph Brodie, proprietor.

Managers Shift in Mass.

Woburn, Mass.—George Patten

succeeds William C. Purcell as man-
ger of the Strand. Purcell goes to the

Magnet in Dorchester.

SAYS EXHIBITS FURNISH

LEADS TO HOLD OVERS

(Continued from Page 1)
sors, asserted Gabriel Hess in the

announcing the practice, which furn-
ished material for a sharp discus-

tion at today's session of the 2-2-2

conference. Gabriel Hess, under

whose jurisdiction the Copyright

Bureau functions, was hot in his

attack on exhibitors who so indulge.

Aram Myers, Allied States leader and
delegate, asked Hess if his in-

formation led to the exchange books.

He replied that his records are the

findings of a personal investigation.

Myers thought in many instances

the reprints given as "casual" but

Hess instead supplied the word

"consistent." When exhibitors do

not make the records for pictures week after week something is wrong, said the

tutor who represents the distribu-
tors.

Hess then went into a brief survey

of the work of the Copyright Bureau,

recalling its origin in St. Louis. Myers

expressed the opinion that organ-

gization has been weak since for

many holdover difficulties and viewed as

inconvenient the distributor proposal

that contract changes only be made at

a company's main office. Sidney R.

Kent said he personally would

allow his exchange managers to "vary

contracts" but as regards price and

run. He explained he approved of

"certain limited authority" being

given managers. We are not per-

fectly content with this limited power to

the benefit of a doubt," Kent as-
serted.

Hess offered to provide Myers with

a list of "stock albuns" used by exhibi-
tors when detecting in holding over.

During a four weeks period in Penn-

sylvania, he declared, 15,000 acce-

were late in returning 15,040 prints.

R. & R. Planning Two

More Texas Houses

Oak Cliff, Tex.—R. & R. Theaters is

planning houses here and at Pales-

site. The Oak Cliff house will cost

about $500,000 and the Palestine

house will seat 1,300.

Tacoma Paramount Sold

Tacom a, Wash.—Ownership of the

Paramount here has been changed with

R. Martin and A. O. Stixrud

as owners. Extensive alter-

ations are planned under the new

management.

Salem Theater to Open Soon

Salem, Mass.—The new theater

being erected by the Salem Realty

Co., for Public, is nearing comple-

tion and will open April 19.

Vero at Cleveland

Cleveland—Joe Vero has succeed-
ed Emil Koernel as organist at

Loews Park.

Ignore Hot Weather

Due to extensive use of cool-

ing systems, important pictures
during the summer months, said Sidney R.

Kent at the 2-2-2 session Fri-

day. The Fox has experimented with

a heatproof lumier which marks.

housed and controlled by the

Paramount has scheduled the Byrd

South Pole Expedition picture for

release June 3.

SUBSTITUTIONS LIVE

TOPIC AT 2-2-2 CONFAB

(Continued from Page 1)

point. Consideration of the clause

will continue when the session re-

sumes.

Aram Myers, Allied chieftein, de-

ployed misrepresentation in sales

literature and cited cases involving

substitutions with M. A. Lightman,

M. B.T.O.A. president, warned to the

attack. Both criticized changes in

casts and E. A. Schiller, delegate

from the affiliated producers, remark-

ed that generally "theaters buy product

on the basis of past records" rather

than the present day.

Sidney Kent pointed out that in

some instances minor changes in

casts are used by exhibitors as an

excuse for cancellation on grounds of

substitution. Making allowance

for enthusiasm in sales literature

copy he averred he wants "to guard

against out and out misrepresenta-

tion. In justifying reivity of story-

material from plays and books (op-

posed by Allied in its clause) he

said that such material must neces-

sarily be rewritten for talking pic-

ture purposes. All delegates agreed, in

theatricals and with the public, the

star, and not the sup-

porting cast, is of major importance.

Distribution Franchises

Granted on "Clancy" Film

Sale of many state right fran-

chises on "Clancy in Wall Street" is

reported by Nat Levine, who is dis-

tributing the film for Aristocrat.

First Graphic of Albany and Buf-

alo is distributing "Clancy in Wall

Street" in northern New York.

Fischer Film Exchange Co. of Cine-

nati and Cleveland have the ter-

ritory rights for Ohio and Kent-

ucky. The picture will be distrib-

uted in New York and northern New

Jersey by Capital Film Exchange

of New York.

New England is being handled by

Hollywood Filps Corp. of Boston.

Gold Medal Film Co. of Phila-

delphia and Washington has the rights

in southern New Jersey, Maryland, Dela-

ware, Virginia and the District of Colum-

bia. Columbia Film Service is dis-

tributing in Pennsylvania, Maryland, and West Virginia. Capitol Pictures

Corp. of Omaha is releasing in Neb-

aska and Iowa. All Star Feature

California rights.
Theater Equipment

Say Film Cooling Systems Ends Buckling and Sound Distortion

Chicago—Elimination of sound distortion by preserving the sound track and preventing the buckling of film are among the outstanding features, claimed for the new film cooling system being manufactured by Chicago Cinema Equipment. The device is easy to install on Simplex and Motograph heads and does not require any drilling, replacing of parts or remodeling of the old head when making installation. It will not interfere with film threading, framing or any adjustments or repairs that may be necessary. No moving parts are exposed. It is claimed by the company that the life of aperture gates and asbestos heat shields are lengthened.

The film cooling system consists of a scientifically designed centrifugal impeller driven by a Universal motor and mounted on an aluminum base which is readily attached to any head. On the Simplex head, this device slips into grooves provided for the stero attachment. Six feet of approved BX is provided for wiring the unit. When installing this unit, the motor must be wired in parallel with the switch that controls the motor and is at the same time providing immediate cooling at the start. An adjustable baffle is provided to direct a cool blast of air over the entire front plate, protecting gate and shield.

By reducing the film temperatures considerably, fire hazards are lessened and life of the film is lengthened by preventing burning, buckling and warping, it is pointed out.

Claims More Air at Low Speed with Sirocco Fan

Increased air capacity of fans running at low speeds, providing the same amount of ventilation formerly procurable with high speed fans, is said to be obtainable in the new Sirocco Blower, recently perfected by the American Blower Corp. and now being distributed by National Theater Supply. Mechanical hum and vibration is claimed entirely eliminated by the new fan which is designed for wired houses.

Issues Spring Catalogue

Stanley Frame Co. has issued its new spring catalogue showing the line-up of booths, and frames for the coming season. The 32 page booklet may be had by addressing the company at 727 Seventh Ave., N. Y. C.

Sterling Moves Plant

Sterling Motion Picture Corp. has moved its plant from New York to Naugatuck, Conn., where it now has larger quarters for the manufacturing of portable projectors and sound reproducing apparatus for the theater. The company also makes disc recording equipment for studios.

Ventilation, Color Films with Sunlight Reflect

A glass lighting reflector permitting ventilation without escape of light is claimed as an exclusive feature of the Sunlight Silver Reflector lamp number 954. The reflector is of special design complete with removable film color frame, five sheets of color film, and six feet of cord and approved separable plug. Ventilating openings are provided for with baffles to prevent light leaks. It comes equipped with an original bracket that permits the throwing of light in practical any direction, it is said. The frame for color films is considered by the company as a radical improvement for it holds the color films rigidly and smoothly and can be instantaneously removed or replaced, when changes in color films are desired. Sizes are available in eight and 10 inches, for 100 to 150 watt lamps and the latter for 150 to 200 watt lamps. Sunlight Reflector Co. of Brooklyn is the manufacturer.

Store Installs Cooler

Waco, Tex.—A Carrier Air Washer has been installed in the R. E. Cox Dry Goods store.

Light Exhibition

Detroit — Lighting equipment, instruments and other auxiliary devices for theaters, studios, etc., will be exhibited here by General Electric Co., at the All-American Aircraft Show, April 5 to 13.

Capehart Has Automatic Record Changing Device

Ft. Wayne, Ind.—Theater owners plugging musical numbers of pictures on records do not require attendants for watching the record as they near the end of song. The Capehart Corp. automatic record changing device eliminates this expense and enables the exhibitor to play as many records as the turntable in the machine permits. The company manufactures an electric pick-up, electric amplifiers and dynamic speakers in addition to the changeover record device.

Acoustic Ceiling Material

Rockdale, Tex. — Acoustic ceiling material has been installed at the Dixie here. It is claimed that the beauty of tone production is considerably aided by this material.

Wise exhibitors are cashing in on extra profits with little effort by selling theme song records and sheet music with the THOMAS Amplifier and Record Demonstrator

For Lobby Announcement, Outside Ballico and Entertainment.

Flexible Proof and Apparatus

FLAME PROOF
2 IN 1-
TEST IT AT
GOULIN
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IT JUST WONT BURN
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Motion Picture Department
U. S. and Canada Agents for Debrir

THOMAS RECORD AMPLIFIER
AIDS THEATER BALLOPS

Exhibitors in many instances find that music and record plays are an important side-line which brings in a great source of revenue. The large theater chains are fast experimenting with other ideas and it has proven so successful that the Fox is installing the Thomas record demonstration in many of its theaters. The company has a new model, especially designed for both big and small theaters, and the owners claim they can be attached with the slightest effort. This new demonstration which comes in various finishes and sells at an extremely low price, will also work at any volume without distortion.

Johnson & Co., largest agents for the Thomas record demonstrator and amplifiers, predict that before many months fully half the theaters in their territory will install amplification facilities in their lobby.

Steel Cabinets, Racks for Exhibitors’ Need

Philadelphia — Vitaphone rack record and trailer cabinets made of steel are now available for the exhibitor and distributor through Dav Lapton’s Sons Co. Cabinets for storing 17 inch records with protection from dust, fire and other destruction, are being sold for under $100. Also steel equipment to meet the needs of theatre owners and exchanges. The trailer cabinet has 12 compartments for sound film titles and is made of 16 gauge steel. A new 12 inch cabinet with dividers will be introduced at the show and is designed to meet the needs of exhibitors wanting to have that extra storage space. The trailer cabinet is made of sheet steel and is 36 inches wide, 40 inches high and 24 inches deep. The trailer cabinet can be made to order and is now in stock.

CINEMA
Write For Trial Sample
TALKING NEEDLES
WALL-KANE NEEDLE MFG. CO., Inc.
1392 14th Ave.
Brooklyn, N. Y.

36WILLIAMS RECORD AMPLIFIER
AIDS THEATER BALLOPS

Exhibitors in many instances find that music and record plays are an important side-line which brings in a great source of revenue. The large theater chains are fast experimenting with other ideas and it has proven so successful that the Fox is installing the Williams record demonstration in many of its theaters. The company has a new model, especially designed for both big and small theaters, and the owners claim they can be attached with the slightest effort. This new demonstration which comes in various finishes and sells at an extremely low price, will also work at any volume without distortion.

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Theater Equipment

No New Problems in Grandeur Projection, Says McCullough

"Grandeur offers no new projection problem," declares R. H. McCullough, Fox West Coast sound engineer, "in Now."

The width of Grandeur film is 70 millimeters, which is twice the width of the standard 35mm film. The photograph size is 1,786 x 962. The sound track width is 240 millimeters.

"Everything in the film-travel of the projector mechanism is twice the width. It is interesting to know that the wide film does not buckle. It is held in a perfectly flat plane at the aperture with a special designed film trap and film gate, which curves out toward the screen."

"The Grandeur projector magazine accommodates a 10-inch reel, which holds 2,000 feet of film. Additional rewinds and film storage cabinets are necessary with Grandeur installation. The projector mechanism parts are of heavier construction than that of the 35-millimeter projector. The principle of the mechanism is identical to the Super Simplex, with the exception of the film trap and gate and working parts which are large. The resulting shudder is between the light source and aperture, which reduces the heat on the film considerably. The Grandeur projection, "Happy Days," was projected at 90 feet per minute. Each foot of film has 15 frames. The projector speed is 1,768 to 881. The reproducing sound stage is 21-millimeter attachment, with the exception that the film passes from the intermittent sprocket to the sound mechanism over a roller instead of through a take-up sprocket and then to the sound mechanism."

"The Grandeur projector mechanism must be threaded with extreme accuracy. A length of film, equal to 135° or 10.14 degrees between centers of the sprockets, is necessary to properly project the sound aperture and the center of the aperture in the reproducing mechanism is necessary for proper sound synchronism."

OLD TEXROPE DRIVE WILL ELIMINATE FAN NOISES

For the theater owner having trouble with cooling fans, such as squeals or oil squelches, new V-belts with grooved sheaves can be secured for oth fans and motor in return of the id belt and pulleys. Typhoon Fan will replace this old apparatus with the Texrope Drive, a new type of transmission apparatus designed to act as a driving medium between the operating engine speed and an driven machine at another speed. Complete, it consists of two grooved belts and a number of specially constructed V-shaped endless belts. These belts are made of a newly developed composition, the company states, material of which is far superior to any belt material known. With the Texrope Drive, there is no slip, backlash, no lost motion, none of the characteristics which cause interior walls, squeaks, etc., so common in their drives it is said. Texrope also permits shorter center distances between motor pulley and fan pulley, thus making possible a considerable vang of space, Typhoon declares.

Vocalite combines a distinct, clear transmission of sound with sharp brilliant pictures. It enables better projection because of its mechanical, scientific and optical features, the result of painstaking study on the part of its executive staff of the Beaded Screen Co.

It is 100% Perfect for Light, Sound, Paper, and third Dimension. Description Literature on Application.

Full Stage Equipment Installed by

WARNER'S HOLLYWOOD THEATRE NEW YORK

Furnished with Latest Mechanical Stage Equipment

New Safety Control

Pittsburgh—U. S. A. Fire Dousers, a new projector safety control, have been installed at the Hollywood, Dormont; Loyal, E. Pittsburgh, Olympic, Turtle Creek, Economy, and Dreamland, McC. Donald. Robert Fine who invented the device is planning a local sales office.

Photophone Service

Cleveland—A regular weekly service for Photophone users is now available according to H. Kesten, sales representative.

SEASONABLE Catologue No. 3

MAIL ORDER FREE Catalogue


FRANK NETSCHERT, Inc.

61 Barclay Street
New York, N. Y.

SOUND SERVICE CO. WILL REPAIR INSTALLATIONS

PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

W. C. FIELDS SIGNED BY BROCK FOR RK

W. C. Fields, stage and screen comedian, is the first of a series of Broadway names to be signed by Louis Brock, producer of RKO studio, for subjects in the East. He will star in a series of two reel comedies to be made at the Radio-Vitaphone Gramercy studios.

Fields has appeared as star of Edward Carroll's 'Vanities' for the past ten years, prior to which he was featured in the Ziegfeld Follies. His screen appearances include several Paramount screen productions, notably 'That Royle Girl.'

Louis Brock's latest RKO production, 'Tell It to the Judge,' has just been completed, and is at Ideal studio with Mark Sandrich directing.

Cameramen to Submit
New Working Agreement

Following several preliminary conferences, representatives of International Photographers, Local 644, met with a committee appointed by producers, on Monday, at which time a proposal will be submitted by the cameramen covering working conditions during the coming year.

Joins Warners Art Dept.

Walter Keller, formerly with Paramount Long Island studios, and more recently with the Tec-Art studios, Hollywood, has joined the department at Warner's East Vitaphone studios, under Fra. Namecy, art director.

Eastern 'Baby Star'

Olive Shea, who appears opposite Eddie Foy, Jr., in 'A Good Mix,' has just completed at the Eastern Vitaphone studios, enjoys the distinction of being the only Eastern 'bab star' through having been chosen by the Associated Motion Picture Advertisers' ball, as the most likely screen aspirant.

Witaphone Signs Hale

George Hale, director of many stage productions, has been signed by Vitaphone to stage a series of rhythmical shorts in the East. The first, 'Office Steps,' has just been completed with a second, 'Devil's Parade,' now in preparation.

MARK SANDRICH
Director of
"Ginsberg" and "Nick and Tony" Series for R.K.O.

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**Timely Topics**

**A Digest of Current Opinion**

Judges Claim that Screen is a Medium of Education

We hear of the screen as "being the greatest educational medium of the world." Just what is meant by that is not set forth. If it means that the impoverished, who are wondering where their next meal is coming from, are taught the proper manner of giving a banquet to their society friends, or that forgers are taught the proper rhythm for gum-chewing, or that philosophers will learn the final devastating word in their learned debates is "Oh, yeah?" then we may agree. But if it means any fundamental education, other than the subtle subversion propaganda for things-as-they-are, then there is little basis for the claim. By and large the frivolity of the screen has no intention to teach; it is just an amusement medium and any other claim is ridiculous. And that's a high credit for it. "Inside Facts of Stage and Screen," Los Angeles Times

**Dys Says Rise in Patronage Marks Films as Morally Good**

The weekly attendance at motion picture theaters in the United States in 1929 was 115,000,000, nearly three times as great as the 40,000,000 weekly attendance in 1922. Such an endorsement from the American people could only have come to a form of entertainment that was essentially moral.

Will H. Hayes

**Educator Aids Self-Censorship**

Films Will Aid National Life if Through self-censorship the "picture producers can safeguard the decency and good taste of the screen without putting its art in bondage to the competing fanaticisms of the professional moralists and the professional immoralists they will make an important contribution to our national life.

Glew Frank, President, University of Wisconsin

**Along the Rialto**

with

Phil M. Daly, Jr.

AL CHRISTIE is a visitor to the city.........Martin Starr, secretary of the AMPA, has returned to town after spending a month on the coast in connection with the Macadden beauty contest........Ralph Williams, recently appointed assistant sales manager for Universal in the east, is in New York to take up his new duties. He will work under Ted Schlanger, eastern sales head of the company. Ralph will have charge of Universal's southern theatre........Cyril Maude gets in on the Paris on Tuesday. He will remain here briefly and will then himself to the coast to appear in his first talkie. He makes his debut in "Grumpy," which Paramount is to produce........

WHILE Bruce Gallup is attending those California conferences, Warren Nolan has taken the bat in hand and is pinch hitting for him at the U. A. home office. And not to forget Paul Burger subbing for Al Lichtman on the sales end of the business........Jack Oakie is on his way to New York to make "The Sap from Syracuse" at the Paramount Long Island studio. Edward Sutherland, who will direct the picture, is with him on the Twentieth Century. This will be Jack's first trip to New York since he left it to make a place for himself in pictures........

VICTOR HEERMAN has arrived from the coast to start preparations for the filming of "Animal Crackers" at the Paramount Long Island studio with the Four Marx Brothers in the cast. The director is accompanied by his wife, who writes for the screen under the name of Sarah MASON........Handman, Kent and Goodman have just brought out some of the musical numbers featured in "Captain of the Guard." The KKO baseball team has gone into spring training, the manager is Ollie McMahon, who is assisted by R. B. Radtke and Lenny Grant........

ALBERT A. KAUFMAN, assistant to Jesse L. Lasky, is scheduled to arrive in New York from Hollywood late in the week on his way to Europe for a general survey of producing conditions abroad. Kaufman will sail with Adolph Zukor, who will go over on his annual spring trip........Pierre de Kohan, film critic of "The Morning Telegraph," is now delivering a 10-minute talk about pictures every Saturday morning over station WMCA........

OLGA BACLANOVA, who takes flings at vaudeville whenever the screen can spare her, has been signed by Fox for "Are You There?" in which Beatrice Lillie is to star........Before the Levithan leaves Boston Saturday for New York, after undergoing reconditioning, it will hold a preview of Norma Shearer's latest talker, "The Divorce," as the first picture shown in the new cabaret-theater aboard the ship........

**April 5-6 Many Happy Returns**

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

Estee Bradley
Frank Roland Conklin
Maury Hill
Michael L. Simmons
Nancy Dresel
A. J. Karch
Helen Lynch

Gertrude Short
Leo Robin
I. C. Nugent
William Frederick Lillingham
Dudley Nichols
Arthur Coitne
Barney Rogan

**Exploitations**

A Clearing House for Tabloid Exploitation Ideas

Mechanical Toy Tie-Up Reaches 25,000 Dealers

A TIE-UP has been arranged between the Katagari Corp., manufacturers of the Branko mechanical acrobat toy and Pathe which is populating "Swing High." Some 25,000 dealers who sell the toy will be sent streamers, shapes, stickers, etc., carrying the slogan "Swing High With Branko." These dealers will assure exhibitors of exploitation possibilities.

-Pathe

Dynamite Sale Helps "Dynamite" at Uitca

S. M. ALLEN, manager of the Avon, Utica, N. Y., used a "Dynamite" sale for his campaign on "Dynamite." Allen made arrangements with the Harris Berger Co., department store, to hold a sale in which the word "dynamite" was used over every counter. Sale, giving the house a break, was advertised in local newspapers.

-M-G-M

Co-operative Limerick Contest Publicized

MERCHANTS' co-op ad, with ten merchants participating, and each ad containing an uncop- pound limerick. Contestants are required to furnish the last line to all ten verses. All the rhymes have reference to the picture.

-Film Daily Year Book

Radio Password Contest Boosts "Hollywood Revue"

PAUL WHITE, manager of the Lincoln, Decatur, III., arranged with a local radio station to broadcast song hits from "The Hollywood Revue" the week the picture played there. At the end of the program a password was broadcast and the first persons to get to the house were admitted free.

-M-G-M

**Ten Years Ago to-day**

Oscar A. Price resigns as president of United Artists.

-Texas exhibitors sueing First National Exhibitors Circuit for a percentage of the receipts from Charles Chaplin specials.
"City Girl"
with Charles Farrell, Mary Duncan
(Part-Talker)
Fox
Time, 1 hr., 7 min.

THE AIR DRAMA WITH THE WHEAT FIELDS AS A BACKGROUND. UNORIGINAL STORY RESULTS IN WEAK PICTURE.

This film will never do for the more intelligent type of audience. It has one of those stories that are aimed at the very top, but never quite reach their mark. There is something about the production that makes it appear as though it had been produced some years ago—so antiquated is the technique resorted to in the development of the plot. Some times the film becomes annoying by its obvious attempt to wring sympathy out of the audience and in many instances there is a sentence that is a true Arab. This is a highly fictitious thing. A Wisconsin farmer sends his boy to Chicago to sell wheat, but the lad meets a woman and marries her. The stern father will have nothing to do with her. But finally they all come together and the man is won over.

"The Last Dance"
with Vera Reynolds and Jason Robards
Audible Pictures, Inc.

SMALL LITTLE STORY ABOUT A DANCE HALL CINDERELLA AND HER PARK BOY FRIEND, ACTING OF PRINCIPALS, GOOD AND RECORDING EXCELLENT.

Here is an independent production that towers above the average in point of substantial story, sustained interest and suspense, clear recording, fine performance by Vera Reynolds and Jason Robards, and generally good direction at the hands of Scott Pembroke. The tale concerns a lower East side dance hall hostess who pretends to be engaged to a rich Park Avenue boy and actually wins up by marrying the lad. Plen- ty of human interest and comedy are distributed throughout with the heroine's Irish mother, idle father and smart kid sister providing a particularly amusing domestic background. The entire story is a disturbing note is an anti-climax in the form of a breach of promise suit for money and the happy ending is logically expected by all fans.

Cast: Vera Reynolds, Jason Robards, George Chandler, George T. Lewis, John Eldred, Lillian Leighton, Lillian Alvarez, Lillian Roth, Lillian Moss, Leonard Earns, Eugene Puglia, Florence Vidor, Chief Proctor, Director, Scott Pembroke; Author, Jack Alexander; Father, Bertram Millhauser; Editor, Scott Honey; Composer, M. A. A. Anderson; Publisher, L. B. Tovee.

Direction, good. Recording, satisfactory.

William Haines in
"The Girl Said No"
M-G-M

Time, 1 hr., 4 min.

A SURE WINNER FOR LAUGHS, WITH WILLIAM HAINES MORE COCKY THAN EVER, A REAL TONE FOR THE BOX OFFICE.

William Haines plays his usual type of role in a comedy that has all the marks of a good box-office success. Not of late has a film provided such boisterous fun come to the screen. The picture might have been a still better piece of work had it been toned down a bit. Sometimes its noisy humor gets on one's nerves, while its pace is so feverish that one is left somewhat dizzy when it is all over. Haines would have gained in his performance through the exercise of a little more restraint in his actions. The plot is a riot in the part of a cocky chap who won't "take no" for an answer from the girl he loves, the actor is far more pleasant to watch and listen to in his less noisy moments. Much of the story is far-fetched. Leila Hyams does something of a bit as good as the girl. Marie Dressler is a wow in a small part.


Director, Scott Pembroke; Author, Jack Alexander; Father, Bertram Millhauser; Editor, Scott Honey; Composer, M. A. A. Anderson; Publisher, L. B. Tovee.

Direction, good. Recording, satisfactory.

Jack Mulhall, Alice Day in
"In the Next Room"
First National
Time, 1 hr., 9 min.

FAIRLY ENTERTAINING MYSTERY COMEDY-DRAM FROM STAGE PLAY OF SAME TITLE, NOT ORIGINAL PROGRAM FARE.

With all the essential elements that go for the making of mystery stories crammed into three reels this is a good deal of a punch because of a jumpy continuity. Despite this handicap direct Eddie Cline has turned out a good piece of entertainment with the assistance of team work on the part of the cast. Alice Day and Jack Mulhall are convincing in the principal roles. Robert O'Connor as the blundering detective appears through out the story as comedy relief, and the acting of H. B. Warner as a "gigolo" is poor. Plot revolves about the mysterious mansion of an antique dealer and involves a newspaper reporter, boot-legging butler and a death dealing cabinet. The story works up to a slight climax. The audience should please: fans. O.K. for average house.


Director, Eddie Cline; Author, Paul Young; Father, Bertram Millhauser; Editor, Jack St. John; Composer, Harry Davis.

Direction, good. Recording, satisfactory.
**Foreign Markets**

**By LOUIS PELEGRINE**

**French Distributors Seek Better Sound in Theaters**

Washington—A move is under way by French distributors for bettering sound reproduction in theaters, a report to the M. P. Division of the Dept. of Commerce states. Distributors have met and unanimously agreed not to allow future projection of sound pictures over imperfect equipment, or the handling of such films by exhibitors whose technical and professional knowledge does not guarantee satisfactory performances. A commission has been formed to work out conditions of the agreement with the exhibitors' association and sound equipment manufacturers.

**U. S. and German Films Bidding for Kinston Co.**

London—Negotiations are understood to have been under way for the purchase of Kinston sound apparatus by American and German interests, each of which is interested in expanding its activities. Kinston recently won an action against Klangfilm over the Van Lieben patents.

**Bristow Named European Press Agent for Cruze**

London—Billie Bristow has been appointed by the James Cruze Productions as European press representative with offices here. She formerly was associated with many important film companies here, including P. D. C., Fox, Broadway, New Era, Nettelford Productions and Carlton Films.

**Western Electric British Installations Up to 650**

London—During the last few weeks Western Electric installations in the British Isles have shown a big rise, reaching a total of 650 on March 29. Of this number 112 are in the metropolitan area.

**First W. E. for Portugal**

Lisbon—Western Electric apparatus will be installed at the Royal Cinema here. It will mark the company's first installation in Portugal.

**Films in 4 Tongues**

Paris—Pierre Colombier will make "I Love—But Why?" in four different languages at the Franconor studios here. The picture will be made in English, French, Spanish and German.

"Desert Song" in Sydney Suburbs

Sydney—"The Desert Song" has been seen by 24,757 persons in two suburban houses following an eight-week run at the St. James and a two-week showing at the Crystal Palace.

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**exports only the best in Motion Pictures**

**Richmond Pictures** 723 7th Ave., Inc., New York City

**R**eworded in black and white. Presents for RKO, N. Y. Corp., and other leading independent distributors.

Cable Address: RICHPIECEN

**American Capital Seen For 2 Australian Chains**

Sydney—That American capital will play an important part in future operations of the Fuller and William-son circuits is indicated in the proposed trip to the United States this month of the chairman of the Fuller variety circuit. Negotiations for American interests in movie theatre construction schemes here and in New Zealand and for installation of sound equipment in the houses are understood awaiting completion by the Fuller executive.

**Shuberts Dicking for Several European Houses**

London—H. W. Staugh, representing Shuberts, is understood seeking houses in Paris, Marseilles, Lyons, Bordeaux and other large towns. Negotiations for several houses are believed to have reached the stage where all that is needed is the signature.

**W. E. Developing New Cell and Reproduction Device**

London—Western Electric is rapidly developing a new photo-electric cell designed to eliminate the projection amplifier and a reproducer which uses motor generator and alternating current, thus eliminating batteries. The new cell will not be placed on the market for another year, it is stated here.

**$1,200,000 Item in German Budget for Emelka Deal**

Berlin—A sum of $1,200,000 has been set aside in the government's budget to take care of the Reich's negotiations for control of Emelka.

**Gets Sole Control of All Raycol Processes**

London—Raycol British Corp. announced it has reached sole control of all Raycol color processes. The company has developed a new color method of coloring films, according to Maurice Eley, managing director of the company.

**British Circuit Reports Gain**

London—British Cinematograph Theaters, Ltd., earned approximately £87,000 last year against £79,000 the previous twelvemonth.

**Victoria Exhibitors Uniting**

Melbourne—Victorian Independent Exhibitors' Ass'n is being formed here by G. P. Carden, operator of the Adelphi, North Carlton.

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**AMALGAMATED VAUDEVILLE AGENCY**

**Attractions for Picture Theaters**

**Standard Vaudeville Acts**

1600 Broadway, New York City

Phone Penn. 3580

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**Presentations**

**COMEDY GETS EMPHASIS IN CAPITOL STAGE SHOW**

Comedy predominates on the Capitol stage this week. To lend variety to the shows there, Harry Mitchell has arranged for a three-week tour by the comedy team of Nile, McGinty and West. These are put over some really rib-ticklers. Cleveland, of it is frankly a mess in nature, but that does not make it any the less enjoyable. They appear as carpenters who fall on their feet and generally make a mess of matters in trying to go up a building. Sammy Lewis, who is billed as master of ceremonies, tops up with Patti Moore in offering some comedy that gets over in a big way. The two also appear to tell advantage in a number of perky face steps. The show is titled "April Follies," also boasts of its entertainers including a singer named Mose. She (yes, it's a woman) has several tunes, including "Old Man River," in a tiny but attractive voice. Her voice possesses no unusual quality, but there is about it a touch of mystery that fascinates a fan. The Chester Hale Girls provide an attractive change of pace, and down and around little pyramids of steps.

**I-K-O Makes 4 Changes in Its Managerial Staff**

Four replacements in I-K-O matters have been made in addition to the appointment of Joe Lee as supervisor of exploitation of the Orpheum, respect and Greenpoint theaters in Brooklyn. Harry McDonald succeeds Harry Mitchell at the Orpheum, Y. C.; John Sheridan is now man-aging the Orpheum, Brooklyn, replacing Lee with Dors. He is in charge of the Prospect in the same rough. Ralph Walsh has taken the duties of manager at the Hip-Port, with the resignation of G. Watson.

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**THE FILM DAILY**

SATURDAY, APRIL 6, 1930

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**Ban "Ben Hur"**

Canton—A ban on "Ben Hur" has been declared by the Chinese school authorities on the ground that the film based on the Lew Wallace novel is "propaganda of superstitious beliefs—namely, Christianity."

**Rowson Sees Increasing Dependence on Science**

London—Science holds the key to the future of the film now more than ever before, according to S. Rowson, director of the Gaumont-British Corp. and head of the S. M. P. E. in Great Britain. In his opinion the industry should take upon itself the task of training men to meet the problems created by the advent of sound.

**Plan Franco-German Firm for Bi-Lingual Pictures**

Washington—Berlin financiers and film trade heads are now in Paris discussing details of a new Franco-German producing company, added to the M. P. Division of the Dept. of Commerce indicate. The prime mover from the French side is M. Biasini and the proposed capital is five million francs. Plans of the new company provide for making film both in French and German on a reciprocal basis.

To Rebuild Epinay Studio

Paris—Under an agreement just made the old "Films d'Art" studios at Neuilly will be abandoned by Charles Delac and M. Jourjon who will rebuild the studio at Epinay for production purposes.

**Musicians to Protest**

Edinburgh—Musicians Union will present the sound-film question to the Scottish Trade Unions at its next annual meeting here. Unemployment of musicians here has reached a serious state and relief is hoped for shortly. Attempts are being made to induce members of the trade union not to attend theaters using sound devices.

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**AMERICAN CAPITAL SEEN FOR 2 AUSTRALIAN CHAINS**

Sydney—That American capital will play an important part in future operations of the Fuller and William-son circuits is indicated in the proposed trip to the United States this month of the chairman of the Fuller variety circuit. Negotiations for American interests in movie theatre construction schemes here and in New Zealand and for installation of sound equipment in the houses are understood awaiting completion by the Fuller executive.

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**SUGGESTS ACADEMY AWARD FOR BEST SOUND ENGINEER**

*Continued from Page 1*

Loew Managers to Hold N.Y. and Cleveland Meets

Two semi-national business meetings will be held this month by managers, district managers and executives of the Loew circuit. Eastern division theaters will be represented at a session to be held at the Park Central Hotel in New York on April 8, 9 and 10, while mid-western managers will convene at the Statler Hotel in Cleveland on April 16 and 17. In addition to these meetings, separate sessions will be held by managers of Greater New York houses. Nicholas M. Schenck, president of Loew's, will open the New York sessions, and C. C. Miltitz will preside at the New York managers meetings. Among the home office personnel who will attend the mid-western session are E. A. Seltzer, Joseph R. Vogel, Oscar A. Dobbs and H. B. Weir, sound technician.

**CuckooSynchronizer**

A cuckoo clock synchronizer has been adopted by Radio to see that the clock used for the exploitation of “The Cuckoo” cuck once at one o’clock etc.

**WARNER BROS. DEAL SET WITH BRUNSWICK-BALKE**

*Continued from Page 1*

ord divisions of the Brunswick-Balke Collender Co. by Warner Bros. is tour during which he looked over the Brunswick properties.

**WARNERS ARE PLANNING TWO PENNSYLVANIA HOUSES**

Youngstown, Pa.—Preparations are being made for a Warner house here and another at Allentown. Mr. Ebenerson is drawing the plans. The Wilkinsburg site is on the Lincoln Highway between Penn Ave. and Wood St.

**Switching Warner Bros. Managers in Ohio Houses**

Cleveland—Several changes in managers have been made at the Warners in this territory. Ben Schwartz has been transferred from the Uptown here to the Ohio, Mansfield; G. J. Reister has been switched from the Variety to the Uptown and Manager Conklin comes from the Ohio, Mansfield to the Variety in this city.

**New Danville Co. Formed**

Danville, Va.—A. M. Aiken, J. C. Hester and C. L. Roach are listed as incorporators of Pickle Management Co., Inc. of this city which has been chartered with an authorized maximum capital stock of $20,000. The newly formed company are: A. M. Aiken, president; W. W. Williamson, vice-president, and C. L. Roach, secretary and treasurer.

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**Beauty Season On**

St. Louis.—The bathing beauty season for 1930 has begun here with the announcement by the Columbia Theater management of a contest open to girls over 16.

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**Week’s Headlines**

Monday

General adoption of color in newsmen’s soon. See big demand for single reel subjects. Of other films among first National releases.

Tuesday

Judge Knox balks at mediating in Fox tangle. Exhibitors to war on short lengths. Hay’s is re-opening president of M.P.F.D.A.

Wednesday


Thursday

Exhibits winning fight against regulation of booth. First National to spend $17,500,000 on 40 features. Fox trusteeship validity to be argued next week.

Friday

Academy picks Pickard-Baxter as best ‘29 players. 3-2 conference gets away to good start. Universal boys interest in music publishing firm.

Today

Patrons demand shorts, national survey shows. Faster deal for Brunswick-Balke is definitely set. Show’s big live topic at 2:22 meeting. Availability clause is adopted at 2:22 conference.

J. J. Shubert Sees Talker Losing in Drawing Power

That the legitimate theater is regaining some of its former prosperity has been lost to the talking films is the belief of J. J. Shubert, president of the Shubert Theater Corp. “Earlier this year,” says Mr. Shubert, “the talking pictures, due to their novelty and the low admission prices at which they may be seen, were drawing patronage from the legitimate theater to a certain extent, but all signs indicate that this innovation has lost some of its popularit.

I believe the remainder of this year and the legitimate theater more prosperous and strongly intrenched than it has ever been before. We have a distinct following of our own, which will not be materially affected any longer by talking pictures. They will find it necessary, just as the silent pictures did after their freshness had worn off, to build up their own public.”

Leases Grand Ledge House

Grand Ledge, Mich.—Norman Richard has leased the Grand Ledge, Eula Rice and has renamed the house the State.

Plan Winchester House

Winchester, Mass.—A theater is reported to be planned for this town which has never had one.

Paramount Exchange Bldg.

Cleveland—Work has been started on the Paramount exchange building on Payne Ave.

G-B Theaters Gets Title

Chicopee, Mass.—G-B Theaters Corp. has secured an auction sale title to the Playhouse, real estate containing the Playhouse.

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**Shorts Come Into Their Own**

*(Continued from Page 1)*

both fascinating and illuminating. One of its chief results is to bring home in most conclusive fashion the fact that shorts have become an indispensable part of the modern picture program, that shorts actually are being requested by the public, and that companies producing either their features, or both, must take the factors into account in mapping out their future production plans.

There are dozens of concrete practical suggestions in the survey for producers, distributors, technicians and others concerned with the making and selling of shorts. Warners will find it profitable as well as interesting to study what their brother in the field have to say on a variety of mutual problems.

Summing up the expressions from local and chain exhibitors representing the greater number of theaters in this country, the consensuses of opinion is that short subjects launched by sound into the greatest popularity so far, have barely scratched the surface of the possibilities. There are much bigger things ahead. Realization of the greater possibilities will depend in large measure on a study of the production and utilization of the idea of shorts started in the analysis appearing in this issue.

**Fields, Gerber Assigned to Exploit Columbia Film**

Furthing its plans for a staff of exploiters throughout the country, Columbia announced to have assigned Bill Field, former Ziegfeld press agent, to handle “Ladies of Leisure” at the R-K-O plants in Chicago. Gerber has been appointed central division manager with headquarters in Cleveland. The picture opened at Loew’s in Cleveland and the Keith Memorial in Boston and R. O. Woods in Chicago on April 5, at the Erlanger, Philadelphia, April 8.

**Bowman Succeeds Young at Columbia Exchang**

Detroit—Al Bowman has succeeded Jack Young as manager of the local Columbia branch. Bowman has been in the South with United Artists.

“G guilty?” for Okla. House Blair, Okla.—Sound picture policy at the Palace was inaugurated with the showing of Columbia’s “Guiltv?”

**Secures “Flight” for Opening Atoka, Okla.—The Washington inaugurated its sound picture policy with the showing of “Flight,” a Columbia production.

**Opens With Columbia Film**

Granite, Okla.—The Cozy recently opened with Columbia’s “Murder of the Roof,” inaugurating its sound picture policy.
WORN OUT and DEFECTIVE PROJECTORS

Cause Damage to Prints
Increase Fire Hazard
Handicap the Projectionist
Lessen the Enjoyment of Patrons

and

Greatly Reduce
Box Office Receipts

BETTER PROJECTION PAYS

Simpler
The International Projector
with KENNETH MacKENNA
AS “BULLDOG DRUMMOND”

• Just what your audiences have been waiting for! Further adventures of “Bull-dog Drummond” in this new and startling mystery thriller by H. C. McNeile.
• S. R. O. is putting it mildly when you play this one!

Cast includes
MARCELINE DAY • HENRY B. WALTHALL
CYRIL CHADWICK
DIRECTED BY DONALD GALLAHER

TEMPLE TOWER
ALL TALKING MOVIE TONE MELODRAMA
Presented by WILLIAM FOX
The NEWSPAPER of FILM DOM

ALL THE NEWS ALL THE TIME

OL. LII No. 6 Monday, April 7, 1930 Price 5 Cents

2-2-2 Conference to Act On Important Issues

FOX CONTROVERSY IS SETTLED

Warner Spending $20,000,000 on 42 Features

Squawks

—a column of protest

BY JACK ALICOATE

Squawk No. 1.—We are pessimistically apprehensive of the rapidly developing tendency of several of our major producing studios and their avowed intention to restrict advertising and exploitation field of motion pictures, the field is rich and the possibilities interesting, but entertaining and amusing Mr. Customer. All the lady who accompanies him to one thing and an endeavor to convince him as conclusively as possible that he could turn a good violinist into a satisfactory shoemaker. The highly successful manufacturers of chiloid entertainment should stick to their trade and leave the distribution of the major problems of education, advertising and industry to those whose minds, training and inclination are better fitted to the problems involved.

Squawk No. 2.—To date it has not affected our ability to sleep soundly but we do believe that talking pictures based on stage plays and books should be so advertised, both in newspaper copy and in the lobby, as for two reasons, each as far apart as Charlie Pettijohn and Abram Byers.

First, Advertising the success of a story will bring some customers in. Many times original stories mean nothing as compared to reputation of a book or play. Second, it will not mislead those who might not want to sit through a subject that they know in advance.

(Continued on Page 2)

Multi-Lingual Versions of Many Specials Are Planned

West Coast Bureau, THE FILM DAILY

Los Angeles—An expenditure of $20,000,000 on 42 features and an un-determined number of shorts is announced by Jack L. Warner as having been decided upon by Warner Bros. for the coming year. The proportion for shorts alone is $2,500,000. Multi-lingual versions are planned for many of the specials, and there will be several roadshow productions done entirely in Technicolor.

REPORT P-F-L TO MAKE 10 FEATURES IN FRANCE

Paris (By Cable)—Ten feature talkers, six two-reel comedies and about 40 other short subjects are planned for production in France on the 1930-31 schedule of Paramount, according to reports current here. In addition, it is understood, Paramount will release in this country about 40 features and 40 shorts produced in the U. S.

M. A. SHAUER WILL HEAD NEW P-F-L FOREIGN POST

Melville A. Shauer has been appointed by Jesse L. Lasky, vice president in charge of production, to head Paramount's foreign production activities, a newly created branch of the production department. Shauer, (Continued on Page 8)

Boyd Chain Active in Lehigh Valley Expansion

Allentown, Pa.—A. R. Boyd Enterprises has started expansion in this section. First moves were the purchase of the Embassy here and the leasing of the Globe in Bethlehem. Plans are now being made for a new house at Easton.

N. J. Exhibs to Complete Two Contracts Tomorrow

Contracts for co-operative buying of electric bulbs and theatre insurance will be completed at tomorrow’s meeting of the M.P.T.O. of N. J., Joseph M. Seider, president of the unit, states. Negotiations for these deals have been going on for the past three months.

Conference Resumes Work This Morning at 11 O’clock

Western Cities Vote in Favor of Sunday Shows

Three western cities are showing definite signs of elasticity in the ban. Elections held on Sunday showed that in Iowa, citizens of Bloomfield, Fayette and Sycamore voted favorably on the question, while in Nebraska, Broken Bow decided for Sabbath entertainment by a narrow margin of 470 to 466.

H. L. Clarke Group Buys All “B” Stock—Banks Join in Refinancing

Financial difficulties of the Fox organization and the legal proceedings for its control have been brought to an end through the sale by William Fox of all his Class “B” voting stock to a syndicate headed by H. L. Clarke, president of General Theaters Equipment Co. and the formulation of a new refinancing plan in which Halvey, Stuart & Co. will participate with Bancamerica-Blair, Lehman Bros., and Dillon, Read & Co. Announcement to this effect was made last night by Samuel Untermyer, Fox attorney, and bears out recent predictions of THE FILM DAILY that a compromise between bankers was under way.

Under the new arrangement there will be issued $50,000,000 of $65 per cent debentures with warrants for common stock of Fox Films, and with 1,200,000 shares of common stock of this company at $36 a share. This is considered a more economical plan.

(Continued on Page 8)

40 PITTSBURGH HOUSES CLOSE WITHIN 2 MONTHS

Pittsburgh—No less than 40 theatres in this territory have closed within the past two months, among them being the Happy Hour here. Recent closings include the Rialto, Evans City; Carrick, Carrick, and Ritz, Sharpsville.

Ban Midnite Shows

Urbana, Ill.—An ordinance passed by the city council prohibits midnights shows locally. Petitions of five women organizations protesting midnights performances in the local theater, induced this action.
The Broadway Parade

ONLY one important scheduling is scheduled for this week. "Journey's End" is the film and it follows "Mamba" at the Gaiety tomorrow.

Picture

Distributor

Theater

Opening Date

"The Rogue Song"............. M-G-M............. Astor............. Jan. 28
"Pittin' on the Ritz"......... United Artists......... Rivoli............. Feb. 14
"Vagabond King"............. Paramount............. Fox............... Feb. 19
"Mamba"......................... Tiffany............. Gaiety............. Mar. 10
"Song O' My Heart".......... Fox.................. 44th St............. Mar. 11
"Mammy"......................... Warner............. Warner............. Mar. 26
"Hell Harbor"................. United Artists........ Rialto............. Mar. 27
"Man from Blankley's"....... Central............. Central............. Mar. 78
"Under a Texas Moon"...... Warner............. Winter Garden........ Apr. 3

Squawks — a column of protest
(Continued from Page 1)
progressive showmanship should be entirely taboo the idea of trying to kid Mr. and Mrs. Modern Patron. It just can't be done.

SQUAWK NO. 3—We sometimes think that this talkative and colorful business is getting an overdose of the unsympathetic and impersonal prescription known throughout the professions as business efficiency. The making of pictures as well as the selling of them to the public is largely inspirational. It cannot be done by forms, tabulated instructions, squares or trig formulas. Just as we would not like to see this mercy old business drift back to its "Every man for himself" days of fifteen years ago we are just as strongly opposed to the brass-button, agnostic, business-engineer regime that seems to be in the making. Bigger and better business methods yes, but don't close the door so tight that humaneness, inspiration, individuality and perhaps an occasional dash of genius cannot squeeze in.

Provincial Chain Earns $2,174,000 in Britain

London — Provincial Cinematograph Theatres reports net profits of $2,174,000 for the year ended January 31. This compares with $1,834,000 earned the previous year.

"Flight" to Open at Ft. Worth

Fort Worth, Texas — Columbia's "Flight" will open the New Hollywood here on April 10. The house seats 2,000.

"Song of Flame" Premiere

West Coast Bureau, THE FILM DAILY

Los Angeles—"Song of the Flame," First National picture, will have its world premiere at a midnight performance at the Hollywood here on April 19.

Cambridge House Burned

Cambridge, N. Y.—Fire recently damaged the interior of the Cambridge House.

Two More Franchisees Set for "Her Unborn Child"

Two more franchise holders have been appointed by Henry Ginsberg in connection with the Windsor distributing plan for selling "Her Unborn Child," L. J. Schlaifer, formerly with Fox and United Artists, will open a Windsor exchange in Seattle, while a territory embracing Washington, Oregon, Idaho, Montana and Alaska. The other new representative is George Gatts, who will have charge of the territory including Washington, D. C., Maryland, Delaware and Virginia.

2 New Branch Managers Appointed by Columbia

Two new branch managers have been appointed by Columbia, J. A. Braker, for six years Milwaukee branch manager for Paramount and later with Tiffany, is taking over Columbia's Milwaukee office. Adolph W. Bowman, who was with Columbia once before and resigned to go with United Artists, later joining Fox, is returning to handle the Columbia office in Detroit.

Uniform Control Loses More in Australia

Canberra — Again the Premier's Conference at a session here has turned down the proposal for uniform film control in the Australian commonwealth. This means the government will be powerless to carry out the recommendations of the Film Commission.

The Industry's Date Book

Apr. 8 Premiere of "Journey's End," the Gaiety, New York.
Apr. 13 Annual meeting of Fox stockholders at N. Y.
May 5-6 S.M.P.E. Spring Meeting a Wardman Park Hotel, Wash., D. C.
May 16-17-18 Paramount Eastern sales hold annual sales meeting at the Majestic Hotel.
May 24-25-26-27 Paramount western sales hold annual sales meeting at the Regal Hotel.
May 25 Fox annual sales convention at the Olympic Theatre, Los Angeles.
May 27 International Cinema Congress, Brussels.

Publix Omaha Manager Given New Appointments

Omaha—Several new changes in the Publix managerial staff have been announced with the shift of the split-week stage policy from Paramount to World theaters. E. K. Cummings, has succeeded Harry Goldberg as division manager and C. M. Pincus, former manager of the New York, is now to Cummings's place as district manager. Irving Waterstreet has been appointed exploitation manager and Lionel Wassen has been transferred from the World to the Paramount.

"Broadway Scandals" Premied Chikaska, Okla. — "Broad Scandals," Columbia production, has its premiere with the opening of the sound picture policy at Chikaska here on April 19.

Rob Racine House

Racine, Wis,—The Capitol was recently held up and robbed.

Nebel at West Bend

West Bend, Wis.—C. W. Nebel, managing Community Thea local house in San Francisco succeeds J. Lutz who recently resigned.

SHERIFF'S SALE

THE NEW PALACE THEATER BUILDING
NORTHEAST COR. WEST FIFTH AND WILLIAM'S ST., DAYTON, O.

BY PUBLIC AUCTION

At the Sheriff's office, 2nd floor, Court House, Dayton, Ohio SATURDAY, APRIL 19, 1930 AT 10 A. M.

A new brick modern theater building which has never been occupied, seats capacity 1,200. Also a large dance hall and storeroom, Cost about $300,000.00. Will build. Appraised at $400,000.00 and cannot be sold for less than $300,000.00.

THE TALKING TRAILER

on UNIVERSAL'S
Side Splitting Comedy

"DAMES AHOOV" Is a Knockout

Now Available

NATIONAL SCREEN SERVICE

New York—126 W. 46th St.
Chicago—810 S. Wabash Ave.
Los Angeles—1922 S. Vermont Ave.

THE FILM DAILY
Vol. LII No. 6 Monday, April 7, 1930 Price 5 Cents

ROXY'S BOOKED

COCK O' THE WALK

STARRING JOSEPH SCHILDKRAUT AND MYRNA LOY

A JAMES CRUZE PRODUCTION

DISTRIBUTED BY

GEORGE W. WEEKS, Executive Vice-Pres.
By arrangement with HARRY H. THOMAS and SAMUEL ZIERLER
Film Boards of Trade Report Additional Theater Changes

**Ohio**

Changes in Ownership

Acrum—Milroy-Royal, sold to Joe Clencito by Wm. C. Dunn; sold to O. Montemano and D. Ranieri by A. C. Chestnut, sold to James Hillard Falls Theater Co. by J. Schleifheimer; Clearview—New Philadelphia, sold to Ivanhoe Theatre Co., Max Lewkovich-Prest. by U. S. L. L. Schwartz, sold to Detroit, sold to Ivanhoe Theatre Co., Max Lewkovich-Prest. by Universal Chain Theatre Corp.; Matador—Columbus, sold to Wm. Savoy by A. J. Masters; Lima—sold to Lima Ritz Theaters by The Lima Theater Co.; Lynchburg—Lyric, sold to Mrs. Evan Solomon by Louise Sheible; Piqua—Ohio, sold to P. R. Amundson by S. F. Weidmiller; Shaker—Linda, sold to J. H. Wilby by D. J. Lewis; Springfield—Washington, sold to C. O. Schiller by Mrs. R. Vaness; New Superia, sold to C. E. Weidhoff by F. L. Reynolds; Ritz—New York, sold to J. Zebro by Jack Gardner; Ritz (Arts) sold to C. M. Schaefer by W. Manchester; Commercial, sold to Henry Smith by G. C. Stevenson. 

Adelphia—Family; Bradford—Strand; Hammondsport—Gem; Minster—Crescent; Springfield—Liberty.

Re-Openings

Dayton—People

**Ohio**

Changes in Ownership

Beaver—Pittsburgh, sold to P. W. Johnson by J. F. Spangler; Cherokee—Major, sold to W. P. McDowell by Cherokee Theatre Co.; Frey—Columbus, sold to A. D. Hopkins by Phil McNellen; Lindy—Denver, sold to P. S. Lippert by A. G. Davis; Morris Miller—Ogaze—Sage, sold to W. T. Johnson by C. M. Schaefer; Twin—Main Street and Circle, sold to Mrs. Ella Schaefer by P. F. Celestine.

Closings

Roosevelt—Rex.

New Theaters

Chickasha—Ritz; Frederick—Ramona, owner—Frederick Ams. Co.

**Oregon**

Changes in Ownership

Canyonville—Canyon, sold to L. E. Newton by H. A. Hallock; Enterprise—Dave, sold to R. Heickhart by M. E. Ward; Eugene—Colosol, sold to W. B. McDonald by Jacob Rusk; Nehalem—Nehalem, sold to Knights of Pythias No. 20, sold to W. H. Holms; Portland—Alameda, sold to O. Seler by L. H. Evans; Sellwood, sold to H. E. Herrman by Theater Inc. Corp.; Sunnyvale, sold to A. McPherson by P. F. Macleish; Tokay, sold to A. McPherson by J. Henneberger.

**Pennsylvania**

Changes in Ownership


**Texas**

Changes in Ownership

Jackson—Palace, sold to A. M. Harris by E. L. Drake; Memphis—Hollywood, sold to J. B. Mellett; D. Cunningham; Hollywood, sold to W. D. Cunningham by Wm. T. Eggles, Pantego, by Warner Bros., Picture Corp. by Alexander Tanget.

Closings

Cameron—Baugs; Dresden—Capitol; Erwin tall; Fort Dodge—Loew's; Galveston—No. 1; Grand—Mt. Pleasant—Dixie; Sharen—Gem.

New Memphis—Capitol, owner—S. A. Meyer; Pembroke—Palace; Grand—Greenfield—Major.

Re-Openings

Bradford—Palace; Greenfield—Major.

**Utah**

Changes in Ownership

Big Springs—R & R.

Closings

Utah—Empire, sold to E. G. Ohl.

Closings

Column—Gemmell—Rockton—Grand, Queen—Galveston—Dixie No. 2, Palace; Princess—Granger—Good—Larino; New Malakos—Big Springs—Romano; San Antonio—Riverton—Tension; Waskosom—Waxahachie; Wellington—Gem.

New Theaters

Big Springs—R & R.

Openings

Boise—North-Hollywood—Lansdale—Horse Hall.

**Virginia**

Changes in Ownership

Bluefield—Little, sold to C. H. Moore by A. M. Herndon; Wilder—Wilder, sold to Gus Katsen, sold to I. C. P. Palter, sold to Mrs. E. P. Friedson, sold to A. M. Teitelbaum, sold to Sto. Wm. S. Colton.

**Washington**

Changes in Ownership

Graves Valley—Graves Valley, sold to F. C. Parker by Williams & Hare; Harrington—Family, sold to Edwin C. Reed by W. L. Hare; Orville—Liberty, sold to R. A. Culp by G. C. M. Van Atta; Pe Eh—sold to J. T. White; Ritz—sold to Bernard Mulligan; Seattle—Beech, sold to Johnson & Tawle by N. W. The.; Seattle—Empire, sold to Bernard Mulligan; Gladiola by J. W. Allender; Spokane—Empire, sold to Lee by Mrs. Frances; Tempe—Tempters, sold to Mrs. W. Harper; Temple—Temple—Smith and A. J. Reed by Charles Packer.

Closings

Chehalis—Empire—Ferndale—Ritz; Horse—House—Salem; Dwyer—House—Ferndale.

Grange Falls—Grange Falls.

**Fred Wehrenberg, St. Louis**

Adviser and one of the best-known exhibition figures in the country, will today take M. A. Lightm. man’s spot at the conference table.

M. A. has had to bag and baggage back to his home town, Memphis, to attend the Tri-State exhibit conven- tion, which swung into action yesterday.

Abe Myers’ ready and steady wit is helping to make conference pro-ceedings interesting. The Allied States chief isn’t missing much.

No session was held Saturday owing to the “regular job duties” of the conferees.

Cigars, cigarettes and ice water are taking a terrible licking from the delegates.

E. A. Schiller of Loew’s, the lone affiliated theater representative, is inserting a lot of valuable informa- tion and ideas into the conference kitty.

Departure of M. A. Lightman for Memphis and environs removes a valuable conferee. The M.P.T.O.A. head man has contributed numerous ideas and suggestions in his way towards aiding the exhibitor cause. He’s been effective, without too much noise.

Goldberg Plans Return to Field with Moon, Omaha

Omaha—Harry Goldberg, former head of the World Realty Co., and more recently Publicity division man-ager here, is reported to be opening with Moon in the Uptown with sound pictures with regular prices.

Sells Springfield House

Springfield, N. Y.—James Macis has sold the Pantheon to P. Bifar- ra.

Buys Buffalo House

Buffalo—Byron Inderbitzen has taken over the Savoy from Queen City Amusement Co.

To Sell at Whittemore

Whittemore, Ia.—T. R. Bandey and N. C. Rice will sell the Alcona.

Brennon at Gardner

Gardner, Mass.—Herbert Brennon, Jr., is now taking over the Alcona, succeeding Daniel R. K. O’Keefe.

Weir Transferred

Houston—Rutwell R. Weir, former assistant manager at the Kirby, has been transferred to the Metropolitan under E. E. Collins, Charles Karr, whom he succeeded, is on his way to Los Angeles.

Cruzén Promoted to N. F. Publix District Managage

New Haven—George T. Cruzén, former manager of the Parkhere, is now district manager Publix theaters in New England, headquarters at Springfield, however, was made at the same time when Eugene Cur is recently in charge of publicity, the post was made publicity supervisor. Succeeds Curtis is Jack Allen.

Gibson, Maynard Making Season’s Last Talks

Hoot Gibson, who by means of his perfect 1929-1930 program as all-talking, formers is at work on “Spurs” and later on “Songs of the Saddle.”

Closed Two Days Per Week

Cleveland—Tuesday and Wednesday showings at the Harkness have been eliminated by owners G. Furrier and H. Tracey.

Sells Theater Site

Athol, Mass.—The site of the St. Athol, which was recently burned, has been sold to Andrew Girardi at Carl Carlson.

Open at Fort Fairfield

Fort Fairfield, Me.—The Public Paramount has been opened.
Fox Signs Milton Sills to Long-Term Contract

Following his work in "A Very Practical Joke," in which he was featured with Dorothy Mackaill, Milton Sills has been signed by Fox under a long term contract. His first picture under the new arrangement will be the lead in Jack London's 'The Sea Wolf,' which Alfred Santell will direct.

Get "Soldiers and Women" Roles

Columbia has added Raylarg and Emmett Corrigan to the cast of "Soldiers and Women," which Edward Sloman is directing. The play by Paul Hervey Fox and George Tilton. Other players are Aileen Pringle, Grant Withers, Walter McGrail and Helen Johnson.

New Roles for Dane and Beery

Wallace Beery will play in "Billy the Kid," which King Vidor will direct for M-G-M. Karl Dane is another new member of the cast.

"An optimist is a guy, who thinks a pessimist is a cheer, for full gay," says Bill Harrigan.

Crosland to Direct Jolson

"Big Bug," Al Jolson's next picture, will be directed by Alan Crosland.

Role for Virginia Sale

Virginia Sale, sister of Chie Sale, has a role in First Nation's "Show Girl in Hollywood," in which Alice White is starred.

Radio Signs D'Albrook

Sidney D'Albrook has been signed for a part in "Hawk Island," which will be directed by George B. Seitz.

Role for Gordon Elliott

Universal has added Gordon Elliott to the cast of "What Men Want," a Warner Fabian story.

Get "Last of Daunes" Roles

James Bradbury Jr. and Walter McGrail have been given roles in Fox's "The Last of Daunes."

"Kitty Bellairs" in Color

Warners will film "Sweet Kitty Bellairs" in Technicolor. Claudia Dell and Percy Ashton are featured in the picture being directed by Alfred E. Green.

Fetchit Sneaks Spanish

Stephen Fetchit has been cast for a role in the Spanish version of James Crusoe's "The Big Flirt," now being made by Sono Art-World Wide.

Hollywood Happenings

by Ralph Wilk

JOHN STONE is supervising the production of "One Mad Kiss," which will be made in Spanish, for Fox. James Tining is directing, with Jose Mosjica as the star. Maria Matus, Antonio Moreno and Tom Patricola are among the principals.


"An optimist is a guy, who thinks a pessimist is a cheer, for full gay," says Bill Harrigan.

Cyrus Wood, RKO writer, who wrote the adaptation of "The Clocks," starring Burt Whitney and Robert Woolsey, is working on "Half Shot at Sunrise," which will also serve as a starring vehicle for both stars.

Credit Eddie Love with the following simile: "As steady on his feet as a teetotal table."

John LeRoy Johnson, veteran press agent, has become publicity director of the Carthay Circle theater, succeeding Bob Donan, who has returned to the Criterion.

Duryas in Sennett Short

George Duryas has been given a featured role in the Educational-Sen- net comedy "Radio Kisses."

Colbert to Hollywood

Claudette Colbert has left for the Paramount West Coast studios to make "Manslaughter," after which she will be joined by her husband, Norman Foster, stage and screen actor, on an around-the-world cruise.

Healy to Make Fox Picture

Ted Healy will start on his first picture for Fox June 2. Shep Howard, Moe Howard and Larry Fine will be in the cast.

The Exhibitors Daily Reminder

A won't be long until we have dear old summer back with us again for another warm spell. Have your cooling plant gone over now for any possible repairs so that you won't be caught un- aware at the last mo- ment. Hunt up that "Cooler Inside" sign.

Bromberg Gets "Mawas" for Atlanta Distribution

Atlanta—Arthur C. Bromberg At- tractions will distribute "Mawas" in this territory. Picture was produced in the Dutch East Indies by Bowes Productions.

To Reopen Flushing House

Flushing, O.—The Palestine, closed for several weeks, will be re- opened by W. N. Behel.

To Open Sundays

Forney, Tex.—Requests from pa- trons are responsible for M. Trott opening the Palace on Sundays.

Shubert, Newark, Goes Film

Newark, N. J.—A film policy will be installed in the Shubert, it is an- nounced by M. S. Schlessinger, who operates this theater and the Broad Street, the two legitimate theaters here.

Reopen Detroit House

Detroit—A. G. LeVeque has re- opened the Vandrome on Grand River Ave.

Distributing Vidathec

Dallas—Roy C. Lee of the Lee Theater Supply Co. is distributing the Vidathec equipment in this section.

Leases at San Antonio

San Antonio—Ray Sinnett has leased the Palace and will run it with a first run policy.

Clearing Loew Astoria Site

Work has begun on demolishing the buildings on the site of the new Loew house to be built at Steinway Ave. and 28th St., Astoria, L. I. The house will have an approximate seating capacity of 3,500. The auditorium will be of Spanish, atmospheric de- sign; the foyers and lobbies, Italian. It is expected to have the new struc- ture completed for opening about Thanksgiving Day.
Timely Topics
A Digest of Current Opinion

Still Sees Large Public for Silent Film Attractions

The truth is that both renters and exhibitors are realizing that the day of the completely all-talkie cinema has not yet come. The latter have found that not every talkie is a sure box office success, and that there is a big public still for the good silent. The former are getting a fairly accurate idea of the market which wants "silents" in unwired halls, as second features in wired halls, and even in some cases as first features in such halls.

"The Daily Film Renter,"
London

"The Nation" Speaks a Kind Word for the Film Producer

Many are men of talent and refinement. A few at least would be glad to find some way to escape from the thousand and one limitations imposed upon their work. But every individual is lost in the huge organization, and the organization itself is controlled by social and economic factors which make impossible any effort to do anything except what has always been done. Individuals engaged in it may dream of something different, but they know that they must conform or get out. Experimentation? Unconventionality? Special pictures for the few?

"The Nation"

Percentage System of Film Renting Favorable by London Organ

Percentage, to a degree, is an ideal system. It provides a sliding scale of film hire for untried product. The point to remember is that, like any other film booking method, it is a matter of bargaining.

"Kinetograph Weekly," London

ALONG THE RIALTO

with

Phil M. Daly, Jr.

H. M. WARNER was the guest of honor recently at a banquet given by the Market Street Business Men's Ass'n of Philadelphia. The Warner president spoke on "The Influence of the Talking Picture on Business." Santly Bros, music publishers, this week will celebrate the first anniversary of the firm, headed by Joseph H., Henry W. and Lester A. Starting with an office in New York, the company in a year has built up branches in five big cities, the representatives being Jimmie Cairns in Chicago, Tubby Garron in Los Angeles, Jack Fay in Boston, Benny Cairns in Detroit and Cleveland, and Jack Harris in Philadelphia.

BERT ADLER sez that every candy manufacturer in the U. S. is behind the national publicity tieup just arranged by Fanchon and Marco with the National Confectioners' Ass'n, which ought to have sweet results. Milton Ager is back in New York from the Coast to rejoin his partner, Jack Yellen, of the music house known as Ager, Yellen & Bornstein.

BILL SCULLY, M-G-M's beau brummel manager of the New York exchange, has challenged S. N. Berger to a game of golf. Bill declares this is just in preparation for the Film Daily's spring tournament, which will come off some time next month or early in June. Max Cohen of Universal's New York branch has taken over Sam Liggett's territory in New Jersey and is now supervising all Greater New York sales under the jurisdiction of Leo Abrams.

CHARLIE O'REILLY, president of the T.O.C.C, is doing a lot of commuting between New York and Albany fighting several harmful bills now pending in the Legislature. Have you heard the organ at the Pennsylvania station? They got the idea from the fillum industry, you know, entertaining passengers waiting for trains. Jay Emanuel has discarded the derby, and Herb Miller, who works for him, thinks that's funny.

VERNE PORTER, eastern scenario editor for Universal, is back from the Coast where he took part in conferences on the new season's product, Frank Goodman of Handman, Kent & Goodman, music publishing firm, in which Universal has a half interest, has left for Universal City.

APRIL 7--MANY HAPPY RETURNS

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

Neal Hart
Tom Lingham
Maria Gamberelli

EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Mounted Caballero Boosts "Senor Americano"

Manager "Hime" Jacobs used a traveling caballero to exploit "SENOR AMERI-CANO" when it ran at the Liberty, Atlantic City. He secured a spirited mount and used a highly decorative cloth about the size of a full length blanket instead of the usual saddle cloth. On the sides of this was painted the message that Ken Maynard was to be seen at the Liberty, etc. The rider wore an authentic caballero costume similar to that worn by Maynard in the picture.

"Bombs" Town With Passes For "The Sky Hawk"

On the "Sky Hawk" Chet Miller, of the Fox, North Platte, Neb., advertised for people to watch the sky at noon on a certain day as "The Sky Hawk" would bomb the city with free tickets. Three thousand handbills were dropped from the plane. One hundred of which were good for free tickets. It created a lot of excitement and pulled the biggest Saturday night's business in the history of the house.

Dancing Girl Good for Stage Life Films

On picture of stage life, Tie up with merchants for appearance of dancer in window at stated intervals. Particular stress is put on a dance in the feature picture, which the performer interprets.

Film Daily Year Book

TEN YEARS AGO TO-DAY

Average admission price is about 25 cents, according to First Nations survey.

Hiram Abrams considered for presidency of United Artists.

United Artists turns back 18 exchanges to Triangle which will distribute future U. A. product.
Veritable Film Almanac

It is a book of ready reference, and I don’t see how any person interested directly or indirectly in film matters can get along without it. It is a veritable film almanac, full of important information regarding every field of endeavor and activity in the motion picture business.

—Nathan Burkan
Attorney

The Year Book is part of the FILM DAILY SERVICE which includes the Film Daily, every day; the Year Book, every February; Directors’ Annual and Production Guide, every June; Short Subjects issues, quarterly; Special numbers; information service—all included in the $10.00 a year subscription price and certainly, “A Constant Source of Real Help.”

Clip this coupon!

Subscribers to THE FILM DAILY remain subscribers
FOX FIGHT IS SETTLED; BANKERS IN COMPROMISE

(Continued from Page 1) than the previous one and is said to have been made possible by the improved stock market conditions.
Mr. Fox has agreed to continue with the companies for five years as chairman of their advisory board, Untermeyer said.

M. A. SHAUER HEAD OF NEW P-F-L FOREIGN POST

(Continued from Page 1) who has been special representative of the foreign department for the last two years with headquarters in Paris, takes over his new duties today. His new headquarters will be in New York.

Western Cities Vote in Favor of Sunday Shows

(Continued from Page 1) to 1 comparison. The city of Gordon, decided in favor of the same question by a vote of 250 against 267, in Kansas, the towns of H- watha and Auburn declared themselves for the issue.

Buys Angola House

Angola, N. Y. — Mrs. F. Wiatrowski has taken over the Angola from Dalton Burgett.

Leases Indianapolis House

Indianapolis—The American Theater Corp. has leased the Walker. House cateres to Negro patrons.

Marshall House Opened

Marshall, Tex. — The Paramount has been opened.

Dey Representing Fowler

Chicago — L. M. Dey has been named manager of the new Fowler Studio office.

quires Clairton House

Clairton, Pa. — Mike Thomas has taken over the Capitol from John Gorris.

Remodeling at Texarkana

Texarkana, Ark. — C. T. Thompson is remodeling the Gem.

Sunday Shows Win

Wakefield, Mass. — Voters decided in favor of Sunday motion pictures by a majority of 52 votes.

Fox Gets Toeeka House

Toeeka — Fox West Coast has taken over the Crystal.

Columbia-Beauty Magazine Tie-Up

Columbia has arranged with "Beau-
tician" magazine to cooperate in the search for Miss Columbia during the month of April. Accessories will be supplied to beauty parlors by Colum-
bia and the magazine will aid in of-
fering suggestions to those interested in the tie-up.

New Theatres

Lynchburg, Va. — Work has begun on the $165,000 Paramount being erected here. The house is to seat 1,500.

C. C. Temple & Co., Boston, for the film "Heather," has had the contract awarded by Samuel Z. Rappaport.

Center, Ogden, N. Y. — A 500-seat theater is to be built here by Arthur Saltman.

Pittsburgh — Plans are being prepared for the theater, store and office building to be erected by the交

Havens, Conn. — E. M. Lowe has opened the newly equipped house on Asylum St. here.

Center Ossipee, N. H. — A 500-seat theater to be built here by the executors of Otis C. W. A. Wood.

Hartford, Conn. — E. M. Lowe has opened the house.

The house seats 700 and costs $150,000.

Fighting for the Ticket

The purpose of this program is to offer a benefit program for needy children and old folks, the new Salem has been opened. The house seats 700 and costs $150,000.

Warner Cleveland Building

Cleveland — The five story Warner Bros. exchange building on Payne Ave. and E. 23rd St., will be opened in May.

Leases Pa. House

Conneautville, Pa. — J. L. Trout has leased the Midway from Mrs. Jennie A. King.

Wires Erie House

Erie, Pa. — H. E. Hammond has wired the Lyric with an Olave Producer.

Arlington Sunday Shows

Arlington, Mass. — The Selectmen have issued a Sunday show permit for one day and are expected to let pictures be shown every Sunday in the future.

Remodeling Augusta House

Augusta, Me. — Alterations to cost $35,000 are being made at the Opera House.

Reopen at Weymouth

Weymouth, Mass. — The Phil Smyth circuit has reopened the Weymouth.

Mass. Bureau Moves

Boston — The Bureau of Sunday Entertainments of the Mass. Dept. of Public Safety has moved to 3 Hancock St.

Fitchburg House Closed

Fitchburg, Mass. — The Strand has been closed until after Easter.

Photo-Talker Cuts Price to $1,175, Delivered

Dallas — Photo-Talker has cut the price of its equipment $200. The delivered price is now $1,175. Plans are also under way to market a sound-on-film head.

Keystone Cuts Shows

Cleveland — Operation of the Keystone has been reduced to two days a week. The house is now only opened Fridays and Saturdays.

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“CLANCY IN WALL STREET”

Well gagged comedy that will click. A real laugh getter. Smooth direction. Recording is well done.

The Film Daily

Nat Levine, Aristocrat Pictures

1650 Broadway

New York

Now On Broadway

Astor — "Rogue Song" Beacons — "Mabuse" and "Lilac Time"

Cameo — "Guilty" Capitol — "The Girl Said No"

Carthage — "Bishop Murder Case," first in "No, No, Nanette," second half

Central — "The Man from Blankley's Colony" — "In the Next Room"

Circe — "The Vagabond King"

Fifth Ave. — "The Mighty" and "4 Dreams"

Fifty-fifth St. — "Dick Hub Ich Gelic (Because I Loved You)"

Film Guild — "Across the World with Mr. V. A. No, No, Nanette," first half; "Her Private Affair" second half.

Forty-fourth St. — "Song O' My Heart"

Gaity — "Journey's End" (Opening tomorrow)

Globe — "Framed"

Hippodrome — "Son of the Gods"

Little Picture House — "Her Private Affair"

Loew's — "Danger Paradise" — "Tuesday, Sky Hawk"; Wednesday, "Case of Sergeant Gracie" — Thursday, "Second Wife" and "Throw 'Em Over" — Friday, "Big Party" — Saturday, "Chasing Rainbows" — Sunday, "Sons & Daughters"

Paramount — "She Sick"

Rialto — "Hell Harbor"

Rivoli — "Puttin' on the Ritz"

Roxy — "Captain of the Guard"

Strand — "Dinah"

Warner — "Manny"

Winter Garden — "Under a Texas Moon"

$75,000 Dennis, Mass. House Dennis, Mass. — Village of Nor Dennis, with but 350 inhabitants, to have a $75,000 picture theater, Raymond Moore will operate.

Every thing from popcorn to elephants

WATCH FOR IT!

PATEH
The Mirror
—a column of comment

HE GOLD RUSH gains momentum day by day. All along the road the Hollywood you'll find Broadway affl new towards the Land of the Big Dough. In the caravan are men and women whose names stand for achievement in their own particular fields—men like Ziegfeld, Gershwin, Urban, Goldwyn. And in the same procession are some lesser talent—men who are surging towards the Gold Coast, not on the surety of a contract but with a speculation. These travelers, in no out of ten cases, will fail by the wayside. Unaided by reputation and, in many cases, by any unusual ability, they will find that Hollywood, ready crowded with picture-wise people, is not always a land of financial milk and honey. It must be expected that these unfortunate individuals will seek East low in places and occasionally embittered by failure. History always repeats itself. Great majority of the original Forty-Niners returned home without a share of nuggets they had anticipated that the hills of California could give them. * * *

N THE SPRING it would seem that an exhibitor's fancy, among their things, might turn to thoughts of house cleaning. Paint, new electric light bulbs, new seats, lobby display frames, perhaps replacements of projection booth equipment, are seasonal thoughts. Every inch of effort expended to make a theater more attractive goes down on the bigger as good showmanship. * * *

IMPORTANT ON the industry's calendar of things-worth-paying-attention-to is the coming Spring meeting of the Society of Motion Picture Engineers. At this conference the scientific minds of the business go into a huddle and the results are inevitably worthwhile. No doubt numerous vexing problems growing out of this mechanical age will receive their solution at the forthcoming gathering in Los Angeles.

Paramount Profits Jump 86% in First Quarter

TOBIS WIRING TWENTY WEEKLY IN GERMANY

$10,000,000 Production Program Set by Columbia

Paramount Earns $1.79 a Share in First Three Months of 1929

Paramount Marking Time on Wide Film, Zukor Says

Must Be Good
Out of 30 Warner pictures seen by 11 civic organizations in March, 27 were endorsed, the Hays office reports.

$502,000 NET PROFIT FOR PATHE LAST YEAR

Net profit of $502,000, after depreciation and interest, for the fiscal year ending March 31, 1929. This profit represents a 14% increase over that of the same period of 1928.

Ufa Planning Newsreel—90 Feature Talkers This Year

In installations of sound equipment by the Tobis-Klangfilm enterprises are being made in German theaters at the rate of 20 a week. Kurt F. Hubert, of the Ufa board of directors and manager of foreign business, told THE FILM DAILY yesterday. Hubert is here with Ludwig Kittelsch, president of Ufa, on a business trip.

Slightly more than 400 houses in Germany are equipped with Tobis-Klangfilm sound equipment. The company is installing 20 new units each week. The installation of sound in German theaters is proceeding at a rapid pace.

MINIMUM OF 20 FEATURES ON PATHE 1930-31 LIST

"Pathé will have a minimum of 20 features on its 1930-31 program," stated Phil Reisman yesterday. Amount of color to be used will be determined by the nature of stories included in the schedule, he said.

NATIONAL BOARD ATTACKS STATE CENSORS' ACTION

As a protest against the banning of "High Treason" by the Pennsylvania and New York state censors, the National Board of Review is sponsoring a special screening of the film tonight at the Roerich Museum, 103d and Riverside Drive, to which about 500 prominent men and women have been invited and will be asked for opinions. The picture deals with war and peace in 1940. New York condemned it on the grounds that it might tend to incite crime.

Another Crooner
Loew is building up Will Osborne as a second Rudy Vallee with some high-powered exploitation. Will opens Saturday at Loew's State.
**Financial**

**NEW YORK STOCK MARKET**

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**NEW YORK CUBAN MARKET**

| Bal. & Katz.  | 694  |     |
| Columbia  | 426  |     |
| Ford Thea.  | 155  |     |
| Inter. Thea.  | 154  |     |
| Loew, inc. war.  | 154  |     |
| Nat. Sci.  | 154  |     |
| Nat. Thea. Sup.  | 25  |     |

**NEW YORK BOND MARKET**

| Keith & Co.  | 63  |     |
| Loew 41/8w  | 124  |     |
| Par 41/8w  | 101  |     |
| Paramount 45-1/8w  | 101  |     |
| Par 45-1/8w  | 101  |     |
| Pathe 7277  | 64  |     |

**LAST PRICE QUOTED**

---

**Notables Join in Tribute to Rucker, Vander Veer**

Many notables were on hand last night to pay tribute to Joseph T. Rucker and Willard Vander Veer, Byrd cameramen, at a dinner given for them by Paramount at the Ritz-Carlton. The film world was represented by Adolph Zukor, Sam Katz, Sidney Kent, Ralph Kohn, Eugene Zukor, Emanuel Cohen, Charles H. McCarthy and Earl Wingart. A. M. Botford was toastmaster. Other prominent persons present were Adolph Ochs, George Palmer Putnam, Daniel Frohman, Rear Admiral Montgomery T. May, Keith Cooper and George Akerson, secretary to President Hoover.

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**Talkers Will Be Topic of Engineers’ N. Y. Meet**

Talking pictures will be discussed from various angles at a meeting to be held by the N. Y. Section of the S.M.P.E. at the Engineering Bldg., preceded by a dinner at the Praterman Club, 22 East 39th St. David Menoz will speak of the talks from the standpoint of music. Mordant Hall of the "Times" will cover the topic as critic. Dr. E. B. Cook of United Research Corp. also will speak.

---

**Dureau in New Orleans**

Dureau—Milton Dureau of Dallas has been appointed manager of the Talking Picture Epics’ office here. He will be located at the local Columbia exchange. Dureau was formerly with Universal.

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**Shorts House for Detroit**

Detroit—Alex Schreiber has leased the Embassy, closed five weeks ago by George Koppe, and will reopen it with short subject programs during the day and probably features at night. An all-night grind policy is likely.

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**Loew Party to Cleveland**

E. A. Schiller, C. C. Moskowitz, Joe Vogel and Oscar A. Doob, Loew’s, Inc., left last night for Cleveland to attend the managers’ convention on April 17 and 18.

---

**Kennedy Returns to N. Y.**

Joseph F. Kennedy arrived in New York yesterday from the Coast.

---

**Silence Please**

The Hudson theater on upper Amsterdam Ave. is getting a play from deaf people who come from miles around. It is the only house in that section showing silents.

---

**New Detroit Company to Film “Ten Nights”**

Detroit—A new company, De Luxe Productions, of which H. M. Richey is to be treasurer, is being formed here to produce a talker version of “Ten Nights in a Barroom.” J. T. Blythe, local capitalist, is named president of the corporation, with W. R. Davis as vice-president and William Ammons, secretary. These officers and Irving Luciea will form the board of directors.

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**Cinema—Chat**

Wires: Erie House

Erie, Pa.—H. E. Hammond has wired the Lyric with an Oliver reproduction.

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**Remodeling Augusta House**

Augusta, Me.—Alterations to cost $15,000.

Sam Ward, formerly of the Warner writing staff, has succeeded Amy Clark as special service manager of M. Witmark & Sons.

---

**Menjou, Lonsdale Arrive**

Adolphe Menjou, re-engaged by Paramount, and Frederick Lonsdale, English playwright engaged by the same company, arrived yesterday from abroad. Lonsdale leaves immediately for Hollywood, where his first duty will be to adapt his comedy, “Spring Cleaning,” as a talker. Menjou also goes to the Coast to make “Gently, Scarlet!” in French and Spanish.

---

**E. Lefko Promoted**

S. Lefko, former Philadelphia salesman for Pathé, has been promoted to branch manager in Pittsburgh, succeeding A. Goldsmith, resigned.

---

**The Industry’s Date Book**

Apr. 18 Meeting of Tri-State Theater Owners of Pennsylvania, West Virginia and Ohio at Wheeling, W. Va.

Apr. 22 Opening of Wynn’s Hollywood Theater in New York.

Apr. 23 Annual Convention of New York Theater Owners at Hotel Mississippi.

Apr. 25 Universal begins four-day inter- national sales confab at the Savo Plaza, New York.

Apr. 29 Opening of “All Quiet on the Western Front” at Central, New York.

May 8-9 S.M.P.E. Spring Meeting at the Wardman Park Hotel, Washington, D. C.

May 16-17-18 Paramount Eastern managers hold annual sales meeting at Atlantic City.

May 19 RKO sales convention opens at Los Angeles.

May 24-25-26 Paramount western managers hold annual sales meeting at San Francisco.

May 21-22-23 Pathé regional sales meet an Ambassador, A. C.

---

**Let Us Solve Your Problems!**

Over 20 Years of Experience Qualifies Us as Specialists in

**MOTION PICTURE INSURANCE**

**STEPPINS, LETERMAN & GATES INCORPORATED**

1540 B’WAY N.Y.C. TELEPHONE BRYANT 3040

---

**The Film Daily**

Wednesday, April 16, 1930

Vol. LIII No. 14

**AD-VANCE AD**

**“We have been very much pleased with your silent trailers during the last 20 months and we hope that your sound trailers may prove equally satisfactory.”**

Schubert Theatre, Gooding, Idaho.

---

**“CINE”**

**Cinema Write for Trial Sample**

**TALKING NEEDLES**

WALL-KANE NEEDLE MFG. Co., Inc. 3924 114th Ave., Brooklyn, N. Y.

**Draperies**

**Decoration**

**Magnascope Screens**

**New York Cine” Magazine**

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**”We have been very much pleased with your silent trailers during the last 20 months and we hope that your sound trailers may prove equally satisfactory.”**

Schubert Theatre, Gooding, Idaho.
ROAR about the new wonder Talkie—
THE DIVORCEE starring NORMA SHEARER

ROAR about the year’s reigning hit—
gRETA GARBO Talks in ANNA CHRISTIE

ROAR about the history-making comedy—
CAUGHT SHORT—Marie DRESSLER—Polly MORAN
(A Cosmopolitan Production)

ROAR about MONTANA MOON, Joan Crawford’s Biggest!
ROAR about THE GIRL SAID NO, Bill Haines’ box-office smash!
ROAR about FREE AND EASY, a million laughs! A flock of stars and they all act in it!
BUSTER KEATON, WILLIAM HAINES, ANITA PAGE, ROBERT MONTGOMERY,
TRIXIE FRIGANZA, KARL DANE, FRED NIBLO, CECIL B. DE MILLE,
DOROTHY SEBASTIAN, LIONEL BARRYMORE, GWEN LEE.

ROAR about LON CHANEY’S FIRST TALKIE COMING!
ROAR about a HIT EACH WEEK WHEN THEATRES NEED THEM MOST!

The Roar of the Talkies!

METRO-GOLDWYN-MAYER
ALONG THE RIALTO

with

Phil M. Daly

**HY DAAB was asked by the census-taker if he had a little radio in his home. He showed the gent a bundle of radio stock, and was real proud: "And I've just started my collection."

* * *


* * *

**HAL EDGERLEY, J. H. O'Donnell, A. L. Ratzkoff and Abra- han A. Gans, the staff of the now public Theater Magazine of Greater Boston, will now trip lightly across the stage and take a bow for their splendid little publication. Believe it or not, it carries PAID ads in its first issue...Sport Extra: Ollie McMahon, manager of RKO's baseball team, announces opening of their season Saturday, April 26 against the team of Walker Bookers, Wall Street. The Walker Bookers will probably win by a margin....For Heywood Broun's campaign for the unemployed, we nominate the pest who used to read titles out loud in the old silent days.

* * *

**THOSE AMPAS are all filled up with German atmosphere since they started luncheoning at a sauerkrauteria. But Eddie Klein denies they are going to change the name to Associated Saengerbund. Last week Ed McNamee ordered hosenpfeffer because Don Hancock told him it was Heinie for Irish stew....William Libman, of Libman-Spanjer, is back from a European health trip. ....Visitors at Atlantic City are being disturbed by some nifty publicity stunts engineered for the Warner houses in that boardwalk town.**

* * *

**FROM Our Office Window: Harry Richman traveling up the avenue in his spiffy Cord. (And if the printer spells it "Ford," Harry will want to sue us for defamation of character.) Pat Flaherty feels that he has a great hit in "I'm in the Market for You," from "High Society Blues." Does this opinion make Pat a song-plugger? ....Douglas Murray, production manager for Roxy, arrived yesterday from Europe....A gent over at the Film Center building is proud of having produced a feature from an old serial. Pshaw, that's nothing. In Hollywood they make features out of shorts, and don't even brag about it. 

* * *

**D. A. PARSONS is now in the advertising and publicity busi- ness on his own, and his business card reads: "Publicity Advertising Parsons," ........Erudite Elsie Boland, who secre- taries for Truman Talley at Fox-Hearst because she thinks Truman is entitled to a good secretary, has been with that or- ganization 12 years. ....Mark Hellinger, pop columnist of the "Mirror," is now on the radio also. Mark is planning a lama movie of himself at the typewriter so his friends can see, hear and read him all at the same time. That's what this tabloid influence does to a fellow. 

* * *

**UNKINDEST CUT: Now that we're back at our desk, some- body suggested removing the new cuckoo clock as super- fluous.**
Ladies of Leisure gets FOUR STARS in the Chicago Sunday Tribune

"Ladies of Leisure" merits your attendance. It bears the trade mark—Genuine.

By Mae Tinee.
Indianapolis—M. Marcus, formerly manager of the Quimby Theatrical Enterprises in Ft. Wayne, has taken over the Alamo, Regent, Gaiety and Cozy, all downtown houses here. He expects to build his chain up to a dozen houses by the end of the year.

Meet rudeness with unflinching politeness. Never argue with a patron. When anything is beyond your control, refer it to your superior. Remember—the patron is always right! Business like friendship, is attracted to where it is best treated and flourishes where it is best served. Wear a cheerful smile. Speak pleasantly. Try to please every patron as if you owned the theater yourself.

Frank Whitbeck in "Now" 

** * 

Sees Great Progress for Talkers in Advertising Field

So far as the commercial cinema is concerned, the process of growth is inevitable. There is every reason now why the talking film as an educational medium should develop and strengthen. In advertising especially the greatest and most immediate progress is likely. The talking film is the salesman of tomorrow. Industrial concerns which are wont to spend thousands in sending travellers up

Publix Circuit Takes Over Second Youngstown House

Youngstown, O.—Acquisition by Publix of the State for 21 years from May 1 at an aggregate rental of $1,680,000, gives the circuit two houses within a block of each other here.

London Hails "Journey's End" London—An enthusiastic reception greeted the premiere of "Journey's End" at the Tivoli. Opinion is almost unanimous that the picture will set a new record for film engagements here.

Eugene Parrish To Knoxville

Charlotte, N.C.—Eugene Parrish, temporary manager of the Imperial for the last few weeks, has been transferred to Knoxville by Publix.

Fox Leases At Topeka

Topeka, Kan.—Fox West Coast has leased the Crystal which A. Burkholder is building here. House will be completed in June.

Industrial Feature

What is termed the first full-length industrial feature ever to be made is nearing completion by Fox-Hearst. It is called "The Mighty Monarch of the Air," produced by the Majestic Radio Co., and directed by Clarence Elmer.

**

M. A. Lightman Adding More Houses to Circuit

Memphis — M. A. Lightman has taken over the Ritz here, the Mystic in Ft. Smith, Ark., and the Grand, in Hope Ark., as the latest additions to his Alaco Theaters Circuit. He has also bought a site on Main St. in North Little Rock for a 1,000-seat house to be finished by Dec. 1.

390,000 Shares of RKO Will Be Offered at 35

(Continued from Page 1)

fer to stockholders 390,000 shares of "A" stock at $35 a share on the basis of one new share for every six held. Lehman Bros. and Bancamerica-Blair have underwritten the offering.

San Jose House Added To New Hal Horne Chain

West Coast Bureau, THE FILM DAILY

Los Angeles — Hal Horne has bought the Hester, in San Jose, as the third house of the chain he is forming under the name of Community Theaters Ltd.

Big Detroit House Adopts Double Program Policy

Detroit—A policy of double bills, with talkers, has been adopted by the Fox, which has been taken over by S. J. Stebbins, former manager of the Fox.

First Plastic Light Sign

Among the departures in electrical advertising at the Hollywood, Warners claim the first "plastic light" electric sign, which reads "Warner Bros. Hollywood."

Distributing Russian Films

Imperial Film Exchange, by special arrangement with H. Axelbank, has obtained distribution in the Metropolitan territory of "Breaking Chains" and "The Red Commander's Bride," Proletkino productions made in Soviet Russia.

Shomo Buys Elkins House

Elkins, W. Va.—Frank Shomo has bought the Grand, recently operated by R. H. Talbot.

Brecher Gets Little Carnegie

Lewis Brecher has added the Little Carnegie, on West 57th, to his list of art film houses. Same policy will continue.

**

ASKS FILM ACT REVISION TO AID BRITISH INDUSTRY

London—Drastic revision of the Films Act is recommended by the Film Group of the Federation of British Industries as a means of aiding British production. Proposed changes would make it compulsory to spend not less than $10,000 on a film and would eliminate the requirement that a screen writer must be a Briton and that three-fourths of all salaries must go to British subjects.

$502,000 Net Profit for Pathe Last Year

(Continued from Page 1)

Joseph P. Kennedy, chairman of the board of directors, states that Pathe has an option at $500,000, substantial less than the recent cent of the DuPont-Pathe Film Mfg. Co., on which dividends are being inaugurated this year.

Pathe's capital structure is being simplified so that in 1931 the company will have only one class and no debt, Kennedy says.

Seattle on Summer Scale to Combat B. O. Slump

Seattle—In an effort to combat a slump in business, several houses here have instituted the summer scale of prices. The New Orpheum now has a 50-cent top after 6 p.m., placing it on a par with John Hamrick's two houses and Publix's Metropolitan. A lower price also has been set at the Capitol between 9 a.m. and 1 p.m.

Manhattan-Schwartz Deal May Be Closed This Week

Negotiations for taking over the three Jack Schwartz houses on the lower east side are expected to be concluded by Manhattan Playhouses this week.

Schulberg to Attend Confab

West Coast Bureau, THE FILM DAILY

Hollywood—B. P. Schulberg, general manager of the Paramount studios, leaves early next month for New York to attend the annual sales conventions.

Jack Conant Joins Technicolor

Jack Conant, recently Southern Ohio representative for Fowler Varieties, has gone West to join Technicolor.

Removing Rivoli Sign

The Rivoli sign on Seventh Ave. is being removed from the Public-United Artists house.

Arty, Named the Mindlin

The new arty house in Newark has been named the Mindlin and is expected to open soon. Permanent equipment has been installed.

Walsh Managing Cleveland Hipp

Cleveland—Ralph J. Walsh is the new manager of the Hippodrome.
The Exhibitors’ HOME Trade Papers

NEW YORK may be the barometer for theatre owners in Chicago, Detroit, Los Angeles and other of the larger cities, but the barometer for exhibitors in the state of Kansas is Kansas City, Wichita, Topeka and some of the other key cities in their own state. While pictures are made in Hollywood and the executive offices of all companies are in New York, they are marketed through the branch exchanges scattered throughout the country. The exhibitors in Illinois are interested primarily in their “market place”—Chicago; and those in the state of Texas are interested in Dallas and the immediate territory. Thus each of the ten Associated Publications, being the exhibitors’ HOME trade paper, is the closest exhibitor contact between producers and distributors next to their salesmen, and the buying guide for those in the section of the country it covers.

ASSOCIATED PUBLICATIONS

BEN SHLYEN, President and Publisher

General Offices: Kansas City, Mo.

New York: 551 Fifth Ave.
Chicago: 1018 So. Wabash Ave.
EXHIBITORS HERALD-WORLD SAID:
"One of those pleasant surprises that makes the town happy and proud. A distinctive kind of picture that deserves a lot of credit. Likely to be one of the commercial sensations of the season."

PETE HARRISON SAID:
"The type of picture every independent producer dreams of producing but fails! It is as good and as wholesome entertainment as one will find in the best pictures made by the big producers and will add prestige to the picture business."

EXHIBITORS DAILY REVIEW SAID:
"Reginald Denny is likely to stir the box office to the point of heavy receipts. The play is smart, distinctive, of the highest class. Watch this one for a money elicker!"

FILM DAILY SAID:
"Worthy of a Broadway showing. Denny gives an excellent performance, putting this picture in the money."

MOTION PICTURE NEWS SAID:
"At last Reginald Denny is supplied with a story! Makes extremely pleasant entertainment."

FILM SPECTATOR SAID:
"A surprisingly clever and amusing Denny vehicle. It deserves the success it will undoubtedly receive."
CANCELLATION CLAUSE ADOPTED BY 2-2-2 CONFERENCE

CLARKE ELECTED FOX PRESIDENT

Fabian Forming $50,000,000 Theater Finance Co.

New Finance Firm Will Build Theaters for All Circuits

Formation of a $50,000,000 financing company to engage in the erection of theaters in different parts of the country for lease to any of the operating chains desiring to take over such houses, is reported under way, with S. Fabian, former chain operator in New Jersey, as the chief sponsor of the project. Fabian now is head of the Fabian Securities, Inc., of New York, which is understood to be a model for the new chain.

(Continued on Page 9)

PUBLIC REPORTED AFTER 55 IBE LIBSON HOUSES

Public is reported to be in negotiation with S. Libson with a view to acquiring the Libson circuit of about 55 theaters in Ohio, Kentucky, Indiana and West Virginia. This is the chain on which Libson established an option last summer but later was unable to go through with the deal.

WARNERS FIRST ON 65MM.

Film First in Production

West Coast Bureau, THE FILM DAILY

Los Angeles—Warners first picture to be made on the 65 mm. film will be "Come Easy," now in production.

BLUMENTHAL DID IT

A. C. Blumenthal, who negotiated the West Coast, Poli, Gaumont and other big theater deals for Fox, is given credit for the great piece of work that brought about the settlement of the Fox controversy. Blumenthal acted as mediator between the opposing factions.

$20,000,000 BUDGET SET FOR FOX '30-31 FEATURES

A budget of $20,000,000 has been set for the production of Fox pictures, exclusive of newsreels, for the year running from April 15 next to April 15, 1931, it is announced by Winfield Sheehan, who expects to leave in about 10 days for the West Coast to launch the new season's program. Work will be started at once on eight new sound stages at the Westwood studios, Sheehan says.

TRI-STATE THEATER MEN

Meet in Wheeling Apr. 18

Wheeling, W. Va.—Tri-State Theater Owners of Pennsylvania, West Virginia and Ohio will convene at the Windsor Hotel here April 18. A feature of the meeting will be a discussion of vaudeville by Eph Rosen of RKO.

ARBITRATION AND DEPOSITS ON 2-2-2 PROGRAM FOR TODAY

WINDUP OF 2-2-2 MEET IS EXPECTED TODAY

Adoption of a cancellation clause, allowing elimination of pictures at the end of a season, was the principal feature of yesterday's 2-2-2 conference session at New York.

Distributor delegates agreed to permit cancellation of five per cent. of unplayed percentage pictures and 10 per cent of product booked on a flat rental basis. Under the latter arrangement, 50 per cent of the cost of the

REIMBURSING EMPLOYEES ON FOX THEATERS STOCK

One of the provisions of the refinancing plan now being arranged for the Fox companies specifies that all employees who bought Fox Theaters stock are to get back the full price they paid, together with interest, if they so desire. A lot of this stock was purchased by Fox employees at $25 a share. It is now $11.

TWO YEARS AWAY

"Within two years percentage bookings will be principal form of selling pictures," declared Sidney R. Kent at the 2-2-2 conference yesterday.
UNIVERSAL WILL SPEND $500,000 PER PICTURE

An average of $500,000 will be spent by Universal on each of the 20 pictures for the next program, according to an announcement by Carl Laemmle. The program will cost $12,000,000, the company states.

Report Asher to Assume Important U Studio Post

West Coast Bureau, THE FILM DAILY—Asher will assume an important general production post at Universal studios, it is reported here.

Heads Reorganized Ohio Chain

Cleveland—Henry Pickfinger is head of the reorganized Sunbeam Amusement Co., which operates the Sunbeam and Gordon, formerly units of the Scoville Essick and Reif circuit.

Plans New Stamford House

Stamford, Conn.—Preparations are being made for the erection of a new 2,500-seat theater at Main and South Sts. The theater company of this city is building the house which will be named the Davenport.

Fairbury Votes No

Fairbury, Neb. — Sunday shows will not be given in this town for sometime to come as a result of the special election here in which the issue was defeated 1,487 to 915.

"Vagabond King" Travels

Paramount announces the first foreign booking of "The Vagabond King" with the completion of arrangements to show the film in the Central European countries. A part of the picture is now on its way to the Argentine capital.

Zukor and Lasky Going to Europe for Survey

Jesse L. Lasky and his assistant Albert A. Kaufman, sail for Europe Friday on a two-weeks' survey of production conditions abroad. Adolph Zukor, president, will join them a week later. Lasky and Kaufman will return to New York in time for the annual sales convention while Zukor will remain on the Continent for a further study of the situation.

Predict $9.25 a Share for Columbia Pictures

Profits of Columbia Pictures for the current fiscal year, ending June 30, are expected to reach $9.25 a share, a new record, according to an estimate appearing in "The Wall St. Journal." It is further reported that the stock may be placed on a dividend basis in the near future.

Cooney on Visigraphic Staff

Frank J. Cooney, national advertising representative, has been added to the sales staff of Visigraphic Pictures, Inc., it is announced by Edward F. Stevenson, president of the company.

Buys Rights for 3 States

Cleveland—Distribution in Northern Ohio, Kentucky and Indiana of "North of '49" will be through Ivanhoe Exchange here.

Gross Named Assn. Director

Milwaukee—Stanley Gross, who is in charge of the Fox Oriental, has been named a member of the Upper East Side Advancement Assn., which promotes the interests of this section in the city.

Buys Pawtucket Strand

Pawtucket, R. I.—Publix has purchased the Strand here for $77,000.

Fire Destroys Texas House

Kenedy, Texas—The Grand house here has been destroyed by fire.

ELMER PEARSON

Business Counsel and Producers' Representative

17 EAST 45TH STREET N. Y. C.

AMESAGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

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1540 Broadway
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Long Island City

SUIT 524
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PHILADELPHIA, PA.

AMALGAMATED VAUDEVILLE AGENCY

Wed, Apr 8, 1930

The Industry's Date Book


Apr. 15 Annual meeting of Fox stockholders at N. Y.

May 5-8 S.M.P.E. Spring Meet., Wardman Park Hotel, Wash., D. C.

Jay 16-17-18 Paramount Eastern offices hold annual sales meetings.

May 24-25-26-27 Paramount western agents hold annual sales meetings.

June 2-7 International Cinema Congress, Brussels.

Baltimore Houses in St. over "Captain of Gaunt"

Baltimore—Permission to show "Captain of the Guard" at the Toronin, was given the James L. nan Co. by Judge Walter Daw. After an injunction was filed by Wilson Amusement Co., operators of the Rivoli, against the Kernan interests, in restraint of the showing of the picture, Judge Daw permitted the showing after being put up by the Kernan Co. in the court.

Issue Revamp Publication "Cinematography," the revam official publication of the Interna- tional Photographers of the M. F. P. I., appears with the April issue an attractive new form, printed on a coated stock with several interior articles, illustrated by halftones. A reence a Ferialik is the new managing editor.

Replaces De Luxe House Omaha—A bus station will replace the Rialto, this city's first de.

Wanted Theaters
For Sale or Lease

Adolph Sofferman
1550 Broadway — New York
Established 1900 Tel. Bryant 3607
LILLIAN GISH and Her Triumph!

by ARTHUR JAMES

A new Lillian Gish will greet the public in "One Romantic Night," which is Molnár's "The Swan," done into a charming talking picture with such assisting talent as Rod La Rocque, Conrad Nagel, Marie Dressler and O. P. Heggie.

This United Artists picture, directed by Paul L. Stein, is romance portrayed through a rose crystal. It is the story of the princess and prince and the tutor who is permitted to love ardently and beautifully until the dawn sweeps the stars from the sky. It is a splendid story, engagingly presented and attractively acted.

Lillian Gish was never so lovely. She speaks with clarity, charm and a thorough naturalness that gives her new power as a star. In all the pictures in which we have seen her, and we believe we have seen her in all the pictures in which she has appeared, we have never seen so competent a performance.

Conrad Nagel as the tutor is splendid. Rod La Rocque is fully adequate, but aside from the star the acting honors go to Marie Dressler and O. P. Heggie, trained players who can be depended upon always for fine performances. Phillippe de Lacy and Byron Sage, who have little boy parts, are very attractive, and young Master Sage has a speaking voice which is a joy to hear.

The whole production is beautifully scene against rich backgrounds and is carried along to its romantic heights on naturally introduced music that is altogether delightful.

Lillian Gish takes her place as a big star of the talkies.
More Sound Installations
Made in Theaters of the U. S.

Schenectady, N. Y.—The installation of Western Electric is now under way at the Lincoln.

Silverton, Tex.—Kipp sound equipment has been installed at the Happy and the Palace.

Eden, Tex.—Western Electric has gone into the Eden.

Parowan, Utah—National Filmfone installation has recently been completed at the Aladdin.

Wenatchee, Wash.—RCA Photophone equipment will be installed at the Mission.

Arvada, Colo.—The Arvada has just installed National Filmfone.

Cordell, Okla.—The Ritz installed Western Electric.

Britton, S. D.—Sound pictures are being shown at the Strand.

Chicago—The Shore has been wired for sound by Western Electric.

Panguitch, Utah—Hub has just installed National Filmfone.

Good Time, La.—RCA Photophone engineers are wiring the Good Time.

Rupert, Idaho—Sound pictures will be shown at the Wilson over the Western Electric.

Brigham City, Utah—Liberty has recently been wired with National Filmfone.

Clairton, Pa.—The Capitol is being wired by RCA Photophone.

Bellflower, Cal. — The Western Electric engineers are installing Western Electric in the Bellflower.

Salt Lake City, Utah—National Filmfone installation has been completed at the Sun.

Detroit—The Wolverine has gone sound—RCA Photophone.

Harlowton, Mont.—The installation of Western Electric has been completed at the American.

Fillmore, Utah—National Filmfone has been installed in the Fillmore.

Salem, N. Y.—The Star is being wired by RCA Photophone.

Cincinnati, O.—The Bijou is now showing talking pictures over Western Electric.

Kamas, Utah—National Filmfone has been installed in the Opera House.

Atalanta—The Alamo theater is being wired by RCA Photophone.

Wenatchee, Wash.—The Vitaphone is being wired by RCA Photophone.

Chicago—The Independence has completed installation of a Western Electric reproducer.

Montpelier, Idaho—Gem has just installed National Filmfone.

Provo, Utah—Orpheum has recently installed National Filmfone.

Manchester, N. H.—The Lyric will open soon with RCA Photophone.

Chicago—Western Electric has gone into the Drake.

Ferron, Utah—National Filmfone installation has been completed at the Star.

Davenport, Wash.—The Davenport is to have the bands of RCA Photophone engineers in its new installation.

Cleveland—Talking pictures are planned for the terminal which has installed Western Electric.

Ashland, O.—The Opera House will open soon with RCA Photophone.

Lowell, Mass.—Engineers of Western Electric are now installing the company's system in the Victory.

Los Angeles—The Colonial and the Roxy will open soon with RCA Photophone.

Louisville, Colo.—The Rex has recently been wired with National Filmfone.

Toledo—The Westwood has contracted for Western Electric.

New Haven, Conn.—RCA Photophone engineers are installing sound equipment in the Linaye.

Appalachia, Va.—The Cumberland is carrying out the sound picture policy by installing Western Electric.

Grace, Ida.—Opera House has recently been wired with National Filmfone.

Evanson, Wyo.—The Strand has been wired by Western Electric. It seats 693.

Lehi, Utah—The Royal theater has just installed National Filmfone.

Montpelier, Idaho—Rich has just installed National Filmfone.

Washington—Engineers have been at the Princess, wiring it for Western Electric.

Williamson, W. Va.—The Gem will open soon with RCA Photophone.

Mason, Tex.—The Odeon is being wired by RCA Photophone.

Criticism Against Hays is Denounced by Gro

Sixteen representatives of political and religious associations in a joint statement yesterday denounced the allegations appearing in the press that the M.P.P.D.A. gave financial support to individuals associated with the former Public Relations Committee on motion pictures. The statement was signed by the following: Mr. Samuel Goldwyn; Rev. Howard M. LeSourd, School of Religious Education and Social Service, Boston University; Mr. Clarence M. Busch and Mrs. R. Hellebomer, National League of American Pen Women; Mr. Frank A. Bourn, president of the Western Federation of Education Associations; Mr. Thomas H. Bieler, National Commission of Protestant Church Women and National Council of Federated Church Women; Mrs. Thomas A. McGoldrick, International Federation of Catholic Alumnae; Mr. and Mrs. New Northern Baptist convention.

Columbia Gets Foreign Rights to Disney Series

Columbia has acquired the foreign rights to the Disney series "Silly Symphonies" which is produced by Walt Disney. The series starts with the product for next season.

Kraker New Columbia Manager at Milwauk

Milwaukee—John Kraker is manager of the local Columbia change succeeding William W. Schenker. Kraker was formerly with Paramount in this city.

Zanelli Gets R-K-O Post

Omaha—Succeeding Richard Coltan as assistant manager and treasurer of the R-K-O here is Will Zanelli, former chief of service. Coltan has been transferred to Minneapolis.

Phelps Joins Warners

Minneapolis—Frank W. Phelps, former exhibitor here, has accepted a position with Warners as district manager working out of New York.

"Wet" Benefit

New Canaan, Conn.—Samuel Watts, New York broker, has rented the Playhouse here from Irwin Wheeler for Friday and will offer a program of benefit to the receipts to be given to the Ass'n against the 16th Amendment.
TERRIS TO MAKE 2ND TRIP FOR ADVENTURE MATERIAL

Terris to Make 2nd Trip for Adventure Material

Tom Terris will make a second world tour to photograph and record material for the "Vagabond Adventure" series for Van Beuren. Terris will take a sound recording truck on the trip which will last several months. The series will be made for Pathé releases.

"MODERN BUSINESS" DONE

"Modern Business," Vitaphone Variety with music and lyrics by M. K. Jerome and Harold Berg, has been completed in Technicolor.

SWANSON TO SING 3 MELODIES

Three melodies will be sung by Gloria Swanson in "What A Widow!". The numbers are "To The One I Love," "Love Is Like A Song," and "Say Out, Charlie," all composed by Vincent Youmans.

LEVEE AND FORDE ON SHORTS

Sid Levee and Forde on Shorts. Sid Levee has been promoted to director of musical shorts for United Artists. Eugene Forde also is to direct shorts.

BARTHELLMAY GO TO EUROPE

Upon the completion of his role in "The Dawn Patrol" for First National Richard Barthelmess will likely embark on another European vacation.

LONG CONTRACT FOR YOUNGSTERS

Maureen O'Sullivan and Tommy Clifford, the youngsters who appear with John McCormack in "Song of My Heart," have been put under long-term contract by Fox. Their next assignment will probably be in Beatrice Lillie's "The London Musical."

BARRY ADAPTING CURWOOD NOVEL

Tom Barry is doing the adaptation and dialogue for "The County Beyond," which Fox will produce from James Oliver Curwood novel.

CAPRA TO DIRECT COOK

Frank Capra will direct Joe Cook in "Rain or Shine," for Columbia.

"AMERICA FIRST" FOR ROGERS

Will Rogers' third Fox picture will be "See America First," by Owen Davis, Sr.

M-G-M SIGNS GERMAN DIRECTOR

M-G-M has signed Arthur Robin-son, German director, who will be-gin his first production sometime this spring.

LONG CONTRACT FOR SHILLING

Paramount has placed Marion Shilling under long-term contract.

COLLIER, SR., ADDED

William Collier, Sr., has been added to the cast of Radio's "Tommy."
CHEZ PANCHARD, the no-cover-charge dine and dance place on the Merrick Road, at Massapequa, L. I., bids fair to become a popular rendezvous for filmfolks, some of whom were observed there over the week-end. Dave Bader, just returned from his sojourn in the Chicago environs, is distributing samples of bullets that he brought back as the latest in souvenirs of the Whizzy City. E. T. Cunningham, publicity director for Halsey, Stuart & Co., went to all the trouble of getting up a "guide book" to aid newspapermen and others in understanding the Fox court hearings which were due to be resumed this week, and now the boy's won't have a chance to use the book, tough luck.

Helen Morgan was unable to fill her holder engagement at the Palace because of laryngitis. Philo Higley has succeeded Pierre de Rohan as morning critic of the New York Morning Telegraph. Jay Gorney, who writes swell tunes for Paramount features, writes us from Hollywood he'll be back in six weeks. Jack Oakie's in town and will probably find himself trailed by a crowd of admiring fans.

AL ANSBACHER, one of the real oldtimers of the camera craft, is a regular guy, is rapidly recovering from his recent operation at Dal Clawson's "Rest Farm" in Spark Hill. Val Dixon, who used to earn the applause of numerous movie stars as one of the most popular band leaders on the West Coast, now has a cafe in Tappen, N. Y., which is being well patronized by the profession.

Many celebrities in the announcement world gave their services at the benefit sponsored by the Ben Miller Ass'n at the Forrest Theater to raise funds to aid the needy Jewish families of New York in observing the Passover. Among the stage and screen artists present were Rudy Vallee, Georgie Price, Helen Morgan, Phil Baker, Lon Holtz, Bert Lahr, Jack Pearl, Jans & Whalen, Jay C. Flippen, Maurice Chevalier, Will Oakland, Lillian Minton, Eddie Buzza, Molly Picon, Shaw & Lee, Harry Richardson, Lillian Dale and Clayton, Jackson & Durante. Harry Hirschfield was master of ceremonies. The affair was arranged by Aaron Fox, Lew Price and Harold Stern.

MARK LUESCHER informs us the glee club of the University of Notre Dame, under the direction of Joseph Casanata, has been booked for the Hippodrome for four days beginning Saturday, April 19. If the boys can sing as well as they can play football

APRIL 8--MANY HAPPY RETURNS

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

Alfred Allen
Vola D'Avril
Mary Pickford
Rosemary Theby
Leo Hanck

Harry M. Crandall succeeds Messmore Kendall as president of Associated Exhibitors.

F. B. Warner resigns as vice president and sales manager of W. W. Hodkinson Corp.
Would Be Lost Without It

I just want you to know that I feel that this is not only the greatest volume of interesting reading matter I have ever had my hands on, but like all previous editions, it is a necessary part of my business tools.

Without it I would be lost, and I often wonder if the people in this industry realize the amount of work, energy and enthusiasm it takes to place such a marvelous and comprehensive book of facts in the busy motion picture executive’s lap.

—Phil Reisman  
Pathe

The Year Book is part of the FILM DAILY SERVICE which includes the Film Daily, every day; the Year Book, every February; Directors’ Annual and Production Guide, every June; Short Subjects issues, quarterly; Special numbers; information service—all included in the $10.00 a year subscription price.

Clip this coupon!

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Hereewith my check for $10.00—Start my yearly subscription to Film Daily service immediately.

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Subscribers to
THE FILM DAILY
remain subscribers
CANCELLATION CLAUSE IS ADOPTED AT 2-2-2 MEET

(Continued from Page 1)

The unplayed pictures will be added to the total price of the pictures. In connection with mixed selling, cancellations will be allowed on 10 per cent of pictures sold on a flat rental basis. Exhibitors must not be in default and up on their playing time.

With Sidney R. Kent presiding, the morning session was opened at 9:30 o'clock and after a few preliminaries the discussions got around to substitutions and block booking. Fred Wieland said he knew many exhibitors who prefer to buy through this method. Kent remarked that "if you get 40 hits out of 75, you're lucky," referring to production, and A. E. Schiller agreed. Sound, Kent declared, has started a distinct drift towards competing with the talking pictures. He was of the opinion that the rapid changes brought about by talking pictures story material which is today obsolete tomorrow, and said, "today we're selling trademarks more than anything else.

Withdrawal of A. E. Schiller as the delegate representing affiliated theaters resulted in the substitution of Sam Dembom of Pulaski.

Discussion of trailer costs opened the afternoon session, with Nathan Yamin declaring that in some instances they cost as much as 50 per cent of a feature. He pointed out, however, that their use ought to be encouraged and Dembom described them as the best mechanism of publicity for a program directly to an audience. Further discussion of the trailer problem brought up the pertains to cases in which small distributors failed to sell first runs as expected, occurred. A. E. Schiller declared, in the matter of misrepresentation, Kent pointed out that any discussion of the trailer problem with distributors would be allowed to secure first runs would prove injurious to them.

Remodel Gardner Opera House

Gardner, Me.—Russell Amusement Co., Publicis subsidiary, operating the Johnson Opera House, revamped the house after completely reconditioning and refurnishing it. Sound equipment was also installed.

Suggests Moving Picture Taxation in No. Carolina

Charlotte—Taxation of motion pictures as a revenue for the state department has been suggested by Charles Ross, North Carolina highway commission attorney, who recently stated that "the moving picture is the place to get the money and the collection is the simplest thing in the world."

Redecorates Staples House

Staples, Minn.—The local house is being redecorated by Johnson & Shelton.

Installs Large Screen

Marshalltown, Ia.—A large screen has been installed at the Capitol. C. C. Dunsmoor is manager.

Wabasha Goes Sound

Wabasha, Minn.—Sound policy was inaugurated at the Princess recently with the showings of "Lord Byron of Broadway." Harry Burk hart is manager.

Last Stronghold

"New England is practically the only territory in which double features are regularly played," said Sam Dembom at the 2-2-2 conference yesterday in discussing cancellations.

$50,000,000 FINANCE CO. BEING FORMED BY FABIA!

(Continued from Page 1)

to be financing two R-K-O theaters one in Albany and the other in Schenectady, as the first undertakings of the new financing syndicate.

It is also understood that plans are being made for the construction of 12 houses this year.

New Milwaukee Company Will Reopen Miramar

Milwaukee—Miramar Theater Co. will reopen the Miramar, local neighboring house, which was recently operated by Al Bartelt who closed it about a month ago.

Off the Program

"Score charges are a matter of individual policy for each company," declared P. S. Sidnay R. Kent yesterday in asserting that the matter was not a proper subject for the 2-2-2 conference to pass on. "We can't legally put it in the contract," he said.

Stanley Co. Profits at $1,179,976 for Quarter

Net income of $1,179,976, after all recommendations of the taxes, is reported by Stanley Co. of America for the quarter ended Nov. 30, 1929. This does not include profits arising from the sale of investments by the company.

ROVNER AND HANDLE CHAIN PURCHASED BY WARNER

Strengthening its position in New Jersey, Warner Bros., has added the Rovery & Handle chain of six houses to its operations in that state, which are also under way for additional theaters. The houses taken over are the Towers and Lyric at Camden; Kenyon, Millville; Clementon, Clementon; Grand, Vineland; Westmont; Westmount; Collins, Collingswood. Publicis acquired its first house in 1927 by purchasing the Lincoln at Trenton for which Warner was the competitive bidder.

Sunds Shows Victor in Evanston Recount

Evanston, III.—Recount of the ballots of the special election on the Sunday show question here reveals that an error occurred in the first precinct of the first ward and that proponents were victorious by 56 votes.

Alderman Peter J. Cans called attention to the mistake in the first counting when the reform faction claimed victory by a margin of 50 votes.

This marks the first success for the anti-Sabbath followers in five years. Three special elections on the Sunday issue have been held during this time with the reformers always defeating the question. The outcome of the referendum is indicative of the consensus that Blue Laws are dead as far as Illinois is concerned, it is said. M. J. Murphy, formerly Publicis city manager at Rochester, N. Y., as chairman of the committee, led the fight for Sunday entertainment.

Shows will not be permitted and the city council amends the ordinance providing for Sabbath closing. Such action is inevitable in face of the referendum.

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Last Stronghold

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Net income of $1,179,976, after all recommendations of the taxes, is reported by Stanley Co. of America for the quarter ended Nov. 30, 1929. This does not include profits arising from the sale of investments by the company.

ROVNER AND HANDLE CHAIN PURCHASED BY WARNER

Strengthening its position in New Jersey, Warner Bros., has added the Rovery & Handle chain of six houses to its operations in that state, which are also under way for additional theaters. The houses taken over are the Towers and Lyric at Camden; Kenyon, Millville; Clementon, Clementon; Grand, Vineland; Westmont; Westmount; Collins, Collingswood. Publicis acquired its first house in 1927 by purchasing the Lincoln at Trenton for which Warner was the competitive bidder.

Sunds Shows Victor in Evanston Recount

Evanston, III.—Recount of the ballots of the special election on the Sunday show question here reveals that an error occurred in the first precinct of the first ward and that proponents were victorious by 56 votes.

Alderman Peter J. Cans called attention to the mistake in the first counting when the reform faction claimed victory by a margin of 50 votes.

This marks the first success for the anti-Sabbath followers in five years. Three special elections on the Sunday issue have been held during this time with the reformers always defeating the question. The outcome of the referendum is indicative of the consensus that Blue Laws are dead as far as Illinois is concerned, it is said. M. J. Murphy, formerly Publicis city manager at Rochester, N. Y., as chairman of the committee, led the fight for Sunday entertainment.

Shows will not be permitted and the city council amends the ordinance providing for Sabbath closing. Such action is inevitable in face of the referendum.

Suggests Moving Picture Taxation in No. Carolina

Charlotte—Taxation of motion pictures as a revenue for the state department has been suggested by Charles Ross, North Carolina highway commission attorney, who recently stated that "the moving picture is the place to get the money and the collection is the simplest thing in the world."

Redecorates Staples House

Staples, Minn.—The local house is being redecorated by Johnson & Shelton.

Installs Large Screen

Marshalltown, Ia.—A large screen has been installed at the Capitol. C. C. Dunsmoor is manager.

Wabasha Goes Sound

Wabasha, Minn.—Sound policy was inaugurated at the Princess recently with the showings of "Lord Byron of Broadway." Harry Burk hart is manager.
**William Fox to Help Underwrite New Securities Clause on Deposits Hits Snag**

**Appeal from Decree Banning Arbitration System**

**Action Filed in U. S. Supreme Court, May Come up in Oct.**

Appeal from the Thacher decree, finding compulsory group arbitration illegal, filed in the U. S. Supreme Court, may not be heard until Oct., as it was disclosed at the 2-2-2 conference yesterday. It is expected that a decision on the action, filed by fourteen distributors, the Hayes organization and Film Boards of Trade will not be rendered within a year.

The Federal Government also has pending an appeal from the Thacher decree which approves the credit system as legal.

**N. J. UNIT TO INSIST ON INCREASED FILM LENGTHS**

The M.P.T.O. of N. J. yesterday went on record as being in favor of increased footage of shorts and features, and the government's interest in the matter has been indicated in a public statement issued by sixteen representative public and religious associations.

**Paramount Will Star Amos 'n' Andy Team**

Amos 'n' Andy, famous blackface radio comedians, will be starred in a Paramount feature.

**2-2-2 Conference Bumps Into Trouble When Allied Takes Firm Stand Against Deposits**

Distributor proposal for a deposits clause to be incorporated in the standard exhibition contract ran the 2-2-2 conference into a snarl yesterday.

The distributor delegation remained firm in its demand that the clause go into the agreement and the M. P. T. O. representatives agreed that such a plan was fair. On the other side of the fence, Allied States' stood equally firm in insisting that provision for deposits be kept out of the contract. As an alternative proposition its delegates recommended that the matter of deposits be settled individually by distributors and exhibitors.

Use of a "rider" to the agreement to cover the additional clause, when adopted, was urged.

Further consideration of the subject which yesterday threatened to throw a serious monkey wrench into the proceedings, will take place this afternoon at 2 o'clock when the conference resumes. This morning, Gabriel Hess will furnish the conclusions.

(Continued on Page 5)

**Distributors to Meet on Score Charge Protests**

Exhibitor protests against the score charge will probably be referred to a distributor conference for action. This was indicated yesterday at the 2-2-2 conference when the subject came up for consideration. At a previous session Sidney R. Kent, chairman of the conference, made it.

(Continued on Page 8)

**M-G-M Gets '29 Academy Award for Best Film**

West Coast Bureau, THE FILM DAILY—M-G-M has been given the award of the Academy of M. P. A. and Sciences for producing the best picture for the year ending July 31, 1929. The film was

(Continued on Page 5)

**"Journey's End"**

"Journey's End" is an inspiring and notable 1930 contribution to the talking screen. Tiffany's Spring will make its bow to Broadway last night at the Gaiety Theater for an extended run. Here is a clean and entertaining story that has already made a great international reputation as a legitimate attraction. It has been impressively improved in its transition from stage to screen.

The direction of James Whale is sympathetic and understanding. The characterization of Captain Bligh, by Colin Clive, is outstanding. This war story, although without direct love interest, and minus women in the cast, is curiously fascinating. We don't know how many "Journey's End" will make at the box office. We do know that one "Journey's End" will do more for Tiffany in particular, and this industry in general, than a half dozen song and dance operas.

J. A.
The War is Over
—let's get back to work

(Continued from Page 3)

obviously be based upon concentric co-operation. It must follow naturally then, with the war over, pictures must be better.

* * *

AND NOW that the howitzers on all fronts have been silenced. That Johnny has changed his location. That Mary Sue or Sadie. That the dove of peace is again hovering over Manhattan Island, Hollywood Town, and lesser communities why not everybody give up arguing for a while and get back to the compelling, dramatic and whimsical business of amusing and entertaining the two hundred and fifty millions of people who see pictures every week all over the universe.

Mary Pickford Appoints
Blaydon Production Mgr.
West Coast Bureau, THE FILM DAILY

Los Angeles—Richard Blaydon has been appointed unit business and production manager for the Mary Pickford company which is to begin shortly on "Forever Yours." Blaydon was formerly unit production manager for Pathé.

Col. Cooper to Sail for England

Toronto—Col. John A. Cooper, president of the M. P. Distributions Exchanges of Canada, sails to England on May 15 to make a thorough investigation of the film industry.

Ezell on Southern Trip

C. C. Ezell, general sales manager for Warner Bros., who is now on a tour of Southern exchanges, is expected to return to the home office in three weeks.

Set Creates Atmosphere

In connection with the premiere of "Journey's End" at the Gaiety, Tiffany is creating pre-performance attraction through a stage set depicting a dugout. The backdrop is painted to represent a trench background.

Allan Recovers From Illness

J. V. Allan, Southern and Western sales manager for Warner Bros., has recovered from a recent illness and is expected back at the home office soon.

PUBLIX BUYS CAMPBELL
CHAIN OF TEXAS HOUSES

Dallas—Publix has added five new theaters to its holdings in this territory by having purchased the chain of houses located by Guver S. Campbell. The houses are located in the following cities: Brownwood, Corsicana, Taylor, Paris and Temple.

RKO Stockholders Vote
Increase in "A" Stock

Baltimore—Proposed increase in RKO Class "A" common stock was approved at a special meeting of stockholders held yesterday. The number of Class "B" shares, of which there are 500,000, is to remain the same.

One rumor in connection with the increase in number of RKO shares is that this is a step toward the purchase of the Loew stock held by the Fox interests, the assumption being that two shares of RKO would be given for each share of Loew. These reports are discounted, however, by the statements of the Fox bankers, who declare that the new refinancing plan specifies that to be no disposition of any of the Fox assets.

Heroic Manager Promoted

William J. Quigley, who recently risked his life when fire swept the Fox Academy of Music, has been promoted from doorman of that house to assistant manager of the Walker in Brooklyn by Joe Leo, president of Fox Metropolitan Playhouses.

Joe Brandt Going Abroad

Joe Brandt is planning to sail within the next week for a business trip abroad.

Joe Goldberg in Milwaukee

Joe Goldberg in Columbia sales manager, left yesterday for Milwaukee for a stay of about a week.

"Since starting your trailer service I am sure you would be pleased to note that our business has increased 25% so it pays for itself."

STATE THEATRE,
Grants, Pass, Oregon.
HEADS UP ON YOUR MARQUEE!

MARIE DRESSLER - POLLY MORAN
CAUGHT SHORT - IT'S A RIOT!

CAUGHT SHORT
is on the way—starring

THE
PERFECT
COMEDY
TEAM!

Get ready for the funniest film in ten years! Marie Dressler and Polly Moran in a riot of merriment! Tell the folks now

—AND RESERVE EXTRA PLAYING TIME!

METROOLDWYN-MAYER

United States

Healdsburg, Calif.—Extensive remodeling of the Liberty here is planned by the T. & D. Jr. Enterprise, which recently acquired the house. The entrance, foyer, balcony and other parts of the theater will be altered and Western Electric equipment installed.

Colby, Wis.—Fred Lakosky has purchased John Pacholke’s interest in the Badger. House is to operate under name of Will and Lakosky.

Reading, Mass.—A proposal for Sunday movies was turned down by voters at the annual town meeting.

Cleveland—W. L. Kerr has been made RCA Photophone representative for Southern Ohio and Kentucky.

Wallingford, Conn.—George Wilkinson has brought suit in Superior court against Fannie Ginsberg, owner of the Strand here, because of a disagreement over the lease which is held by Wilkinson. Edward G. Levy, general counsel of the M.P. T.O. of Conn., is attorney for the exhibitor.

Milwaukee—A new large screen is being installed at the R-K-O, Harry Billings, manager, stated.

Methuen, Mass.—Methuen Theater Corp. has been incorporated. Officers are: Nathaniel S. Goldberg, president; and treasurer; Paul J. Lish and L. Robert Rolde.

Ashland, O.—Having returned from California, Harry Carl is again operating the Rex which he recently sold to Messrs. Hoot and Heineman.

Indianapolis—Jake H. Luttor, former manager for Universal at Dallas, is now manager for this company here.

Cleveland—Mayor F. A. Kelly has joined the local Western Electric sales force.

Whitewatcr, Wisc.—Community Theaters, Inc., has sold the Strand to Jack Yoe of Beaver Dam.

Cleveland—Morris Lefko has succeeded Eddie Catlin as booker for the Warner exchange. Lefko was formerly booker for U. A.

Beaver Dam, Wis.—With the acquisition of the Strand at Whitehall by Jack Yeo, part owner of the Ogden and Davidson theaters here, Charles Allen, former organist at the local houses, becomes manager of the new addition.

Dallas—Publix has transferred A. W. Baker from Denver to manage the Palace here.

Franklin, Va.—Franklin Theater, Inc., has been chartered with maximum capital stock of $25,000. The incorporators are H. C. Everhart, president; D. G. Grubbs, secretary; H. C. Everhart, treasurer, and Al Young, vice-president.

Unionville, Mo.—The Royal has been sold by Guy and Ted Allen to G. W. Summers and V. C. Rose, Jr.

Center, Mo.—Details for a new theater here, have been completed. C. W. Keithly and J. B. Elliot are the builders, and sound will be installed.

Foreign

Montreal—The new film exchange building, which is nearing completion here, will officially be opened May 1.

Paris—P.D.C. has opened offices here and has applied for admission to the Chambre Syndicale.

London—Recent installation of Corophone equipment includes the Empire Cinema, Dovercourt; Central Hall, South Norwood and the Plaza, Cardiff.

Brussels—Preparations are being made for the production of a national historic film entitled “The Pageant of Belgium.”

Paris—Theater Pigalle plans a season devoted to films.

London—Matheson Lang will make his talking picture debut under the banner of W. P. Films.

Paris—A picture of the French Colonial expansion, under the title of “La March au Soleil,” has been shown here. R. Le Somotier directed the film with A. Bosky in the leading role.

Dillon, Renfrew Co.

Arthur Bergenson, Boston attorney representing some minority stockholders, also issued a statement yesterday urging the stockholders of the company in the near future to call a meeting of all shareholders to consider the question of a merger with Dalal, Stuart & Co., and that the new issue of Fox Film debentures provided for under the terms of a new plan will be publicly offered in the near future. Halsey, Stuart & Co. is not to be merged with Dalal, Stuart & Co. as head of a banking group which is expected to include Banceamerica-Bilt, Lehman Bros., and Banceamerica.

the same privileges as the B stockholders in the matter of voting power, since they are equal in other respects.

Estimates of the amount received by Fox for $1,000,000 of Fox Film stock and 100,000 shares of Fox Theaters B stock run all the way from $12,000,000 to $18,000,000. Actual market valuation of these shares is placed at less than $4,000,000.
J. UNIT TO INSIST ON INCREASED FILM LENGTHS

(Continued from Page 1)

stances been costly to them because of extra shorts needed to fill the program. However, if the program is readjusted, the members agree to insist upon the specification that minimum footages must be written into the agreements.

A committee is being formed by the organization to take up the matter of protection. A regional meeting will be held with representatives of all major distributors for discussion of the subject in individual cases.


diagram.

I-G-M Gets '29 Academy Award for Best Film

(Continued from Page 1)

acted was "The Broadway Melody." The picture was one of the Ten Best of 1929, selected in THE FILM DAILY poll.

Granger Coming East;
to Return with Sheehan

(Continued from Page 1)

return here with Winfield R. Sheehan about April 25, at which time conferences will be held on the new season's product.

Scott Succeeds Bromberg

William Scott has succeeded David Bromberg at the Fox Academy of Music. Bromberg was recently made manager of the Fox Brooklyn. Scott as formerly manager of the Walker, Brooklyn.

Moore Replaces Pincus

Harry Moore has replaced Louis Pincus as manager of the Fox Auditorium in New York City. Sidney Levin succeeds Moore at the Savoy.

Reopen Stanley (Wis.)

Stanley — Wis. — The Star, operated by the Heywood Amusement Co., has been redecorated and repainted. Tom Foster is manager.

To Reopen at Cleveland

Cleveland — David Grossman will reopen the Market Square in a few weeks.

Stars Sell Tickets

The stars are taking to selling tickets. Every day at 5 p.m. Harry Richman may be seen by his admirers handing out the pastebords at the Rivoli, where "Puttin' on the Ritz" is playing. Genevieve Tobin, of the "Fifty Million Frenchmen" company, acted in a similar capacity when tickets were placed on sale for "Hold Everything," which opens the Warner, Hollywood April 17. Major Albert Warner was the first customer.

Coast Wire Service

Hollywood Happenings

Railroad Meller to be
RKO's First Wide Film

RKO announces that its first production for the wide screen will be a railroad melodrama based on a story by James AshmoreCreelman. Louis Wolheim and Robert Armstrong will be in the cast. Title of film is "Railroad Man."

Manners With Loretta Young

David Manners will play opposite Loretta Young in "When We Were Twenty-One" for First National.

M-G-M Signs Beaudine

Harry Beaudine has signed a long-time contract with M-G-M.

Added To Fox Cast

Frederick Burton and Marcia Harris have been added to the "Big Trail" which Raoul Walsh will direct for Fox.

Warners Sign Comedy Team

Olsen and Johnson, comedy team, have been signed by Warners for roles in coming Vitaphone productions.

McNutt Renews with Columbia

Contract of Patterson McNutt, writer and director, has been renewed by Columbia. He recently completed direction of dialogue for "Around the Corner."

Cruse Completes Cast

Casting of "Once a Gentleman" has been completed with the signing of Edward Everett Horton, Francis X. Bushman, King Baggott, George Fawcett, Lloyd Ingraham, Gertrude Short, Dorothy Mathews and Emerson Treacy.

A Year's Suave

Bill Robinson in "Dixiana"

Bill Robinson, the negro comedian, is an addition to the cast of RKO's "Dixiana."

"Whoopie" in Rehearsal

Eddie Cantor has started rehearsals of "Whoopie" which Thornton Freeland is directing for Samuel Goldwyn.

Harold Lloyd Signs Barbara Kent

Barbara Kent has been selected by Harold Lloyd as the feminine lead in "Feet First." Paul Gerard Smith will write the dialogue.

A Little from "Lots"

Henny King was so well pleased with Hugh Huntley's work in the play "Rope's End" that he immediately cast him as the menace in "Eyes of the World," which King will direct.

Do you remember when Robert Wousley and Joseph Casethorne, both on the RKO payroll, played in "The Blue Kitten" in New York; when Tom J. Crizer caught for the Roswell (New Mexico) Club, in the old Copper League; when John Stone taught school in New York?*

George Hively and his son, Jack, are believed to be the only father-son cutting combination in the industry. The father is a film editor at M-G-M, while the son is in the editing department at RKO.

J. Walter Ruben and Tom J. Crizer, RKO writers, are working on "Square Dice," which will star Richard Dix. George Archainbaud will direct.

Mauri Grahnin, formerly with Hal Roach, has been signed to a long-term contract by Pathé as a writer. Before coming to the Coast he wrote such material for Cook, Halpern and McCullough. At Pathé he wrote a story for Eddie Quillan and is now working on "Beyond Victory," which John Robertson will direct as a special.

Several years ago, Al Boasberg, Lee Marcus, Gus Shy, Bess Meredith, Jack Yellen and Helen Tipton Steck were classmates at the Buffalo, N. Y., Central high school Miss Meredith and Bogsborg are writing for M-G-M, while Shy is the principal comedian in "Good News," which has just been completed by M-G-M. Marcus is an RKO executive and Yellen is a song writer. Mrs. Steck is a novelist.

Fox Signs Sanborn

Freddie Sanborn has been signed by Fox to play in the picture "Ted Healy will make.

Leonard To Direct Davies

Robert Z. Leonard will direct Marion Davies in "Rosalie" for M-G-M.

FOX WEST COAST TAKES OVER MERCY, WASH. CHAIN

West Coast Bureau, THE FILM DAILY

Los Angeles—Fox West Coast has created a new division in Wash-

ington for the operation of the Fred-

erick Mercy circuit of five theaters. Er

el Crabbs has been named in charge of

the new office.

RKO to Release Shorts

Made by Frank Newman

A new series of shorts known as "Humanettes" and produced by Frank Newman, veteran exhibitor, will be released by RKO. Associated with Newman is Bert Levy, Leigh Jason is the director.

Warner Branches Are Running Close in Drive

The Dallas, Denver and Oklahoma City M-G-M branches are in a slight lead in number of billings in the Sam E. Morris Month drive for May. Other branches are closely bunched.

McClure Takes Charge of Six Fox Topeka Houses

Topeka, Kan.—Harry McClure has been appointed manager of the six Fox theaters here, succeeding Gar
deford Richman and Maurice W. Jenkins. Houses under McClure's jurisdiction are the Grand, Best, Gem, Novelt y, Orpheum and Jawawk.

Two Feigley Houses in

Toledo Bought by R-K-O

Toledo — First step in expansion plan of R-K-O for independent houses in Northern Ohio has started with purchase of the Rivoli and Palace, operated by Howard Feigley.

Popney Pastime Closes

Popney, Wis. — The Pastime, owned by Cliff Bissell, has closed due to lack of patronage.

Bellack Gets 2nd in Wis.

Mineral Point, Wis.—The Municipal, has been purchased by R. W. Bellack, who recently leased the World.

Blaze Destroys Alberta House

Bassano, Alberta—Fire of unknown origin destroyed the Gem here re
cently.

1st Television House

Jersey City, N. J.—First American theater to broadcast television is the Lincoln Pa
vilion Park, which sent out a special program to 10 theaters and clubs under the auspices of the Jersey City Chamber of Commerce. Special machines were provided in all places but only four of the houses picked up clear images.
Timely Topics
A Digest of Current Opinion

Winds Theater Operators Against Tendency to Overwork

SEVERAL of the big theater operators seem sadly in need of good lieutenants who can remove from their worries those innumerable petty details which are far without resorting to the audacious strategical moves. They work day and night, never quite catching up and wearing themselves out into a nervous condition which keeps their business associates in a perpetual ferment. When tired nature finally compels these theater opera- tors to take a rest, they indulge in a brief variation and then rush back to work plunging into a swirl of accumulated business which demands extra effort. Before they have caught up they are more in need of a vacation than before.

Joy Emanual in "The New York State Exhibitor"

* * *

Arlis Believes Talkers “Can Never Replace the Stage”

Talking pictures can never replace the stage, the good plays will play. You can’t test a play until the public has heard it. The whole future of the talking pictures depends largely on the products of the stage. Besides, people want to see flesh and blood.

George Arliss

* * *

Drama Minus Old Film Tricks Held Proof of Talkers’ Advance

TRUEY, the talking pictures are getting ahead when they can achieve terrific dramatic power without resorting to the old tricks which have come to be traditional on the screen.

Robert E. Sherwood in "McCall’s Magazine"

Along the Rialto

Phil M. Daly, Jr.

Monta Bell is back from Europe. Says he is going to put “Skippy,” Percy Crosby’s brain child, on the screen, and is looking for a kid to impersonate the little scamp. William Morris informs us that Harry Langer, Sophie Tucker and the Roxy Orchestra will take part in the benefit to be given April 20 at Carnegie Hall in aid of the Jewish Community Center and Social Service Fund of Saratoga Lake. . . . .Just got word that Dorothy Gish will appear in “Holiday” this month in a stock engagement in Philadelphia. She’ll have the part Hope Williams played in the Broadway pre-creation of the play.

* * *

Benny Davis, composer of popular tunes, will be at the Capitol Friday as master of ceremonies in a revival of his own creation called “Broadway Stars of the Future.” Remember “Margie,” “Carolina Moon,” “Baby Face,” and “How I Miss You Tonight”? Benny’s the chap who wrote them all. . . . Mark Lemascher forwards the information that the Cuban National Casino Orchestra, which is said to be extremely popular in Havana, sails for New York today, arriving Sunday to begin a tour of RKO houses. Its first appearance will be at the RKO Flushin on April 19.

Sophie Smith, managing director of the Little Picture House, is expected back in town tomorrow after being absent since Saturday on a business trip to Maine. . . . R. H. Burns’s has accepted the job of Director General of the Lamps, Gambol to be held at the Metropolitan Opera House April 22. . . . Loretta King, who used to do film writing in Chicago, is the new film editor for Liberty, writing under name of Kate Cameron. . . . The X. Y. Evening Journal is to conduct a campaign for a new name for the talkers. . . . Warren Nolan is back in New York from an eight days’ trip to Chicago and Cienfuegos.

Harry Richman gave a party the other night at the Club Richman for press folks, those present including Mark Hel- linger, Gladys Glad, Walter Winchell, Lew Leslie, Sidney Skolsky, Irene Thier, George Gerhard, William Boenmel Senyon Selwyn and others. One Barry, of Universal, also sponsored a tea party for John Boles, of “Captain of the Guard.”

Benny Davis and J. Fred Coots of Davis, Coots and Engel, music publishing firm, will leave for the coast in July to write additional songs for Al Jolson’s first starring vehicle under United Artists, “Soins O’ Gold.” The production of a national historic film, entitled “Th Flag in Belgium.”

Paris—Theater Piggies plans a series devoted to films.

April 9—Many Happy Returns

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

Thomas Meighan
William G. Stuber

Shares of Film B stock and 100,000 shares of Fox Theaters B stock run all year were $12,000,000 to $18,000,000. Actual market valuation of the shares is placed at less than $4,000,000.

Co-operative Scotch Mist Ad Boosts “Cohens and Kellys”

Management of the Keith’s, Washington, tie up the Meyer’s shop on Roger, Feet Scotch Mist toasts and used a full page ad in a local newspaper with George Sidney and Charlie Murray as models. Similar tie-ups can be made with Scotch mist dealers as it has been sanctioned by the Rogers Peet Co.

—Univcr

Advertising Tie-Up Boosts “Chasing Rainbows” at Frisco

R. S. GILLMORE, manager of the Fox, San Francisco, tied up with the Schwabacher, Frey & Co. for a tie-up whereby the concern used a window display on “Chasing Rainbows” and also ran ads in the two papers to the effect that a photo of either Bessie Love or Charles King would be given free with every purchase of “Chasing Rainbows’’ records.

—M-G-M

Dress Girl To Represent Star for Good Boost

TIE up with newspaper to feature stories and pictures of a girl dressed to represent the star. The newspaper offers tickets to those who recognized her at the time when they held a copy of the newspaper in their hand. The newspaper keep the interest going for several days with stories of the girl’s experiences, and hints as to where she will appear the following day.

—Film Daily Year Book

TEN YEARS AGO TO-DAY

W. W. Hodkinson to take personal charge of his company’s sales department.

Important exhibitors gathering for National Picture Theater’s Inc., meeting.
Reflects Progress of Industry

The Film Daily Year Book of 1930, reflects most eloquently the progress of the motion picture industry. In size, in interest and in value it is better than ever.

Harold B. Franklin
Pres. Fox West Coast Theaters

The 1930 Year Book contains everything and anything anyone might care to know about the Motion Picture Industry.

Free with a Year's Subscription to The Film Daily

Film Daily Service includes

A COMPLETE YEARLY SERVICE AT A $10.00 SUBSCRIPTION RATE INCLUDES

The Film Daily
Every Day Except Saturday and Holidays

The Weekly Film Digest
Every Sunday

News, Reviews of All Features—Short Subjects, Presentations, Sound, Equipment, Eastern Studio Data, West Coast Productions, etc.

Directors' Annual and Production Guide
Every June—A Great Production Reference Book

Short Subjects Quarterly
All About Short Subjects

Film Daily Year Book
Filmindom's Recognized Book of Reference
1100 pages covering every branch of the industry

Date

To

Gentlemen:

Herewith my check for $10.00—Start my yearly subscription to Film Daily service immediately.

Name

Street

City

State
M. P. T. O. A. Delegates Okay Deposit

DEPOSITS CLAUSE HITS SNAG AT 2-2-2 CONFERENCE

(Continued from Page 1)

frees with Stand on the clauses tentatively adopted.

After a discussion of the score charge situation the morning session came to a close. Nathan Vanian shows and agreed on the clause now in use in the old contract.

Consideration was then given to the following Allied clause: "The exhibitor shall have the right to cancel this contract in its entirety at any time this contract and pictures for which the distributor retains a deposit. The clause is proposed to be adopted to safeguard exhibitors against a "print is available for exhibition." It was agreed that the distributors were willing to make the revisions specified in the Allied proposal, providing he is up in the price to match.

Reaching of the distributors’ deposit clause proposal brought from Abram F. Myers, A lied president, the assertion that he could never agree to it. A credit system involved that justified deposits," declared Myers, and pointed out that the contract provides advance payment to the distributor and that the clause attempts to "pull the rug out from under the exhibitor."

Having been aware of the "grave dangers" of violating the Thacker decree, the proposal was adopted, declaring that such a provision "can not possibly go into the contract."

Gabriel Hess, distributor delegate, said that bad accounts have proven a major problem on a basis of checking the deposits are justified, he asserted, but exhibitors possess only maps. printing and advertising, holding over the money. He denied that the proposed clause was in violation of the agreement. Hess then stated his views.

Kent declared that Allied was "trying to put us in an unfair position." Allied representative, expressed the opinion that exhibitors are "not clamoring for arbitration" and Hess violently disagreed with the statement.

In stressing his statement that adoption of the clause does not necessarily mean that distributors are receiving funds from exhibitors, but that both parties are suffering, Kent said, "We are going to get security or bond."

Fred Walker, P. T. O. A. delegate, agreed that distributors have a right to seek deposits. He emphasized that adoption of the clause would be "like tying a dog on a tennis court of its own making."

As a compromise proposal, Hess recommended that distributors print a deposit clause on their schedule. Allied objected. Hess then suggested that the deposit clause be left out of the contract but distributors authorized to arrange deposits individually with exhibitors. Hess continued: "Any system will be attached. Some exhibitors will write to the Dept. of Justice and exhibitors leaders will back them up. Without naming the company he said that one concern plans to demand deposit on every contract they execute owing to the "staggering losses" in the past. Action was temporarily deferred.

The deliberations turned to the time allowed distributors to notify exhibitors of their acceptance of contracts and then swung back to arbitration. Enforcement of arbitration agreements came into the discussions spotlight. Hess said that 11 states have arbitration rules and pointed out that exchanges in Salt Lake City serve nine states. He suggested an amendment providing distributors with the right to require security to all accounts and the M. P. T. O. A. asked the idea. Walker observed that arbitration is only enforceable through a credit system. Kent said that 85 per cent of his business was direct contract and that he was not bothered with the cash and cited the procedure made to him by a surety company which refused to bond his accounts. He recommended "a recognition of equity" in connection with the interest in deposited money.

WEBSTER, N. Y. — William J. R. Jordan, president, delivered the opening address, and James B. Hacker, vice-president, stated that it was time for exhibitors to "step up to the plate" and do their part. The gathering adjourned to Monday, with the meeting expected to last all day.

THE FILM DAILY Wednesday, April 9, 1929

NVA Saranac Sanatorium to Admit Screen Players

With added funds assured through the cooperation of film exhibitors, the NVA will be able to admit screen as well as vaudeville performers to its sanatorium at Saranac Lake, N.Y., it was announced by the M. P. T. O. A. here yesterday. Owner exhibitors throughout the country have pledged themselves to aid the association in raising $1,000,000 during NVA Week, which opens April 27.

6,500 More Play Dates Pledged for Vitaphone

Playing time for 6,500 additional Vitaphone Varieties has been pledged to date by exhibitors for San E. Morris Month, which is still four weeks off, it is announced by Paul J. Swift, general sales manager of Vitaphone. These play dates are in addition to the regular contract showings for May.

Futuristic House for Ottawa

Ottawa — Nolan Theater Enterprises, plan the erection of a futuristic type suburban house in Ottawa's West End, to cost $125,000. This will eventually replace the company’s Columbia.

Backsliders

There have been 50,000 instances of failures of exhibitors to comply with arbitration awards, declared Gabriel Hess during a discussion of the distributor-proposed deposits clause at yesterday’s session of the 2-2-2 conference.

DISTRIBUTORS TO MEET ON SCORE CHARGE PROTESTS

(Continued from Page 1)

clear that he believed the matter was one beyond the jurisdiction of the current sessions.

Abram F. Myers, president of Allied, opened the attack at yesterday’s meeting. Gabriel Hess, distributor delegate, explained that the Society of Composers, Authors and Publishers’ charge was tax 10 cents per seat for the performing right of music. Electric companies, he pointed out, charge a recording assessment against producers.

"Then the score charge is reimbursement for producers to pay for their right to record," said Myers, "and nothing to do with the right to reproduce." Paramount assesses Public theaters with a score charge, Kent stated. Myers asserted that the Society of Composers, Authors and Publishers is "going pretty far" in its tax against exhibitors, and said that matters "would have been simplified originally had the tax been figured into the manufacturing costs of producers instead of a separate charge.

Fred Wehrenberg, P. T. O. A. representative, said that exhibitors ought to include the tax in film rentals. Myers asked Hess to furnish him with copies of the license agreement and Wehrenberg claimed, "We can't bargain over a tax," replying to the distributor contention that the assessment is a tax.

Schmidt to Cleveland

Cleveland — Warner Schmidt has been brought in from Cincinnati by the Independent Pictures Co. and will remain at the home office here.

2-2-2 Delegates to Draft New Arbitration Rule

Adoption of a new set of arbitration rules will be one of the tasks to be accomplished at the 2-2-2 conference in connection with arbitration system, formally proposed and agreed upon yesterday. Provisions in the agreement are to be put on the deposits clause the delegate will go to work on the arbitrations.

Columbia Now Has All Rights to Two Cartoon

In addition to acquiring the foreign distribution rights to Disney “Mickey Mouse” and “Silly Symphonies,” Columbia also has taken over the entire domestic distribution of both cartoons, thereby giving it the company the world rights to the shorts. Although Columbia already had been handling the domestic distribution of “Silly Symphonies,” it had been releasing a "Mickey Mouse" cartoon in only 13 territories.

Warner Bros. Add Two Ambridge Houses to Chat

Two more theaters in Pennsylvania have been added to the Warner chain. Another two are planned with construction expected to start soon at Youngstown and Wilmingburg. The recently acquired house are the Prince and Ambridge at Ambridge.

it’s in the air

DINING AND DANCING AT CHEZ PANCHARD on the Merrick Road

Famous for Chicken—Duck—Lobster Dinners. Also a la carte.

CHEZ PANCHARD

MASSAPEQUA, LONG ISLAND

PHONE Masp. 6-727

OPEN ALL YEAR

DRAMATIC WALLOPS!

MUSICAL HITS!

THEM THEY'RE COMING AT PATHE

Comedy Riots!
Zanft Expected To Reinstate Fox House Managers

2-2-2 DEFERS WORK ON CONTRACT

Warner Subsidiary to Run Brunswick Division

Formal Announcement of Record Company Deal

Expected Today

A subsidiary will be formed by Warner Bros. to take over and operate the radio, phonograph and record business of the Brunswick-Balke-Collender Co., and formal announcement of the terms of this deal is expected to come from the Warner offices today. THE FILM DAILY understands that the Co. has patented patents for the recording and reproduction of sound on film, also will be taken over by Warners in the deal.

GIVES MICHIGAN BOMBERS

LONG PRISON SENTENCES

Grand Rapids, Mich.—Following a formal confession by the two motion picture operators who wrecked the Wealthy here recently, Superior Judge Leonard D. Verdier of the Superior Court ordered the men to

(Continued on Page 11)

Geo. Fawcett Nominated for Equity Vice-president

George Fawcett has been nominated for the office of third vice-president of Actors’ Equity Ass’n, a newly created office to provide representation from the ranks of film players.

(Continued on Page 11)

E. J. Stewart Sound Head

For RKO Coast Theaters

Los Angeles—Edward J. Stewart has been appointed sound supervisor for RKO’s Coast theaters.

(Continued on Page 11)

New Fox Refinancing Plan

Not Ready Until Next Week

New Haven—Popularity of talkers is claimed responsible for the number of tabloid stage shows which have tapered down to only one in New England. The stage attraction holding forth is Harry Ingall’s Checker Girls, which is now in its 11th season.
Television
— a current observation

(Continued from Page 1)

with this term, an “Iconophone” occupies the same geographical location and social status in television circles that the phonograph does in radio society. The door was then gently closed behind us and lo and behold there was Don Merseur standing directly in front of the reporter, as if fresh and blood, when in reality I was at the Bell Telephone Laboratories in Bethune Street and he was at 195 Broadway, miles away. The effect was uncanny. We talked for several minutes in an ordinary tone of voice and with every feature as visible as in real life. After covering the weather, prohibition, high rents, in Hollywood, the problem of short skirts and the amount of advertising in sight for the coming week we called it a day.

Television Must Be Watched

Television is here. Not one shadow of a doubt about it. The aforementioned expansion of the truth, the whole truth and nothing but the truth. Being of an inquisitive nature we gathered together what is one of the big guns of the A T & T outfit that television is still highly complicated and terribly expensive. That its commercial application is a matter of years but that it will come, sooner or later, just like the telephone, the movies and radio. An afternoon of unusual interest leaves us with the following industry observations: 1st, television is a fact and one of the greatest inventions of the age. 2nd, that it is still in its technical stage but constantly making progress. 3rd, that its commercial application is not immediate, but is just as possible, in years to come. 4th, that it might prove an irritating rival to the theater. 5th, that it would be suicide for the big minds of this great industry to close their eyes to television and its unlimited possibilities.

Monte Carlo Night Celebrated

Many film notables and executives were on hand last night at the M. P. Club which celebrated “Monte Carlo Night.”

Fairmont Exhibitor Dies

Fairmont, W. Va. — Bert Linn, former local exhibitor, died recently at his home here.

Oakey to Lasky

Jesse L. Lasky was introducing Jack Oakie at yesterday’s RKO Symphony Hall for Marlene Dietrich. After referring to Jack as “the world’s greatest tragedian—a man who has made millions cry,” Lasky said, “Jack is now going to play in The Sap from Syracuse. Do you know what a sap is, Miss Dietrich? Well, Jack is the sap. Aren’t you Jack?”

“Oh, yes,” replied Oakie. “I'm a sap now. But keep in touch with me.”

Reception is Given

for Marlene Dietrich

Marlene Dietrich, who arrived in New York Tuesday night from Germany en route to Hollywood to appear in Paramount pictures, was guest of honor at a reception yesterday afternoon held at 24-25-26-27 Paramount preliminary and among others present were Adolph Zukor, Gilbert Miller, Walter Wagner, Jack Oakie, Stanley Smith, Ginger Rogers, Monte Bell, Ike Blumenthal, Henry Salsbury and a large delegation of the press.

Lasky, in a short speech, predicted that Miss Dietrich, who bears a resemblance to Jeanne Eagels and Greta Garbo, and who speaks fairly good English, will repeat the successes achieved by other Paramount imports like Emil Jannings, Paola Negri and Maurice Chevalier.

Gary Cooper is to appear opposite Miss Dietrich in her first picture, based on a story selected by the German star, Josef Von Sternberg will direct.

“Benson Case” at Paramount


THE INDUSTRY’S Date Book

Apr. 15 Annual meeting of Fox stockholders at N. Y.


Apr. 18 Meeting of Tri-State Theater Owners of Pennsylvania, West Virginia and Ohio at Windsor Hotel, Wheeling, W. Va.

Apr. 22-23 Annual Convention of Northwest Theater Owners at Nicol Hotel, Minneapolis.

May 5-8 S.M.P.E. Spring meeting at the Wardman Park Hotel, Washing- ton, D. C.

May 16-17-18-19 Paramount Eastern managers hold annual sales meeting at Atlantic City.

May 24-25-26-27 Paramount Western managers will hold annual sales meeting at San Francisco.

Sunday Shows Favorable in Peekskill Electio

Peeksilk, N. Y.—With the election of the two Republican trustee candidates who were in favor of Sunday shows. Sunday question, old-fashioned by the board of six on Sabbath observations is expected shortly. An unofficial referendum showed that 3,452 were in favor of Sunday entertainment while 519 were against.

May Reopen Coast House

West Coast Bureau, THE FILM DAILY. Los Angeles—Fred Miller is reported planning to reopen the California here with sound equipment installed.

ELMER PEARSON

Business Counsel and Producers’ Representative

17 EAST 45TH STREET N. Y. C.

The MADISON

“A Hotel Distinctively Different”

UNEXCELLED COLONIAL HOSPITALITY

JUST COMPLETED IN ATLANTIC CITY

Now Ready for YOU!

Fireproof—Showers and Baths Throughout

From $4.00 Daily. European Plan From $7.00 Daily. American Plan

FETTER & HOLLINGER, Inc.

EUGENE C. FETTER, Managing Director

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theaters

Standard Vaudeville Acts

1600 Broadway, New York City

Phone Penn. 3580

The Film Daily

Volume No. 9 Thursday, April 10, 1930 Price 3 cents

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FETTER & HOLLINGER, Inc.

EUGENE C. FETTER, Managing Director
NOTHING BUT LAUGHS!
Joyous Jolson Jubilee...
Jokes, Jazz, Jollity!

IN
MAMMY

A

old-time minstrel parade made blase Broadway
stop, look and listen. Turn-away business was
the answer to this exploitation wow at the premiere of
Al Jolson in "Mammy". Here's your tip-off for record-
breaking business. Available to you Day and Date
with Broadway.

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

Story and songs by
Irving Berlin
Adapted by Joseph Jackson
and Gordon Rigby
Directed by Michael Curtiz

SONG HITS

"Let Me Sing and
I'm Happy"

"To My Mammy"

"Across The Break-
fall Table Looking
At You"

"Vitaphone" is the registered trademark of The Vitaphone Corporation designating its products
Sequences in Technicolor
Los Angeles Record

"Ladies of Leisure" is one of the Ten Best Pictures of the year

Jimmy Starr,

Los Angeles Examiner

Jot "Ladies of Leisure" down as a picture you must see...

Louella O. Parsons,
Washington
and
Boston

Acclaimed in San Francisco

Lauded in Los Angeles

"Ladies of Leisure" is an amusing and engrossing piece of work. Don't miss it.
Says Helen Eager

"Ladies of Leisure" will be remembered as one of the best in celluloid. Columbia may well be proud of it. It is one of the most clean-cut, straightforward intelligently handled and directed pictures that has come to the screen.
Says Ada Haniñ

"Ladies of Leisure, has been brought to talking pictures with an extravagant excellence that marks it as one of the season's brightest comedy dramas.
**ALONG THE RIALTO**

with

Phil M. Daly, Jr.

**Winnie Lightner**, co-starred with Joe E. Brown, in "Hold Everything," which opens the Warner Hollywood April 17, will have several tunes from the film on the Del Monte Hour the evening of April 19. The program will be broadcast over WAEF and 39 other stations. Hugh Trevor, juvenile lead in "Cuckoos," is in New York. The actor will remain in the city until after the premiere of the RKO film. Gertrude Lawrence and Harry Richman have been added to the list of theatrical stars who will take part in the benefit performance to be given at Carnegie Hall Sunday evening, April 20, in aid of the Jewish Community Centre and Social Service Fund of Saranac Lake.

**Marlene Dietrich**, the German actress brought to this country to play in Paramount pictures, will head the list of artists who will take part in the Paramount-Publix broadcast Saturday over station WABC. Others on the program are Marcia Freer, Paul Ash, Paul Small, Jesse Crawford, Vic Ince and David Mendoza, who will conduct the Paramount Orchestra. What a treat for radio fans! Pauline Garon will make her vaudeville debut in a comedy sketch on April 16 and will tour the Fox and RKO circuits. Before coming to New York, Miss Garon completed the feminine lead in the French version of "The Unholy Night" for M-G-M.

**The Macaulay Co.** is putting out a popular-priced edition of "Reno," the Cornelius Vanderbilt, Jr., novel which has been made into a talkie by Sono Art-World Wide. The jacket will carry a likeness of Ruth Roland, who plays the lead, and scenes from the production will illustrate the book. Ferdinand V. Loporini will give a screening of the Italian version of "The Great Gabbo" at the RCA Photophone projection room at 411 Fifth Avenue this afternoon. George Brent, accompanied by the bearded he raised for a role in Fox's "The Big Trail," has left New York for the Movietone lot. George was recently seen with Alice Brady in "Love, Honor and Betray."

**Sam Lerner**, special service director for De Sylva, Brown and Henderson, who are publishing the score of "Hold Everything," which opens the Warner Hollywood on April 17, has prepared an organ slide of "Sing a Little Theme Song," one of the tunes in the film.

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**Exploittettes**

A clearing house for Tabloid Exploitation Ideas

"Grand Parade" Music-Tie up in London

**The Grand Parade,** trade shown in London three weeks ago, released shortly, backed with an intensive advertising and publicity campaign. Tie-ups have been arranged with the music publishers: the Columbia Gramophone Co; the British Broadcasting Co and the principal dance bands to popularize the song hits simultaneously with the West End presentation of the picture.

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Stage Wedding Puts Over "Their Own Desire"

A STAGE wedding helped put over "Their Own Desire" at the RKO Orpheum, Salt Lake City. Grant Pemberton, manager of the house, got local merchants to contribute gifts to the couple who took the vows on the stage. Merchants also contributed to a co-operative ad which tied up the picture with the merchants products.

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**Tie-Up With Insurance Policy Used At L. A. Million Dollar**

The Million Dollar at Los Angeles tied-up with the Daily News accident insurance policy campaign, when "Embarrassing Moments," played there. The News used a still of Reginald Denny and Merna Kennedy with this caption, "A Confession By the Young Bride in Embarrassing Moments." Additional copy told what the stars had to say about the policy and the picture.

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**Ten Years Ago To-Day**

Board of directors elected at first meeting of the National Pictures Theaters.

Bill which would kill deposits, passed by New York Legislature and sent to the governor.

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**April 10---Many Happy Returns**

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

Joe Moskowitz
Tom Geraghty
Harry Burkhart

Tim McCoy
Nick Stuart
SOMETHING NEW!

NOT A REVUE—though it has over 50 real STARS!

NOT A MUSICAL COMEDY—though it has 6 big hit songs and comedy galore!

NOT A DRAMA—though it is rich in heart throbs and thrills!

NOT AN "EPIC"—though it marks a new milestone in the talkies!

BUT...
REAL STARS PLAYING REAL ROLES

RICHARD ARLEN
GEORGE BANCROFT
CLARA BOW
EVELYN BRENT
CLIVE BROOK
NANCY CARROLL
RUTH CHATTERTON
MAURICE CHEVALIER
GARY COOPER
LEON ERROL

Supervised by ELSIE JANIS. Dances and ensembles by David Bennett. Color sequences by TECHNICOLOR.

FILMDOOM'S FAVORITES GIVE
IN A DAZZLING DIFFERENT HIT!

Drama...Comedy...Songs...Dances
...Sparkling as diamonds...Intimate
as marriage...Good as gold!

A PARTY ON YOUR SCREEN!

SKEETS GALLAGHER
HARRY GREEN
HELEN KANE
DENNIS KING
ABE LYMAN and Band
JACK OAKIE
ZELMA O'NEAL
WILLIAM POWELL
CHARLES "BUDDY" ROGERS

30 MORE
All acting star parts
THE NEW SHOW WORLD BLAZES INTO NEW BOX OFFICE GLORY!

Paramount tops its mighty march of hits with "Paramount on Parade"! Read again the list of stars on the preceding pages. The big-money monarchs of the movies! Imagine! All of them—and more—in one great show. Not walking through it for the sake of their names, but each acting a real role, doing the stuff for which they are famous or startling you with delightfully new and different talents. "Paramount on Parade" is the ONE BIG PICTURE OF 1930 THAT'S UTTERLY DIFFERENT FROM ANY THAT'S EVER GONE BEFORE! The exhibitor doesn't live who can't clean up with it!

"PARAMOUNT ON PARADE" The Big Party of the Stars!
2-2 DEFERS WORK ON EXHIBITION CONTRACT

(Continued from Page 1)

ch eventually will be submitted to respective organizations for action. Various minor amendments to the bill which were not of the original definition of previews and they made allowable and beyond dict with the contract by addition of these clauses, reading “reasonable additions make it necessary to reach, drawings production ahead of the general release schedule.”

Another amendment provides that an exhibitor cannot use prints where theater unless he secured the written consent of exchange manager.

At the suggestion of Nathan Mins, Allied delegate.

Mins told of incident in which a salesman required him to a newswear in order to get fees and Sidney R. Kent, in reply, was “not the usual practice.” The conference swung around to discussion of protection and zoning, and Gabriel Hess said that the principles of a general agreement the matter would be worked out the coming S-5-5 conference.

J. F. Myers called attention to proposals last December for a machinery to operate a protection system including arbitration board.

Frank Walker, T.O.A. delegate, remarked that organization previously had a plan for a board of appeals. Kent told that in zone conferences the subject, affiliated theaters would be put in an unfair position pressing independent exhibitors’ force based numerically.

You put protection into action, you would ruin every business,” he declared.

Others observed that “arbitration applicable to protection.” He that there is “pressing need relief in some spots” and chartered protection as the most important problem confronting the industry. Nathan Yamin declared it was “more important than before.”

The conclusion of conference expressed the opinion that the sons had been “a fine step forward” and thanked delegates for their sincere efforts in working out contract. Both Myers and Walker cited their appreciation of Kent’s work and help in engineering the conference.

Gold of Features Discussed at 2-2-2

(Continued from Page 1)

is due to censorship. Frank M. Reiter, representing the M. P. T. O., also registered a complaint. In this case the argument was not over average, were experimental.

Exhibitor’s Wife Killed

(Continued from Page 1)

In Pittsburgh—Mrs. Nettie Richman, wife of the owner of the Century was killed by an automobile.

Give Michgan-Bomb Long Prison Sentences

(Continued from Page 1)

serve to 20 to 25 years in the Michigan state prison at Jackson. Frank Chamberlain of Detroit was sentenced to serve to 20 to 25 years while Rose Lawton was given a term of 25 years. Owners of the theater were having trouble with the operators’ union at the time of the bombing and suffered a loss of many thousands of dollars when the house was destroyed.

Columbus, Ga.—Four local houses have recently been visited by stench bombers, three of which are owned by the Daily. At the Royal, one of the independent houses, serious damage was done in the projection booth by the intruders who, in addition to polluting the house, also damaged the screen, necessitating repairs and closing for a day. The attack is not believed an outcome of labor troubles as three operators are employed at the Strand, Publix theater.

The other independent houses visited were the Rialto and Beacon, which do not employ union men in the booths.

ZANFT MAY REINSTATE FOX HOUSE MANAGERS

(Continued from Page 1)

tion except to say that Clarke is the new boss and you decide what is to be done, and that executives in the Fox organization have every confidence that Clarke will make appointments in strict business fashion according to past records and merit, and that his administration will be for the best interests of the organization and the stockholders.

No amalgamation of Fox Film and Fox Theaters, or the placing of the West Coast houses and the Eastern group under one general management, is contemplated in the new regime, as far as could be learned. It is pointed out that the handling of the West Coast theaters, a $25,000,000 proposition and still growing, is a big enough job for one man.

H. B. Franklin is due to leave Los Angeles late this week for New York, but his trip is said to have no special significance.

Valber, Stang & Co. still is working out the details of the new re-financing plan, which is not expected to be ready until sometime next week.

William Fox is understood to be planning to leave next week for a vacation, but has not yet decided whether he will go to Europe or South America.

Geo. Favwett Nominated for Equity-Vice-president

(Continued from Page 1)

ners. The ticket, which will be voted upon at the annual election late next month, also includes Frank Gillmore, president; Arthur Byron, first vice-president; Florence Reed, second vice-president; Harley Sadler, fourth vice-president, another new office to cover the middle West; Paul Dullin, treasurer; Charles Dow Clark, recording secretary; and Buehla Bondi, Sam Coo, Pedro de Cordoba, Richard Gordon, Violet Heming, John Mitchell, RKO. Georgia; Eli Resdon and Peggy Wood, counsellors for a five-year period. Nominations of counsellors to fill unexpired terms were from W. B. Barbier, Lucille Webster Gleason, Walter Huston, Donald Macdonald and Victor Moore.

John Emerson will continue as honorary president of the association.

PUBLIC DICKERING FOR NETOCO CHAIN OF 40

About 40 theaters comprising the Netoco chain in Massachusetts. Maine and Connecticut will be acquired by Publix providing a deal now in negotiation is consummated. Samuel Fransis, president of the New England circuit, is now in New York on the deal.

Predict RKO Will Earn $1 in First Quarter

(Continued from Page 1)

earned in the entire 1929 fiscal year. In response to this report and to the action at the stockholders’ meeting when it was voted to increase the Class A stock of the company from 3,500,000 to 4,000,000 shares to enable further expansion, the RKO stock yesterday made a new high for the year, reaching 45% and closing at 44%.

SEEKS PROBE INTO 1927 TRADE PRACTICE MEET

(Continued from Page 1)

ices of the Federal Trade Commission will be conducted by a Board of Representatives. The trade commission has always been refused the official sanction of Congress for conducting trade practices, but states Patman, who declared that Attorney General Mitchell is working in conjunction with the commission in a joint infringement of the powers entrusted to them.

Fox Film Sales Smash All Previous Records

(Continued from Page 1)

will be announced when the company holds its 1930-31 sales convention next month. This fact has just been established by the Jimmy Granger Week committee in its first check of the initial reports from exchanges in the U. S. and Canada.

These first reports show bookings that already surpass the final figures attained in the 1929 Jimmy Granger Week, and indicate that next checkup, two weeks from now, will place the total above the previous weekly high mark established in Fox Anniversary Week last January. With six weeks remaining after that, the new record is expected to be set by a good margin.


it's in the air

The world's greatest talking-singing sensation.

IT WON'T BE LONG NOW

PATH
HIGHLIGHTS OF TOLEDO'S CAMPAIGN

Department store distribution of 15,000 imprinted envelope containing seeds for spring planting.

Newspaper content (Blade) carrying daily 3-Col. art captioned "What Do They Say When Spring Is Here?"

Elaborate window displays featuring song hits "Crying For Carolina" and "Have Little Faith In Me."

Full page cooperative advertising in leading merchants with a "Spring Is Here" message.

(For complete campaign write to Advertising Department, First National Pictures, Inc., 321 West 44th St.)

Clip This Page And Use These Ideas To Get Your Biggest Gross This Year.
**Half of Fox's 52 to be Finished by September 15**

**RKO ACQUIRES LIBSON CIRCUIT**

Country Split in Two Under New 'U' Sales Lineup

Devaney and Rosenwald Promoted to Asst. Sales Mgrs.

Division of the country into two territories, with Ted Schlanger as sales manager for the East and Harry Taylor handling the West, is the chief characteristic of the realignment of the Universal sales organization which has just been completed by Louis B. Mayer. To round out the personnel of the new lineup, which already included Sig Wittman, assistant eastern sales manager, are Stanley Friday, a'"
j;jom

"a'"

Comment

Considering the industry's growth and the new period of research and experimentation work, rounding off the industry to accommodate enlarged pictures will be an assortment of various months out of its pocketbook. Additionally, it means that new production techniques must be mastered. In view of this assortment of unavoidable problems, the industry is looking over local sites for new theaters. While the downtown sector has been generally regarded as oversupplied for some time, the reports indicate that

PUBLIX SCOUTS AFTER SEVERAL PHILLY SITES

Philadelphia—Invasion of Publix into this territory, long a Stanley stronghold, is seen with consistent reports that numerous scouts of the company have been looking over local sites for new theaters. While the downtown sector has been generally regarded as oversupplied for some time, the reports indicate that

Publix Will Build Two New Virginia Theaters

Bristol, Va.—The Bristol Theater Corp., holding company for Publix here, has been formed and will erect a $300,000 theater here. Another house at Roanoke to cost approximately $1,000,000 is also planned by Publix.

**All Greek**

First all Greek show will be given at the Earl Carroll this Sunday when three shorts, two of which are all-talkers and one silent with French and Greek titles, will be presented with a stage presentation of Greek singers rendering carols of their native country. Shows will be continuous from 2 p.m. to 11 p.m. with admission price at $1.00 at all times.

**PLAN 250 DAY AND DATE OPENINGS FOR BYRD FILM**

Two hundred and fifty day-and-date openings throughout the country of "With Byrd to the South Pole" are being planned by Paramount, which intends to open the special at the Rialto, New York on or about June 19. The picture will be synchronized with an off-screen voice describing certain scenes. Rear Admiral Richard F. Byrd will prefete the picture with a talk. Length of the film will be about eight reels.

**Comerford Plans to Spend $5,000,000 for New Houses**

Scranton, Pa.—M. E. Comerford plans to spend about $5,000,000 for the erection of additional theaters in New York and Pennsylvania with

**City to provide space for the extensive schedule.**

Of the first 26 pictures, several are already in work or in advanced stages of preparation, while the first of the group, "Common Clay," is nearly half finished under the direction of Victor Fleming.

**Raoel Walsh's film on the "Ore**

Deal Involves 55 Houses in Ohio, Ind., Ky., and West Va.

Just before going to press last night THE FILM DAILY learned from an authoritative source that RKO had acquired the Libson Circuit of about 55 houses in Ohio, Kentucky, Indiana and West Virginia. Since Fox, who started to take over this chain last fall, found it impossible to go through with the deal, various other chain operators had been reported dickering for the houses.

The Libson Circuit is affiliated with the Harris Amusement Co. of Pennsylvania and an association already existed between Ike Libson and RKO in the operation of several theaters. The chain includes some important first-run houses, one of

**Protests Censoring of Newspaper Ads in Quebec**

Quebec—Declaring that it was a violation of the principle of freedom of the press, P. R. Du Tremblay, a member of the legislature, has protested against the Quebec government's measure to censor motion picture advertising in newspapers of Quebec cities and towns. The law was such that a newspaper edition could be held up on the order of the censors.

**Sono Art Developing Exhib Contract Service**

An exhibitor contract service is being built up by Sono-Art-World Wide exchanges. The service will be on bookings, exploitation, etc. and will be carried out by special booker-contact men. The first of these are Paul Canty who has been sent to Boston and Charles Donohue who is at Philadelphia.

**Sam Warner Tribute**

The Hollywood theater, opening April 22, is a tribute of the three Warners to their brother, Sam, it was announced yesterday.
Multi-Lingual
Answering four telephone calls and speaking to each of the parties in a different language — English, German, French and Spanish — was accomplished nonchalantly yesterday within a space of six minutes by Felix Malitz, vice-president of J. Pile, while a FILM DAILY representative sat in his office. If the rep. had stuck around a few minutes longer, there might have been more languages to report.

McCarthy Sailing to Show McCormack Film Abroad
J. J. McCarthy, under the John McCormack film, "Song O'My Heart," is being shown for Fox, sails tomorrow for England to put on the picture in one of the London legitimate houses in May. After the London opening, McCarthy will go to Dublin, Paris, Rome, Barcelona, Vienna and Berlin, in most of which cities it is expected that the McCarthy picture will be shown this year.

DeVry Corp. Develops New Talker Apparatus
Chicago — A new talking picture machine, known as the DeVry Industrial Cinetone, has been developed in the J. R. DeVry Corp. laboratories here, it is announced by T. M. Fletcher, president of the company. Large, brilliant pictures are now possible at 60 feet, synchronized with a modern amplifier and dynamic speaker unit, Fletcher says.

Raskob Bullish on Warner
A favorable forecast on the business outlook for Warner Bros. was given by John J. Raskob, just before sailing for a six weeks' trip abroad, in an official statement verifying his stock activity in the company. Raskob believes that Warner Bros. will continue to do a very satisfactory business, and, looking ahead, it would appear to possess attractive possibilities along with the future of the motion picture industry.

M-G-M Redeeming Preferred
M-G-M has called for redemption $101,000 of 7 per cent preferred stock, June 1, at $27 a share and accrued dividends, payment to be made at the Manufacturers Trust Co. of New York.

Smith's Return to Fox Will Not Affect Talley
Expected return of Courtland Smith to the Fox Movietone organization is not likely to affect Truman Talley, now in charge of this division, THE FILM DAILY learns. Smith is expected to bring back others who departed from Movietone at the same time he did.

No official intimation has been given out as yet with regard to the impending Fox re-arrangement under the Harley L. Clarke banner. Clarke is understood to have arrived in town and a meeting, presumably having to do with the new board of directors, was held yesterday. It is now stated that William Fox will be on the board, as will J. E. Otterson and perhaps H. L. Stuart.

Fox Minority Action Postponed to Monday
To allow time to look into the $500,000 annual salary to be paid William Fox for five years and also to investigate the proposed new re-financing plan, Arthur Berenson, Boston attorney, has obtained a postponement until Monday of the minority stockholders' suit which seeks to assure the acceptance of the Halsey, Stuart & Co. plan in place of the Bancamania plan. This action was filed in the State Supreme Court.

Hacksensack Site for New $1,000,000 Warner House
Hacksensack, N. J.—Warner Bros. has purchased the site at Main and South sts. here for the erection of a $1,000,000 theater. The circuit operates the Orenia, a short distance away from the newly acquired site.

RCA Projection School Will Reopen on April 29
The second period in the sound projection course will be installation and service departmen.

Eastman Films
J. E. Brulatour, Inc.
Chicago
Hollywood
1272 Indiana Ave.  6700 Santa Monica Blvd.
CA.Lumet 2691  HOLLY 4121

New York Stock Market
Am. Stock 212 $ 20 $100
Con. Fm. Ind. 274 264 264 100
Cons. Fm. Mkt. 195 195 195 100
Con. Fm. Bond 128 128 128 100
Am. Fm. Ind. 128 128 128 100
Cons. Fm. Bond 120 120 120 100

Financial

NEW YORK Curb Market
Bal. & Kate 4 4 4 4 7 4 2,200
Ch. Columbus Pits. 434 425 425 2,200
Fox, A-O "A" 144 134 134 8,400
Intern. Prod. 104 104 104 2,100
Loew's do 119 119 119 53,000
M-G-M do 126 126 126 126
PAR do 120 120 120 2,100
Par. do 109 109 109 1,000
Path. do 110 110 110 1,000
Path. "A" 101 101 101 1,000
Path. "A-O" 101 101 101 1,000
Path. "B" 101 101 101 1,000
Path. "B-O" 101 101 101 1,000
RKO do 110 110 110 1,000
Warner Bros. 109 109 109 1,000
Warner do 109 109 109 1,000

NEW YORK Bond Barket
Keith A-O 646 456 396 98 30
Loew's do 110 110 120 120
Loew's do 120 120 120 120
Loew's do 109 109 109 109
Path. "A" 110 110 110 100
Path. "B" 120 120 120 120
Path. "B-O" 110 110 110 110
Path. "B-O" 120 120 120 120
Path. "D" 109 109 109 109
Path. "D-O" 109 109 109 109

LST PRICE QUOTED

The EXECUTOR of the Last Will and Testament of
JAMES OLIVER CURWOOD
will take appropriate action against unauthorized use of his books, stories, and scenarios.

Detroit and Security Trust Company
Fort Street opposite Post Office, Detroit

The Industry's Date Book

Apr. 15 Annual meeting of Fox stockholders at N. Y.
Apr. 18 Meeting of Tri-State Theater Owners in Wanamaker Hotel, W. Y., and Ohio at Windsor Hotel, W. Y.
Apr. 22 Opening of Warner Hall, 2216 Broadway, N. Y.
Apr. 22-23 Annual Convention of Warner Theater Owners at Lake Hotel, Minneapolis.
May 3-8 S. M. P. E. Spring Meeting at Woodward Park Hotel, W. Y., D. C.
May 16-17-18 Paramont Eastern salesmen hold annual sales meeting at Atlantic City.
May 24-25-26-27 Paramount western salesmen hold annual sales meeting at San Francisco.
May 23 Fox annual sales convention at New York International Cinema Congress, Brussels.

RCA Projection School Will Reopen on April 29
The second period in the sound projection course will be installation and service department.

Camera Man Wanted
For Title Work Steady Job
Address Box No. 195
Film Daily
1650 Broadway, N. Y. C.
**Timely Topics**

A Digest of Current Opinion

**ALONG THE RIALTO**

with

Phil M. Daly, Jr.

**JESSE L. LASKY** now says "cinema," instead of "film," most of the time, and he explains that it has been caused by his increasing international dealings in the picture business.... Harley L. Clarke, new head of Fox interests, is not entirely new to pictures, since he once sunk a half million in a venture to develop educational pictures for schools.... Bruce Gallup was observed looking over Agua Caliente, the other week-end, Coast reports say.... Buddy Rogers, director of sales for Sono Art-World Wide, is in an extremely happy mood. Reason? He has received word that "Up the Congo" has been widely booked in the San Francisco territory and that this film and "Blaze O' Glory" have been sold to the Fox, Reid, Yem and Hayes circuits in St. Louis....

**THEY'VE** gotten Walter Eberhardt to do jury duty.... Mark Lueckens reminds us that the RKO Hippodrome will be a quarter century old next week.... Henry A. Staab, executive secretary of the M.F.T.O. of Wisconsin, writes in to tell us that "Because I Loved You" is not the proper translation of the title of the German talking film "Dich Hab Ich Geliebt". It should be "You Have I Loved," insists Henry. Hope the one who gave the film its American title reads this—and repents.

**ELMER G. LETERMAN**, vice-president of Stebbins, Leterman and Gates, the insurance brokers, has underwritten a $400,000 policy covering the fingers and hands of Harry Roeske, the pianist, who is playing the leading role in "Einstein's Theory," a talking film which Warner is making. This is said to be the largest policy of its kind ever taken out by an actor or musician.... Warner Baxter will arrive in town Tuesday for his first visit in three years.... John Ford left Hollywood for N. Y. yesterday after finishing direction of "Born Reckless."

**LUDWIG Klitzsch**, Ufa's director general, received such a dose of rough sea weather coming over on the Bremen with Mrs. Klitzsch and Kurt Hubert, Ufa director, that he had to spend yesterday recuperating. Incidentally, Herr Klitzsch's visit is said to be principally in connection with his newspaper and book businesses. He is the William Randolph Hearst and Brentano of Germany.... Tom Hogan has directed a Pathe Audio Review in which is used the $500,000 Wurlitzer collection of rare old violins and violincellos.

**APRIL 11 --- MANY HAPPY RETURNS**

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

Frank O'Connor

James Ryan

**EXPLOITETTES**

A Clearing House for Tabloid Exploitation Ideas

Tabloid Inserts Distributed For: "Be Yourself" Showing

TEN THOUSAND reprints of the special tabloid section of "Be Yourself" run in the "Morning Telegraph," were distributed in the Saturday edition of the Baltimore "Post" at the conclusion of the Baltimore Air Derby. 5,000 of these special tabloids are being distributed by the Colonial, Richmond, as advance material.

—United Artists

Lobby Stage Setting Exploits "Grand Parade"

A GREAT deal of attention was attracted by a clever little stage setting for a minstrel performance that appeared in the lobby of the Majestic, Burlington, Vt., in connection with the showing of "The Grand Parade." On the miniature stage Christmas tree lights formed the footlights and blue and orange striped cabris was used for the scenery. In the minstrel circle on the doll chairs were seated 12 minstrel dolls adorned in characterist costumes, with the stove pipe hats associated with real minstrels.

—Pathe

**Tie-Up With Stores**

For Mailing Lists

Many exhibitors have continually used the telephone book for correct lists of names for their mailing material. Another good channel is securing such information from the big department stores which have excellent lists, kept up-to-date, and through some kind of a tie-up will gladly lend you these helpful records.

—Film Daily Year Book

**TEN YEARS AGO TO-DAY**


—

Hiram Abrams denies retirement of W. G. McAdoo as counsel for the United Artist.
"The FUNNIEST PERFORMANCE ON ANY MOTION PICTURE SCREEN IN THE CITY OF NEW YORK TODAY"

—NEW YORK WORL

WARNER BROS. present

JOHN BARRYMORE

The MAN from BLANKLEY'S

With
LORETTA YOUNG

Adapted by Harvey Thew and Joseph Jackson from the stage success by F. Anstey.
Directed by Alfred E. Green.

HOLD EVERYTHING
JOHN BARRYMORE soars to new heights in his first modern high hat comedy, "The Man From Blankley's."

RARELY has a comedy been greeted with such an avalanche of approval. Without exception the New York critics described it as brilliant, hilarious, refreshing, a delight and a joy.

HERE'S amazing and surprisingly different entertainment for jaded picture fans. It's the talk of New York. And it will be the talk of your town when you play it.

NOW PLAYING
CENTRAL THEATRE
New York
$2.00 Top
Available to You Day and Date with Broadway!

FOR EVERYTHING

Vitaphone® is the registered trade-mark of The Vitaphone Corporation designating its products.
ALL RECORDS SMASHED

IN SENSATIONAL OPENING
WARNER BROS. present

UNDER A TEXAS MOON

"UNDER A TEXAS MOON" inaugurated the new policy at Warner Bros. WINTER GARDEN with recording smashing business.

+ + +

400 people stood in line for tickets when the doors opened at 10 A.M.

+ + +

Every performance since completely sold out from ten in the morning to midnight.

+ + +

Ticket sale stopped three times during week.

Here's just a sample of what you can expect when you play this glamorous all Technicolor production.

Available to you Day and Date with Broadway.

with FRANK FAY • RAQUEL TORRES
MYRNA LOY • NOAH BEERY • FRED KOHLER • ARMIDA • TULLY MARSHALL

Based on the story by Stewart Edward White
Scenario by Gordon Rigby
Directed by Michael Curtiz

Song Hit
"UNDER A TEXAS MOON"
Work Without Pay
Heron Lake, Minn.—Local business men have formed the Heron Lake Community Assn. and have taken over the Majestic, which has been reopened with a sound policy. Members of the association are serving in various capacities without compensation in order to keep the overhead down to the bone.

RKO Will Take Over 55 Libson Houses

(Continued from Page 1)

them being the new Albee, leading picture and vaudeville theater in Cincinnati. About a dozen other Cincinnati houses are involved. Among other important theaters understood to be in the deal are the Palace, Indianapolis; American, Indian- site and Liberty, Terre Haute; Keith's, Columbus; and Colonial, Keith's, State and Strand, Dayton.

Comerford Plans to Spend $5,000,000 for New Houses

(Continued from Page 1)

plans already set for a new 3,000-seat house here and another of the same seating capacity at Wilkes-Barre. The Comerford interests, considered the largest independent chain in the state of Pennsylvania and New York with 130 houses in its fold, has not definitely decided how many new theaters it will build. The Scranton project will begin in about 30 days.

Publix Scouts After Several Philly Sites

(Continued from Page 1)

Publix is already set for the building of a de luxe house in this district. Options on several important sites are also understood to have been acquired by the scouts and several under consideration.

Sound Television Station Is Planned for New York

Washington Bureau of THE FILM DAILY

Washington — Construction of a broadcasting station in New York to be used for broadcasting sound in conjunction with a television station synchronized with it, is sought by Radio Pictures, Inc., of New York, in an application filed with the Federal Radio Commission.

Paramount Files First Pittsburgh Breach Claim

Pittsburgh—Paramount has filed its first legal action against local exhibitors since the handing down of the Thacher decree making compulsory group arbitration illegal. The suit has been lodged against Earl Ressler and Max Ellis, owners of the Grand, Erie, for alleged breach of contract. The case is on the Federal District Court calendar.

Assistant Managers Switch

Mobler, Mo.—J. B. Johnson, former assistant manager at the Colonial, Pittsburg, Kans., is now aide to T. Davis of the Grand and Fourth Street houses, Virgil Hewitt, formerly Davis' assistant has switched to Pittsburg.

Half of 52 Fox Features
TO BE FINISHED BY SEPT.

(Continued from Page 1)

gun Trail" goes into production soon with IaK Keaton, Tyrone Power, Hume B. Wright, Bring, David Rollins, Nat Pendleton, Mitchell Harris, Russ Powell. DeSylva, Brown and Henderson are writing a melody-comedy which David Butler will direct.


Country Split in Two Under New 'U' Lineup

(Continued from Page 1)

and Ralph Williams, southern sales director. Leo M. Devaney has been promoted from the mid-west district managership to an assistant eastern sales manager, while C. B. Rosenwald has been similarly elevated in the Western Division.

Devaney will have supervision of the Buffalo, Cleveland, Detroit, Indiana, and Cincinnati offices, and Rosenwald will supervise Kansas City, St. Louis, Denver, Salt Lake City, Butte, Portland, Seattle, San Francisco, and Los Angeles. Williams has supervision of Charlotte, Atlanta, Jacksonville, New Orleans, and Memphis, which are in Schlanger's division, and Dallas, San Antonio, and Oklahoma City, under the direction of Taylor.

Rosenwald, the only one of the group who will not have his headquarters in New York, is to maintain his present offices in San Francisco.

Aberdeen House Nears Completion
Aberdeen, Wash.—Construction of Mike Barovice's theater here has been completed and is now being equipped with sound apparatus and other necessities. The house will seat 1,200.

Electric May Increase Holdings in Radio Corp.

General Electric and Westinghouse Electric are reported to be dickering with the Radio Corp. for a larger interest in the latter organization in exchange for providing it with funds for expansion purposes. The plan is understood to call for the issuance of about 5,000,000 shares of Radio common stock in exchange for cash and certain radio patents, manufacturing equipment and rights of the two electrical companies. Directors of the corporations are expected to make an announcement of their plans next week.

Collegians Protest

Charlottesville, Va. — Students of University of Virginia are vigorously protesting the increased admission prices at two of the local houses and have gone as far as to put on a demonstration on the campus in which several of the body were hurt. "College Topics," the university paper in an editorial urged boycotting these houses.

Y. M. C. A. Sound Course

The West Side Y. M. C. A. has announced a complete course in the operation and maintenance of sound equipment.
It Happens Only Once In a Lifetime!
An astounding new experience in screen drama... a new angle to the immortal triangle depicted in amazingly thrilling scenes of natural beauty... photographed in places never before filmed by man... camera shots that can never be duplicated... Germany's greatest airman flying through the narrow gorge of ice and snow, 9,000 feet deep... men and women lovers... hanging on the precipice of ice and snow... Heaven only knows how... Nothing like it has ever been seen on the screen before... Grab it for a sensational run NOW! THE WHOLE INDUSTRY IS TALKING ABOUT UNIVERSAL!

AN EVERY-DAY FEATURE OF THE FILM DAILY
HOLLYWOOD NEWS BY WIRE
Covering the Production Center of Pictures from Every Angle
800 THEATRES PLAY
Educational's Talking Comedies

Only a product of the highest merit could reach such a record in so short a time.

A year ago

and now
7000
out of 10,000 wired theatres are playing Educational's Talking Comedies

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. HAMMONS, President

Educational Picture
"THE SPICE OF THE PROGRAM"
New Scope for Warners Through Brunswick Buy

WARNERS COMPLETE TOBIS KLANYFILM DEAL

U. A. Producers Ahead on Production Schedules

Plan Daylight Poll

Western Electric Places
No Significance in
Arrangement

Completion of the deal whereby Warner Bros. acquires an interest in the talking picture patents and licenses controlled by the Klangmeister-Tobis and Klangfilm groups was formally announced yesterday by Harry M. Warner. Amount of the interest and price paid were not made known, but it is understood that close to $10,000,000 will be paid for about a 20 per cent share. A substantial down payment has been made, and the remainder will be paid over a period of years.

By this deal Warner acquires a direct interest in the patents and licenses of the groups involved for all purposes in connection with their

UPSTATE PA. CHAIN SUIT
IS SHIFITED TO SCRANTON

Screen Advertisers' Ass'n.
President Dies Suddenly

James B. Simpson of Dallas, president of the Screen Advertisers' Ass'n., died suddenly Friday. William Johnson, first vice-president of the organization, becomes president.

Acquisition of Musical Branch
is Confirmed by Warner Bros.

RCA-PHONOGRAPH MERGER
REPORTED NEAR CLOSING

Merger of Columbia Graphophone Co. with RCA is reported near completion, with the likelihood that it will go through simultaneously with the reorganization of RCA's subsidiaries which are now in process of consolidation under an arrangement involving General Electric and Westinghouse Electric. A world-

The NEWSPAPER
of FILDOM

AND WEEKLY
FILM DIGEST

VOL. LI No. 11
Sunday, April 13, 1930
Price 25 Cents

New Scope for Warners Through Brunswick Buy

WARNERS COMPLETE TOBIS KLANYFILM DEAL

U. A. Producers Ahead on Production Schedules

F. P. CANADIAN ASKS WRIT AGAINST N. L. NATHANSON

Toronto—Famous Players Canadi- an has issued a writ against N. L. Nathanson, formerly managing director, asking for a declaration that the defendant holds in trust for the company 4,500 shares in United Amusement Corp. of Montreal, a subsidiary of Famous which operates 20 theaters in the province of Quebec. Famous seeks an accounting, an injunction and damages.

W. E. ANNOUNCES NEW REPRODUCER AT $2,950

Western Electric announces a new sound reproducing equipment for small theaters to sell for $2,950. Under a new plan, states C. W. Bunn, general sales manager of ERP1, the machine will be installed at a weekly average rental as low as $4.28. No down payment is required except for the first week's rental.

AMOS 'N' ANDY SIGNED BY RKO FOR FEATURE

RKO on Friday announced signing of Amos 'n' Andy, blackface radio team, for a feature which will probably be titled "Check and Double Check." Joseph I. Schnitzer and B. B. Kahn closed the deal in Chicago Friday with NBC Artists Service. The team are Freeman F. Godsen and Charles J. Correll in private life.

P-F-L Negotiating Site for New Cincinnati House

Cincinnati—Negotiations for a site for the new Paramount theater in the downtown section of the city, are centering in the district around

Book "King of Kings"

Mexico City—All principal houses in Mexico will play the "King of Kings" during Holy Week, according to Pathe. Fourteen prints will be used for the showings.

Harvard Talkers

Cambridge, Mass.—Harvard University has acquired a talking picture studio of its own. The plan will be used by the University Film Foundation in making historical and other educational sound films. Among its equipment is sound-on-film recording apparatus loaned by RCA Photophone.
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**Fighting “Unfair” Race Segregation in Chicago**

Chicago—Race discrimination is still in practice in at least 20 per cent of local houses, according to Herbert A. Turner, local president of the National Ass’n for the Advancement of Colored People. Two suits for alleged unfair segregation are pending in the Municipal court at the Kenwood.

**Selznick’s Stock Suit Being Heard on Coast**

West Coast Bureau, The Film Daily, Los Angeles—David O. Selznick’s suit against the National Bank of Los Angeles to recover 1,000 shares of United States Studio stock is being heard in the local courts. Selznick claims the bank made unauthorized sale of the stock, which had been put up as a pledge for a $250,000 mortgage.

**Stock Redemption June 14**

Redemption of $10,000,000 of 7 per cent preferred M-G-M stock has been called for June 14, at $72 3/4 per share and accrued dividends, payment to be made at the Manufacturers Trust Co. of New York.

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**Let Us Solve Your Problems!**

Over 20 Years of Experience Qualifies Us as Specialists in

**MOTION PICTURE INSURANCE**

**STEBBINS, LETERMAN & GATES**

**INCORPORATED**

1540 BWAY N. Y. C.  TELEPHONE BRYANT 3040

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**The Industry’s Date Book**

Apr. 15 Annual meeting of Fox stockholders at N. Y.

Apr. 18 Meeting of Tri-State Theater Owners of Pennsylvania, West Virginia and Ohio at Wheeling, W. Va.


Apr. 22-23 Annual convention of Northwest Theater Owners at Nitebell Hotel, Minneapolis.

May 5-8 S.M.P.E. Spring meeting at Wardman Park Hotel, Washington, D. C.

May 16-18-19 Paramount Eastern managers hold annual sales meet at Atlantic City.

May 24-25-26-27 Paramount western managers hold annual sales meet at San Francisco.

J. B. Caron—foreign exchange director of Fox Movietone News, will shortly sail for Europe to resume his former duties. He left Fox during the war-time shut-down, which was due to financial troubles.

Laemmle Cables Inviting New York—the most recent installment is O.C. on the Western Front. It’s said to be a big picture.

Skouras Plan Building Lelou —Skouras Bros. Enter-prises is planning to build a 37 story building at Ninth and Locust Streets. The building will be the tallest in town and will cost $3,000,000.
EXPANSION OF NETOCO CIRCUIT NOW COMPLETE

Expansion program of the Netoco chain in New England is practically complete with a total of 40 houses now comprising the circuit. The opening at Dorchester, Mass., seating approximately 2,500, will open Labor Day, states President Samuel Finanski, who is now in New York. Increasing of Netoco circuits started with about 10 houses two years and a half ago.

"Talking pictures have made a few and more intelligent audience," declares Finanski, who believes the industry has only "scratched at the surface" of this form of entertainment. In theater operation he points out the need of intimate contact between house managers and their patrons and a knowledge of local conditions. Color, he believes, has not had any important influence on the box-office.

Publix is now negotiating for acquisition of Netoco.

5 Companies Contribute $8,100 to S. M. P. E.

A total of $8,100 has been contributed to the Society of M. P. E. Engineers' drive for sustaining members, according to J. I. Crabtree, president of the society. The companies which contributed are: Eastern Kodak, RCA Photophone, Bell Telephone Laboratories, Electrical Research Products, General Theaters Equipment, Bell and Howell, Consolidated Film Industries, Du-Photographic, Technicolor, Audio-Cinema, Case Research Laboratories, Mole-Richardson, National, Lycon and Bausch and Lomb Optical.

Appropriates $29,255 for Ontario Board of Censors

Toronto — The Ontario Government has appropriated $29,255 for salaries for the Ontario Board of M. P. E. censors for the new fiscal year. Of this amount the chairman gets $3,500; vice-chairman, $2,700; three members, $2,500; two projectionists, $3,500 at each. Appropriation for the Government's studio at Trenton or the current year is $117,725.

Scott Managing Detroit Exchange for Universal

Detroit — Harry Scott, who has been working under Leo Devaney, universal district manager, for the last three months, has been appointed manager of the local branch. Scott has been with Universal as a manager of its exchange here and also with Pathé as sales executive of the home office.

Hartley Joins Tiffany

Cincinnati — Al Hartley, formerly of standard Film Service here, has joined the Tiffany exchange.

THE DAILY DAILY

Toning Down

Loud speakers in front of New York theaters may have to be toned down as a result of an amendment to the Sanitary Code just passed by the Board of Health. The amendment prohibits excessive noises by these sound devices and suggests reducing sound volume of the apparatus or else they will have to be discontinued.

N. Y. Newspaper Poster Tie-up for "U" Newsreel

A poster campaign is started by the "New York Evening World" in conjunction with the Universal newsreel in which Graham McNamara, N.B.C. broadcaster, announces the weekly news events. Six hundred posters have been placed on the New York line of trains and stands in subways and stations of the Long Island railroad. The poster is shown talking into the microphone of the Universal and Universal Universal and the newspaper.

Switch Several Managers at Fox Brooklyn Houses

Several changes in managers of the Brooklyn theaters have been made. Sam Fried has been switched from the Park to the Republic with Murray Weiser of the Glenwood taking up his former duties. Dave Sarecky, who has been in charge of the Alba since the switch of Sam Goldstein now managing the Alba. E. Gold of the Jefferson transferred to the Congress.

16,008,237 People Saw Films in Mexico in 1928

Mexico City — A census of theaters in Mexico revealed that there were 98 legitimate and motion picture theaters in operation on Dec. 31, 1928. During this year 16,008,237 women, men and children attended motion picture shows in Mexico.

Publix Completes Deal for Two Gardner Houses

Gardner, Mass. — Purchase of the new Uptown and Orpheum by Publix has been completed and new resident managers are expected to be appointed shortly. The houses were bought from the George A. Gilles Co.

Benline Appointed Chief Engineer of Fox Houses

New Haven — Arthur J. Benline, supervising engineer of the Fox Photoplant chain, has been promoted to chief engineer of the construction and maintenance department of Fox Theaters in New York. W. Vincent has been named as Herschel Stuart as successor to Benline here.

N-E-W-S O-F T-H-E D-A-Y

United States

Chariton, Ia. — Harry Cramer will rebuild the Ritz which was destroyed by fire.

Staples, Minn. — E. H. Hill of Minneapolis has bought Ray C. Wilson's house.

Norfolk, Neb. — The Lyric has been renovated and reopened.

Marcus, Ia. — Lehman & Robinson has taken over the Rainbow.

Waterloo, Ia. — Irving Cohen has been transferred from Omaha to manage the Publicis-Paramount.

Oakfield, N. Y. — Samuel Baglio has been given the Op. House from the Goldberg interests.

Rochester — Thompson & Thompson Co. has taken over the Liberty from Frank and Mrs. George.

Toledo, O. — The Rivoli has been closed by Howard Feigley.

So. Milwaukee — M. Boden has remodeled the Grand.

Madison, Wisc. — "Mac" C. Birdwell has been added to the Staff of Fox's Strand.

Findlay, O. — Joseph Abowd, who recently acquired the Marvin, will change name to Abowd. A. M. and H. C. Horatce were the former owners.

Beloit, Wis. — Work on the new $350,000 theater planned here by a syndicate headed by Lawrence E. Cunningham, will begin within the next 60 days.

Milwaukee — Louis Lamm, formerly of the Butterfly, Kenosha, has succeeded Ed Lari as manager of the Fox Mirth. Lari has been transferred to the circuit's Garfield house succeeding Julius Lamm who will succeed Ed Benjii at Fox's Sheboygan. Benjii has been transferred to Oshkosh to manage the Strand and the Oshkosh.

Syracuse, Kans. — The new Northrup, has opened with Frank F. Northrup as manager. House is equipped for sound.

Springfield, Mo. — S. E. Wilhoit, owner of the Grand and Princess, is planning another house for talkers. Tentative plans of the structure, provide, for a seating capacity of 1,000.

Joplin, Mo. — George Shikets, Rex, has opened with Best Tone Sound.

Hutchinson, Kans. — Remodeling and complete renovation is underway for the DeLuxe, which burned this past winter. The house, a unit of the Midland circuit, will be renamed the Strand, and talking equipment is to be installed.

Chariton, Ia. — H. J. Cramer's theater here is being remodeled at a cost of $40,000.

Tyler, Tex. — W. W. Shiel's is planning to build a 600 seat house here.

Lake Village, Ark. — M. W. McCaskill is remodeling the Queen.

Bolivar, N. Y. — Mrs. Williams has sold the Bolivar to R. L. Lessler.

Metuchen, N. J. — Plans are for an early opening of the Metuchen, formerly the Century, which is being remodeled and equipped for sound pictures.

Tilton, N. H. — William Reeves of Portland, Me., has leased the Pastor home here.

West Bend, Wis. — A new Vocalite sound screen has been installed at the Mermac.

Marshfield, Wis. — J. P. Adler, manager of the Relda announced that new boxspring, air cushion opera chairs are to be installed in the theater.

Spooner, Wis. — The Grand here is closed while remodeling operations are under way.

Cincinnati — The new film building here is nearing completion. It will be called the Parkway Film Bldg. and ready for occupancy May 1.

Waldron, Ark. — John H. Forrest, Jr., plans to build a motion picture theater about 20 miles east of here.

Foreign

Paris — Leonne Perret is planning a talker version of "Arthur," the light opera of Barde and Christine.

Paris — Patrick Natan has signed Ralph Erwin, the German composer, to write the music for Pierre Colonna's "I Adore You, But Why?"

London — T. Ormiston has been re-elected honorary treasurer of the Cinematography Exhibitors Ass'n. The following constitute trustees: F. W. Morrison, Major A. J. Gale and G. F. McDonald.

Paris — Mme. de Kerven will produce two short talking pictures here. They will be called "Black Cocktail" and "The Cabaret of the Last Chance."

Paris — The Roumanian director, Jean Vitiani is to make a film called "Quick Service" for Cinegraphie Moderne.
More Sound Installations Made in Theaters of the U. S.

<table>
<thead>
<tr>
<th>City</th>
<th>Theater Details</th>
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<tbody>
<tr>
<td>Farmington, N. M.</td>
<td>Allen's will open soon with RCA Photophone.</td>
</tr>
<tr>
<td>Winthrop, Mass.</td>
<td>The Winthrops and Dream are being equipped by RCA Photophone.</td>
</tr>
<tr>
<td>Delhi, Ia.</td>
<td>The Mill Inn is being wired by RCA Photophone.</td>
</tr>
<tr>
<td>Little Falls</td>
<td>RCA Photophone is going into the Oxford.</td>
</tr>
<tr>
<td>San Jose, Calif.</td>
<td>The Hester is having RCA Photophone installed.</td>
</tr>
<tr>
<td>Benton, Ark.</td>
<td>The Imp will open soon with RCA Photophone.</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>RCA Photophone is being installed in the Capital.</td>
</tr>
<tr>
<td>New York City</td>
<td>The Royal in the Bronx is being wired by RCA Photophone.</td>
</tr>
<tr>
<td>Pittsburgh, Pa.</td>
<td>RCA Photophone is being installed in the McKee.</td>
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</tbody>
</table>

Audio Cinema Completes L. I. Studio Personnel

Audio Cinema, Inc., with studios in Long Island City, announces that it has completed its studio personnel. Joe W. Wolfman is supervising director, Al Wilson, director of photography, Nelson Hinners, sound engineer, Nick Rogelli, second cameraman, Andy Willoner, assistant sound engineer, Paul Rogelli, assistant cameraman, Jack Shalati, still camera, and Edward Spen, Bill Shanlon and Morgan Jones, make-up men.


Phil Armand
Chief Cameraman

Ten years with Chistys Colonne. Lately with Warner Vitaphone International Phonographers, Local 644

223 W. 42nd St., Tel. Wisconsin 3465

Short Shots from New York Studios

By HARRY N. BLAIR

GEORGE POPORICI, research engineer at the Paramount Long Island studios, is living up to the first syllable of his name masmuch as his wife has just presented him with a bouncing baby boy, complete with sound effects.

That goal of all vaudevillians, the Palace theater stage door, figures in Joe Frocco's latest Vitaphone short, "The Song Pluggers," which he just shot, at the Warwick Bros. Eastern studios, under the direction of Roy Mack.

Terry Carroll, sister of Nancy Carroll, was a last minute addition to the cast of Louis Bowe's latest RKO comedy, "Who's Got the Body?" made at the Ideal studios this week. Nicky and Tony, the Italian comic team, are starred with Mark Sandrich directing. Rube Welch, who collaborated with Sandrich on the story also appears in the cast with Jean Newcombe, Douglas Burley, Shirley Grey and others.

Bridget Ferry, noted chambermaid who figured in the Roxetha murder case, was among the visitors to the Paramount Long Island studios last week where she offered the "inside" on the murder mystery as the basis of a picture.

Theresa Klee, who plays a character role in "Queen High," at the Paramount Long Island studios, remembers back to the old Biograph studio on 14th St. where she appeared with Mary Pickford, the Gish sisters and other present-day stars. Miss Klee was brought from Bavaria at the age of five years, since which time she has played in all branches of the profession, including circus, burlesque and vaudeville.

Another old-timer appearing in "Queen High" is Dorothy Walters, who started her career as a "lady washer" in vaudeville, 20 years ago. Miss Walters played in many of the silent pictures here in addition to appearing on the stage in "Irene," as well as many other roles.

A telephone conversation between two continents has been photographed to sound by Visagraph Pictures, Inc. The call was from Thomas J. Watson, president and general manager of the International Business Machines Corp., to his New York offices, to S. R. Walrin, manager of their branch at Santiago, Chile.
Five Technicolor Films in Production


FIVE TECHNOCOLOR FILMS ARE NOW IN PRODUCTION

West Coast Bureau, THE FILM DAILY

Los Angeles—Addition of "Follow Through," Paramount picture based on the Broadway stage hit, to the list of productions now being photographed in Technicolor brings the number of color pictures in work up to five. The others are "Mademoiselle Modiste," First National; "Sweet Kitty Bellaire," Warner; "The March of Time," M-G-M; "Bride 66," United Artists; and "Girls We Remember," short, Warner.

Lucille Gleason Made
Director for Columbia

Mrs. Lucille Webster Gleason, wife of James Gleason, has been added to Columbia's directorial staff.

Opera Company to Play at Shrine Auditorium

In an effort to win the patronage of motion picture fans, the Ferris Hartman Comic Opera company will offer musical comedies and operettas at a $1 top. The season will open June 8 and will close Sept. 29. The musical offerings will be staged at the Shrine Auditorium, which has a seating capacity of 6500. Lou Jacobs will manage the company.

Fox Buys "Scotland Yard" for Edmund Lowe Vehicle

"Scotland Yard," stage play by Dennis Clift, has been bought by Fox as a starring vehicle for Edmund Lowe.

"All Quiet" Completed

Lewis Milestone has completed work on "All Quiet on the Western Front" at Universal City.

Keith Signed by Fox

Ian Keith has been signed by Raoul Walsh's next Fox picture.

Bogart for "Man Who Came Back"

Humphrey Bogart has been signed by Fox to play in "The Man Who Came Back." Butler to Direct McClaglen

David Butler will direct Victor McLaglen in "Good Intentions," for Fox.

Completes "Bridal Night" Vitaphone Variety Completed

"The Eternal Triangle," which features Lillian Gish, Wynham Standing and Armand Kalix has been finished.

Fox Spanish Film

"One Mad Kiss," which stars Don Jose Molina, is the first all Spanish dialogue picture to be made by Fox.

"Out for Game" Next

The sixth of the Vitaphone "Potters" series will be "Out for Game."

"Man Crazy" Cast Completed

First National has completed the casting for "Man Crazy" which will be Alice White's next starring vehicle.

Barbara Kent Stays With "U"

Who has renewed his contract with the company. He will continue under the Universal banner for the next season. Her contract with the company has been renewed, Carl Laemmle, president of Universal, announces.

Green Starts in July

Alfred E. Green, who was recently signed by Pathé, is understood planning to begin his first picture for this company sometime in July.

Explosives Expert in Charge

Harry Redmond, explosives expert at the F. N. studios, is now in charge of the battle scenes of "The Dawn Patrol," Richard Barthelmess' next picture.

William S. Holmes is editing "Three Faces East," for Warners. He wielded the shears on "Hold Everything" and "The Gold Diggers of Broadway," which were directed by Roy Del Ruth.

Ruth Roland started her new picture, "Reno," exactly at the stroke of midnight. Kent will desire for a perfect setting, George J. Crone, who is directing, arranged to use the lobby of the Beverly Wilshire Hotel, and, of course, work could not be started until the lobby was comparatively free of guests.

Having made three pictures in a row without a real vacation, Ronald Colman will take a two months' leave of absence as soon as necessary retakes on "Raffles" are completed. He may make a trip to Honolulu during his vacation.

Max Ree, RKO art and costume director, is busy designing sets for "Dixiana." He also designed the sets and costumes for "Rio Rita."

William Perlberg, veteran agent, has opened his own office. He will book the Paul Whiteman band tours and will also represent Abe Lyman's band. He is representing Pancho and Marco in their studio activities and has signed many major stage, screen and television actresses as the stage for pictures.

Wells Root, having finished the adaptation of "Outside the Law," which Tod Browning will direct, is working on the adaptation and dialogue of Konrad Bercovici's "Gypsy Love Song." It will be an operetta, with John Boles, Lupe Velez and Jeanette Loff in the cast.

YOU will find a cordial welcome at the charming and hospitable Hollywood Plaza Hotel...right in the heart of movieland. Enjoy the ideal location, and quiet homelike atmosphere...the luxurious furnishings, faultless service...and, noted guests. The dining room is operated by the famous Pig'n Whistle Caterers. Rates are most reasonable.

The Plaza is only a few minutes from the beaches, golf courses, studious, downtown loop of Los Angeles, and within a block of Hollywood's famous fashion shops, theaters, cafes, etc. Write or wire for reservations, or ask for FREE illustrated booklet and rates.

Marshall Neilan has been borrowed from Warners to direct Mary Pickford in "Secrets." Barney Glazer is in charge of production.

Paramount Signs Errol to Long Term Contract

Leon Errol has been signed by Paramount to a long term contract.

"U" Renews Reed Contract

Contract of Tom Reed, writer and scenarist, has been renewed by Universal.

Clymer to Columbia Pictures

John B. Clymer will write "Ladies Must Play" for Columbia.

A Little from "Lots"  

By RALPH WILK

Hollywood

PHIL WHITMAN, who has directed several comedies for Larry Darmour, knows his camera angles. Before starting to write and direct, Phil was one of the best trick cameramen in the industry. He was responsible for many of the unusual camera tricks in "The Thief of Bagdad." He was at one time in charge of the trick camera department at the Paramount from Long Island studio.

Noel Francis, Evelyn Knapp and Ginger Rogers are among the girls who have graduated into features from the short subject field. They all worked in comedies made in the East by Pathe. Now Miss Francis is with Fox, while Miss Knapp has also accepted a Coast contract. Miss Rogers is with Paramount.

Ray Mack, well known revue producer and dance director, is one of the busiest Vitaphone short subject directors on the Coast. Among the other directors with the Vitaphone comedy department are Carter De Haven, Del Lord and Herman Raymaker. William McGann, Sid Silvers and Tenny Wright have also directed for Vitaphone.

Lewis R. Foster has many comedy shorts to his credit. He began his directorial career at Hal Roach's studio and has directed Harry Langdon and Laurel and Hardy. He is now with Larry Darmour.

Wallace Fox and Bob De Lacy are among the directors of Western shorts for Pathe. Monte Carter, Fred Guiol and Frank T. Davis are directing comedy shorts for Pathe.

Vitaphone Variety Completed

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HEAVY DUTY SPOTLIGHT
HAS RANGE OF 200 FEET

Clear white, crispy spots or floods for distances up to 200 feet are easily accomplished, it is claimed with the Heavy Duty Art Spotlight made by the Chicago Cinema Equipment Co. The lamp is said to be equally as satisfactory for projecting effects.

But, with a view to sturdiness and evenly balanced, this spotlight is double-lined throughout, is exceptionally roomy and is air-cooled by extra ventilation on top and bottom. The side bracket is large, and the fine tension, combined with the fact that the whole is mounted on a simplex type pedestal, permits a freely moving spot, especially for following, without vibration.

The housing is made of Russian iron, while the front and back are of cast aluminum with ventilated condenser holder. The lamp accommodates any standard color wheel, an eight-inch color frame or lens holder for effects. It is fitted with apertures of 50 to 75 amper capacity and six-inch condensing lens. Operating handles extend through the rear of the head.

In addition to the simplex type pedestal, there is a less expensive model with an adjustable pipe standard with tripod base.

VOCALITE
Sound Screen

Vocalite combines a distinct, clear transmission of sound with sharp brilliant pictures. It enables better projection because of its mechanical, scientific and optical features, the result of painstaking study on the part of the laboratory staff of Ideal Sound Co. It is 100% Perfect for Light, Sound, Color and Third Dimension. Descriptive Literature on Application.

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New Poster Firm Started

A new poster firm, known as the Reliable Poster Mounting Company, has started in business at 449 West 37th St., in association with W. A. Grace and Charles Solowdowsky. They are conducting the establishment, which will handle theatrical art work, display signs, menu cards, banners, and poster mountings.

Carnival—Importance of properly lighting sheet music for musician and conductor has been carefully studied by the Liberty Music Stand Co., which has issued a folder of the various stands now being furnished to theater chains. More that 70 houses throughout the country have already installed the company equipment, it is declared.

While the organ console is considered the most difficult to light the company has the Liberty Seven Light Set which, it states, is the only type that completely lights the console from top to bottom without glare or reflection. This set is said to be absolutely safe from fire and all high tension wires are inclosed in the tubular frames outside the console. The standard volt circuit runs clear and the 14 lamps are used. If more lights are required on the music rack 25-watt clear tubular lamps can be used for the upper two lamps. Special console lighting is set. Liberty declares, are standard lamps used; one master switch and dimmer controls the set. The lighting, it says, is a soft lighting. For making repairs or adjustment the lamp frames will swing out of the way; or, can be easily removed entirely, an emergency work light is provided with 10 feet of cord.

Other equipment includes the Straight Line No. 1 lamp stand as the type most closely suited to the present performance and has sufficient room for large scores. For piano lighting there is No. 14 set of two lamps placed relatively the same as for the organ music rack; each lamp is mounted on a regular base and placed at each end of the piano keyboard, in front of the piano; the switch controlling the two lamps is at the left.

SPECIAL LIBERTY STANDS
FOR MUSIC LIGHTING

Liberty lighting offers the greatest advantage in simplicity, in the entire installation of the lighting system. The set, it is said, is easy to install and the kind of apparatus is made to last. The set includes two 205-watt clear tubular lamps and the master switch. Liberty declares, the set is the only type that is lit for the console from top to bottom without glare and the master switch is easy to operate. The lamps are not harmful in any way, the company states, and they are the only type to be used in the lighting of the console. It is recommended, Liberty says, that the master switch be placed in a convenient position and that the switch be operated only when the master switch is in the line of sight.

Liberty also recommends that the music stand be placed in a position where it can be easily reached from the console. Liberty declares, the music stand is an essential part of the musical arrangement and it should be easily accessible for the conductor and the musician. Liberty also recommends that the music stand be placed in a position that allows the musician to see the music without any obstruction. Liberty says, the music stand should be placed in a position that allows the musician to see the music from the top of the stand to the bottom. Liberty also recommends that the music stand be placed in a position that allows the conductor to see the music from the top of the stand to the bottom.
THEATER EQUIPMENT

New Electric Mixing Process Blends Colors Effectively

Reflective of the artistic qualities brought out in paints, a more natural blending of color lighting has been effected through the medium of Kirk Color Control electric illumination. This new system of lighting is second to none in mixing of colors. The first sign of its kind reposes on the largest frame in the world which was built by W. H. Bredon, general manager of the new Warner Hollywood, at Broadway from 51st to 52nd St. Significant is the fact that the system was only recently perfected and has proved widely attractive to those who have longed for its magnificence as it nightly blends its various colors with the changing of the automatic switches.

Each of the letters in the sign is 9½ feet high and is composed of a cellular steel face. The display board, or sign face, appears as a bank of cells or compartments. These cells can be of various sizes: squares, triangles, hexagons, or even completely square depending on the purpose for which the sign is to be used. In each cell there are three lamps, namely red, green and blue; but the cells are constructed so that these lamps are not directly visible to the observer. Each lamp is controlled separately so that it is possible by turning on the three lamps individually, or in combination, to get full range of the spectral colors.

With this arrangement any desired design in color can be flashed on the board and by the control mechanism, 32 completely different designs can be flashed at any desired speed, from one change an evening to the complete cycle in a few seconds, before the sequence is repeated, it is claimed. It is possible to change the layout, or copy on the display board without the necessity of changing the outside lamp bank in any way. Changes of the changing is accomplished in a short time at the control mechanisms or flasher. Interchangeability of the design permits moving the installations, allowing a 100% salvage, Color Control states.

Color control is made up of “pigeon holes,” and the cells slant downward on floors and ceilings as they extend to the back wall of the “pigeon hole.” On the back wall are three lamps, green, red and blue. Cells ranging from 2” x 2” up to 8” x 8” are made and in special cases irregular cells can be built as in the links which join the names of Warner Bros. and First National.

Many colors are obtainable when dimmers are hooked up with the color control mechanism. This allows each incandescent lamp to be dimmed from full strength down to “off” and vice versa without a perceptible jump. When each light has two adjustments there are eight colors: (1) off, (2) on. Thus, with two adjustments on each light, and three lights available, total number of colors obtainable becomes two raised to the third power, or 8. Twenty-seven colors are available when each light has three adjustments: (1) off, (2) 1-3 on, (3) 2-3 on, (4) full on.

Since each cell or square has its individual circuits running to the control mechanism, any picture, attack or series of words can be run off. A flick of Color Control mechanism wipes the slate clean and new pictures, new words, new color effects, etc., are available merely by setting up any desired action of the control mechanism.

Four More for Kipp Device
Dallas—Kipp sound equipment has been ordered for the Lyric at Monahan; Palace, Brownwood, and Rubin’s theaters at Silverton and Happy.

U. S. Scenic Equipping Two Omaha—U. S. Scenic Studies has been given contracts to equip the Atlantic, Atlantic, 1a. and the Tarkio, Tarkio, Mo.

TECHNICIANS DEVELOP SOUND CHECKING DEVICE

A sound checking device, by which it is possible to test focus, exciting lamp current and output value of the photo-electric cell (which governs the quality of sound reproduction), has been developed by J. S. Winick, chief projectionist and George Poporic, research engineer, of the Paramount Long Island studios, with the approval of George E. Stewart, chief sound engineer.

A small alteration on a sound unit is made by adding a special switch which releases the flow of the photo-electric cell current, either for measuring or normal reproduction. Two portable boxes—one containing a microammeter and the other, a set of “B” batteries and the necessary wire. This system can be hooked up in a few minutes and the sound unit of the projection machine can thereby be brought to a perfect balance. All guess-work is eliminated and a positive setting is the result, which guarantees a high grade quality of sound reproduction, it is declared.

COINOMETER AIDS CHANGE SOLUTION FOR CASHIERS

Theater cashiers doing out change all day will find considerable relief in the new Coinometer, quick and dependable change machine, now being distributed by National Theater Supply. One press on the keys delivers the exact change required and provision is made for paying change when 25, 50, 75 cents or even a dollar is tendered, it is declared.

The Coinometer offers the advantage of pressing the key that corresponds to the amount of the sale and the machine automatically calculates and pays out the difference in change.

Opens Pittsburgh Office
Pittsburgh—U. S. A. Fire Douser has opened a local office at 1030 Forbes St. to handle sales and service. The projector control handled by this company is entirely mechanical, eliminating electrical contacts, and many of the big circuits already adopted it as part of their regular equipment.

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WILL-KANE NEEDLE MFG. CO., Inc.
5222 14th Ave.
Brooklyn, N. Y.
AUBERT-FRANCO TO MAKE 20 MULTI-LINGUAL FILMS

Paris—An ambitious program of multi-lingual films has been announced by Aubert-Franco Film. According to Robert Hurel, the organization is planning to produce 20 talking pictures in French, English, German and Spanish versions. To assure bookings for the films the company may acquire a theater circuit of its own.

CZECH HOUSES INCREASED BY FIFTY DURING YEAR

Washington Bureau of THE FILM DAILY
Washington—A revenue of approximately $30,000,000 was derived from the tax on film theaters in Great Britain and Ireland last year, according to information in the hands of the M. P. Division of the Dept. of Commerce.

29 HOUSES ACQUIRED BY NEW BRITISH CHAIN

London—Federated Estates, Ltd., a theater chain recently organized by Sir Gordon Craig and Albert Clifton, has acquired 29 film houses throughout Great Britain.

COMBINES FRENCH AGENCIES

Paris—Agencies F. Wett will be the name of the controlling company of the Hinalaya agencies in the French province. F. Wett is ex-manager of Pathe Consortium, and has recently been appointed joint manager of the Pathe-Natan concern.

NEW 2,000-SEAT LONDON HOUSE

London—The Astoria Picture House in Union Street will be completed for a 2,000-seat house by P. C. T.

NALPAS MAKES SHORTS

Paris—A series of sound shorts have been produced by Louis Nalpas at the Billancourt studios.

B. I. P. CARTOON SHORTS

London—British International Pictures will shortly start production of a series of animal cartoons at the Elstree studios. The shorts will be synchronized.

A.S.F.I. GETS BRIGITTE HELM FOR FIRST MULTI-LINGUAL

London—Associated Sound Film Industries, Ltd., have engaged Brigitte Helmer in the role of Metropolis, to play the chief feminine role in the German version of its first multi-lingual film, "The City of Song." In the Polish version, the noted Polish tenor, is starred. Others will be in the cast with Feiluc Helmer and George Alexander, two thousand extras. Production will start in Naples, the end of the month.

20 NATIONS WILL ATTEND BRUSSELS FILM CONGRESS

Washington Bureau of THE FILM DAILY
Washington—The present 20 nations have announced their intention to attend the meeting of the International Film Congress in Brussels in June.

INDIA'S FILM IMPORTS RISE

Washington Bureau of THE FILM DAILY
Washington—Importation of films increased in India during the 1929-1930 season, according to figures obtained by the M. P. Division of the Dept. of Commerce. Thirty million feet of film, valued at $1,050,000, were imported as against 23,000,000 feet, valued at $975,000, in 1927-1928.

"DEFENDER" NEARLY FINISHED

Paris—Alexandra Ryder's "The Defender" is near completion at the Gaumont studio.

P.F.L. TO HANDLE FRENCH FILMS PARIS—"L'ETRANGERE" ("The Stranger"), to be produced in France by Star Film, will be given distribution through Paramount.

BUSINESS MEN BEHIND PROJECT

Paris—A combination of local business men, headed by the well-known engineer, are beginning the erection of a theater seating from three hundred people. The house is planned for the site of the Central Hotel and adjoining property.

"GRAND PARADE" FOR LONDON

London—Pathe's "The Grand Parade" will be released here shortly.

CASH PAYMENT ON W. E. IS REDUCED IN BRITAIN

London—To lighten the exhibitors' burden in changing over from silent film to talking pictures, Western Electric has put into effect a new system of easy payments in Great Britain. Down payment on the company's equipment, formerly as high as $4,500, has now been reduced to less than $900. An exhibitor need not pay the balance until after his theater has been opened with talking pictures.

PATEH NATAN GETS RIGHT TO OSCAR STRAUSS SERVICES

Paris—Exclusive rights until 1932 to the services of Oscar Strauss following the expiration of his contract with Warner Bros. in December have been obtained by Pathe Natan.

JOLSON FILM HIT IN EUROPE

Success of "The Singing Fool" in Norway and Sweden is indicated by the run in the picture is being in these countries. The Jolson film played 13 weeks at the Coliseum, Copenhagen, and six weeks at the Eldorado at Oslo, Norway. In Stockholm the film ran the film for seven weeks and the Rialto played it for 21 days with the Rio showing it for two weeks.

TRAGGARDH LEAVES PARAMOUNT

London—O. V. Traggardh, assistant manager of the Paramount branch here, has resigned because of ill health. He will visit the U. S. and try to recuperate in California.

LEO JOANNU TO MAKE TWO SHORTS

Paris—Two talking pictures will be produced in France by Leo Joannou. The titles are "Keeping It Quiet" and "I Don't Want to Love You."

"PARIS" OPENS IN STOCKHOLM

Stockholm—"Paris" opened recently at the Astoria Theater here. It is said the warm reception accorded the film indicates it will enjoy an indefinite run in the Swedish capital.

WASHINGTON BUREAU OF THE FILM DAILY
Washington—Probability that the dispute between the German electrical firms will reach a settlement this year on a basis providing an exchange of patents and complete interchangeability of films on the principles makes of German and American apparatus is reported to the M. P. Division of the Dept. of Commerce.

EISENSTEIN QUITS FRANCE OVER PRESCRIBED FILM

Paris—S. M. Eisenstein has been forced to leave France as a result of police refusal to extend his residence permit. The action of the authorities is allegedly based on the Russian director's attempt to show his film "The General Line" during the Soberon Janssen. A producer's face of the ban which had been declared on the picture in France.

NO CONTINGENT IN GERMANY ON SOUND BEFORE 1931

Washington Bureau of THE FILM DAILY
Washington—That there will be no contingent of audible feature pictures up to June 30, 1931, has been announced by the German film commission, when it is revealed in dispatches to the M. P. Division of the Dept. of Commerce.

M. G. AZAGOROFF AT EPIPAY

Paris—M. G. Azagoroff, the Russian director, is to make a music picture at Epiplay.

JOIN FRENCH INDIE GROUP

Paris—Producers who have to present the joined the Independent Producers' Ass'n include Vandal, Delta, De Brahms, De Marly, Callo De Rovera and Kaminka.

UFA ADDS TO SOUND STUDIOS

Berlin—Ufa is enlarging its sound studios.

RICHMOND PICTURES 723 7th Ave. Inc., New York City
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EXCLUSIVE foreign representatives for major American Pictures, ceration and other leading inde-
Exporting only the best in Motion Pictures.
TOE BRANDT, president of Columbia, sailed Friday for Europe . . . . Paramount will give Joseph Brucker and William Van der Veer, cameramen of the Byrd expedition, a dinner at the Ritz Carlton next Tuesday. By the way, these boys have been doing some traveling. Van der Veer was with Byrd on his flight to the North Pole several years ago, and Brucker had just returned from a six-months' stay in China when he was delegated to join the Byrd outfit . . . . Benny Davis, who is appearing on the Capitol stage this week, is singing two of his own compositions, "Sharing" and "Dream Avenue" . . . . George Handy, who has been managing the Central for Warner Bros., has been transferred to the new Hollywood, which opens April 22 . . . .

Bill Hart, former western star, appears on the talking screen for the first time in the current issue of Hearst Metrotone News, which is now playing at the Embassy . . . . Major Edward Bowes will act as master of ceremonies at the annual boat party to be held aboard the liner Majestic the evening of April 24 to raise funds for the Flower Hospital Auxiliary. . . . .

Warren Nolan will accompany Harry Richman on his flight to Chicago on April 20 to attend the première of "Puttin' on the Ritz" at the United Artists Theater there. They will fly back to New York the next morning. While in Chicago, Harry will sing several times from the picture over the Chicago Tribune radio station. The program will be received in this city over station WJZ . . . . Columbia's "Ladies of Leisure" will be shown at the opening of the new night club aboard the liner Liberty. . . . . Mary Duncan, who was recuperating down in Atlantic City, has had a bad relapse, making it necessary for her to return to the hospital in New York. She was to have appeared on the stage in Hollywood in "Decency" . . . .

A Daughter, weighing six pounds, was born Friday to Mr. and Mrs. Truman Talley, Helen's her name, and her father is general manager of the Fox-Heard Corp. . . . . Gertrude Lawrence, Harry Richman, Jack Pearl, Sophie Tucker, Mae Murray, Smith and Dale, Maurice Schwartz, Fat Rooney, Vincent Lopez and Joseph Regan are among the stage and screen notables who will take part in the benefit to be given in aid of the Jewish Community Center and Social Service Fund of Saranic Lake at Carnegie Hall the night of April 20 . . . . Alejandro Hollini, Consul General of Argentina, accompanied by his staff, saw "Cock O' the Walk" Friday night as the guest of the Roxie at a party given for Arturo S. Mono, film editor of "La Nacion" and author of the picture . . . .
“Journey’s End”  Time, 2 hrs., 10 mins.

**SPLENDID, INTEREST-GRASPING, IMPRESSIVE DIRECTION OF THE WORLD WAR. DISTINCTLY AN ARTISTIC ACHIEVEMENT.**

Based on tremendously popular play now current all over the world. This is the first American-made version of the popular stage play, and it is a credit to the country. The story is told with such skill that one is not aware of the slight plot. One of the results is a picture without a woman in the cast, although a love affair involving Capt. Stanhope is referred to in the dialogue. The theme concerns a group of nerve-shattered British officers at the front line and their reactions and experiences during the horrors of war. It is a reenactment of the incident, but for the most part, it’s a reenactment of war at its cruel worst. Acting throughout the picture is splendid and is handled, as Capt. Stanhope excelling. The direction is wholly intelligent and sympathetic. People who like unembellished, often brutal, are sure to be enthralled by this picture.


**“Cock o’ the Walk”**

**with Joseph Schildkrout, Myrna Loy**

Sono Art World Wide  Time, 1 hr., 14 mins.

**EXCELLENT PRODUCTION PICTURE. WELL DIRECTED STORY OF A SWAGGERING DON JUAN, ABLY PLAYED BY JOSEPH SCHILDKRUT IN HIS MOST POPULAR VEIN.**

Joseph Schildkrout is the main activity in this comedy drama of a gay philanderer and musician who makes the ladies tumble right and left and not only receives their favors but takes their money as well. He is good in his role (Myrna Loy) from drowning, makes a bargain with her whereby she marries him and promises not to commit suicide for a year, at the end of which time she may divorce him. Within the year she returns him and the suicide is off. For Schildkrout it’s a fat swaggering role of the type that has been given him in the past. There is a good comic touch to the story, which has been nicely directed.


**“Ladies of Leisure”**

**with Barbara Stanwyck, Ralph Graves, Lowell Sherman**

GRASPING UNSUSPECTINGLY.

Columbia  Time, 1 hr., 38 mins.

**STRONG BOX-OFFICE PROJECTION WITH BARBARA STANWYCK GIVING FINE PERFORMANCE SHOULD REGISTER.**

Columbia has a winner in this one. It packs a strong popular appeal punch, largely through the grand performance of the swell-looking Barbara Stanwyck, and Director Frank Capra has built up a human interest climax that will send the patrons home satisfied. Story is about a party girl who renounces upon meeting a rich lad artist and becoming his model. Drama is built up by the refusal of the boy to show any sentiments, the girl, whom he suspects of being a gold-digger. Opposition of the boy’s parents, the efforts of the crook, elegantly played by Lowell Sherman, the creeps, and other elements all add heavily to the story, and other complications help to sustain interest throughout.

**Cast:** Barbara Stanwyck, Ralph Graves, Lowell Sherman, Olaf Hytten, Regis Toomey, Ethel Craig, Charles O’Neill, George Fawcett, Johnnie Walker. Direction, fine. Photography, excellent.

**“The Benson Murder Case”**

**Paramount  Time, 1 hr., 5 mins.**

**STILL REFUSES TO CATCH A GOOD BOX-OFFICE RAIDING.owell HEADS A CAINS-AR-CASE.**

“The Benson Murder Case” brings another S. S. Van Dyke mystery to theaudible screen. This one outshines the others. The picture is good in everything that the others are. The film gradually builds up the suspense until it reaches a crescendo that grips you like a vice. At no time does the unfolding of the story weaken the interest of the spectator in the events that lead up to the discovery of the murderer. But that moment one’s guess is as good as another’s. And the ingenious method by which the whole thing is set up is always sufficient to grant them an extension of time to permit them to cover the losses might be guilty of his death as well as for the death of his wife’s lover, Chico, played by Philip Vano, who is played in fine fashion by William Powell. Direction: Michael Curtin, with David Moxon, Eugene Pallette, Paul Lukas, William Boye, E. H. Calvert, Richard Tucker, Mary Bertha Mische Auer, Otto Yarascho, Charles Murphy, Dick Bruce. Adapt: Harry Landa; Author, S. S. Van Dine; Director, Bartlett Cormack; Dialogue, Arthur, M. J. Stuart; Monitor Man, A. J. Stott; Monitor Man, no list.

**At the box-office:**

**“Guilty?”**

**with Virginia Valli, John Holland**

Columbia  Time, 1 hr., 15 mins.

**FAIR PROGRAMMER WITH RITE BUT MODERATELY INTERESTING STORY CONTAINING A NUMBER OF DRAMATIC MOMENTS.**

The story of “Guilty?” manages to command a certain amount of attention by virtue of a number of highly dramatic moments. Even in the face of the oldness of the tale the film could have been made into far better entertainment had it been treated with less looseness. The plot has to do with a young man who is found guilty of a circumstantial murder of his stepfather, the father of his fiancee. As he is about to go to the gallows a suicide note is found in the old man’s bible, which makes for a conventional happy ending. Though the outcome is not hard to divine, the film succeeds in creating some good suspense in the course of its events. The picture would have been a more effective piece of work had it been given a better treatment. The cast is no more than adequate.

**Cast:** Virginia Valli, John Holland, John Stack, Arthur Kroun, Erville Alderson, Richard Carley, Robert Haines, Clarence Muse, Eddie Clayton, Einar Jaglow. Direction: Frank Slezak; Author, Dorothy Howell; Director, Dorothy Howell; Dialogue, Eddie Clayton; Director, Reginald Barker; Authors, Arthur, Charles Kemper, Edward Peil; Camera, Cameraman, Ted Tetzlaff, Monitor Man, no list.

**“The Film Daily”**

Sunday, April 13, 1930

Maurice Chevalier in

“The Big Pond”  Time, 1 hr., 15 mins.

Chevalier again splendid in a Swift and Amusing Contribution to American Big Business, Both Star and Story Box Office. Nicely.

Based on a stage play of several seasons back. Chevalier is seen as an impoverished Frenchman who makes good in the dishing world, and his employer, whom he has met abroad. The picture opens with some charming Venetian scenes after which it switches to New York where Chevalier, as Pierre, the French go-getter, comes through in spite of odds placed in his way by such stars as Genevieve Tobin, C. S. Battles, Howland Chamberlain, Sidney Blackmer, Mischa Auer, Otto Yarascho, Charles Murphy, Dick Bruce. Adapt: Harry Landa; Author, S. S. Van Dine; Director, Bartlett Cormack; Dialogue, Arthur, M. J. Stuart; Monitor Man, A. J. Stott; Monitor Man, no list.

**Direction, fine. Photography, excellent.**

**“The Film Daily”**

Sunday, April 13, 1930

William Powell in

“The Benson Murder Case”  Time, 1 hr., 5 mins.

Still refuse to catch a good box-office raiding. Powell heads a Cain’s case.
**Joan Crawford in "Montana Moon"**

M-G-M  Time, 1 hr., 30 mins.

**box office picture with western theme providing complete entertainment and rich in humor and alluring music. Joan Crawford fine.**

"Montana Moon" offers a strange combination of the outdoor and the sophisticated, inasmuch as the film is a ranch and much of the action takes place outdoors, but most of the characters are ultra-modern. This is easy to understand when it is explained that the story has to do with a group of city folk whooping up on a Montana ranch to which they have been invited by the owner, a New Yorker. His daughter marries one of his ranchmen. The story comes to grief when they discover their views on life clash. Here is a film that provides generous entertainment. Those who like close to nature will be satisfied; those who like to get close to nature will revel in the inspiring glimpses of the outdoors that are shown. The music is nice and plenty of good acting Joan Crawford is splendid.

**Cast:** Joan Crawford, Walter Pidgeon, Black Brown, Dorothy Sebastian, Ricardo Cortez, Benno Rubin, Karl Dane, Lloyd Ingraham, Cliff Edwards, Kenneth Harlan, Lewis Stone, Royal Monckton, Donald Meek.

**Director:** Malcolm St. Clair; **Authors:** Syl Winston, Frank Butler; **Photography:** Joe Folks, Edward Sedgwick, B. H. O. Daniels; **Music:** Harry Jones, Moster Mun, not listed.

**Direction, fine. Photography, great.**

**The Woman Racket**

with Tom Moore, Blanche Sweet

M-G-M  Time, 1 hr., 10 mins.

**inferior melodrama with stilted dialogue and unoriginal production dealing generally of a poor order.**

This film is decidedly second-rate entertainment. There has been poured into all the melodramatic spoons that they could be filled. The acting as a whole is of small help. Tom Moore and John Miljan are the only members of the cast who succeed to some degree in rising above the mediocrity of the film. The story is about a night club hostess who marries a cowhand guy who grows tired of the domestic life. She goes back to her old job and gets herself involved in a murder. Her husband straightens matters in the end.

**Cast:** Tom Moore, Blanche Sweet, Sally Eilers, Johnny Allen, John Miljan, Thelma Todd, Lew Kelly, Tom London, Eugene Borden, John Lepper, Harry Grant, Robert Travers.

**Screening:** Robert Ober, Albert Kelly; **Authors:** Philo Dunning, Frances Ducommun; **Photography:** Albert del Shelly Le Vino; **Editors:** Baut White, Anson Stevenson; **Camera:** Verner L. Shea.

**Direction, fair. Photography, fair.**

**Short Subjects**

Pathé Audio Review No. 16

Running Time, 10 mins.

**This number is fairly entertaining. A sentimental touch is added by the singing of "Sweet Alice Ben Bolt" by the Audio Review Quartette in a Numbers One performance. The story is an engaging one, but when the love interest is composed. There are some nice views of the Tiber and glimpses of some of Rome's historical structures. Last of all is there a little jingle played on the aid of dummies.**

**"The Lightning Express"**

Universal  Time, 20 mins.

**Fast Thrills**

"The Lightning Express" contains just the sort of stuff that serial fans swallow without asking questions. This one is no better and no worse than others. True enough it has incidents that are just a bit too far-fetched and moments when it sinks a bit stupidly but the film has qualities that are sure-fire with those who like this kind of film fare. There is no end of action in it and enough excitement to win it a favor with young film-goers. The chief players are Louise Lorraine and Lane Chandler, and the director Harry Macrae.

**Adventure Pictures is the producer. The plot concerns the struggle between a railroad and a group of ranchmen who are set on preventing an extension over the land owned by their boss's ward.**

**"Sixteen Sweeties"**

Pathé  Time, 22 mins.

**Good Revue**

"Sixteen Sweeties" is a talbord revue of good entertainment quality. It has above all else the unique Harry Delmar, who is the author as well as the director of it. There are a number of gags certain of provoking a lot of loud laughter. The film has some nice singing and several dance numbers that are really well done. Others in the cast are Thelma White, Bob Carney, Sil Wills, Harry McNaughton, George McKay and Eddie Elkins and his orchestra. They are all good.

**"Spills and Thrills"**

Pathé  Time, 12 mins.

**Grantsland Rice Sportlight**

If the lover of water sports wants a treat, here it is. Those who go in for thrills will find plenty to satisfy them in this short. The scene is Florida. Things are done on the water that would be deemed impossible. This is a fast, exciting film that ought to bring plenty of enjoyment to young and old alike.

**Presentations**

By Don Carle Gillette

**YOUNG TALENT KNOCKOUT ON THE CAPITOL STAGE**

Those who go to the Capitol this week will witness a corking good number by the stage of the stage. It that theater has been so uncrowded with entertainers yet so crowded with really genuine entertainment. "Broadway Stars of the Future" is the name of the revue, and judging from what the young talent that comprises it is capable of doing one must confess the title is an apt one. These young smartly combine the spirit and enthusiasm of the amateur with the touch of the professional.

**Players from Japan feature Roxy Program**

An unusual novelty, a big troupe of Japanese dramatic players, who recently gave a series of performances in Broadway legitimate stage, is the headline number on the Roxy stage program this week. The bill they present is "Love of the Cherry Blossom," apparently a Japanese counterpart of the Helen of Troy incident, performed in a loud and demonstrative manner that is at all times amusing even if it always intelligible. Other items on the program include an appropriate Easter tableau, "The Palms," with Jose Santiago leading the Roxy Chorus, while the Roxy Ballet Corps does a springlike dance in front of the colorful ensemble. An ingeniously conceived offering is "The Porcelain Clock," wherein a man and woman are transformed into an ornamental clock, flanked by candelabras of corresponding size, formed pedestals for Patricia Bowman, Loo Reitzig, Clarice Goldner, Claudia Loytova, Anita Gordon, Charlotte Mount and Grace Love, who come to life and do a neat routine of footwork. "Flappers on Parade" displays the Roxettes, in spring costumes and gaily plumed, doing an effective fancy drill.

**Review Week at Shea's Seneca**

Buffalo, N. Y.—Bringing back former pictures that have met with approval will be the policy for one week at the Shea's Seneca which is putting on "Review Week." Pictures are to be selected by the public.

"U" to Build in Charlotte

Charlotte, N. C.—Plans have been announced for the immediate construction of a $75,000 building to be used as a Charlotte distributing center for the Universal film exchange here. The structure will be ready for occupancy by July 1.

**AMALGAMATED VAUDEVILLE AGENCY**

**Attractions for Picture Theatres**

**Standard Vaudeville Acts**

1600 Broadway, New York City

Phone Penn, 3580
**Week’s Headlines**

**Monday**
2-22 conference to act on important issues. New York: Warner spending $20,000,000 on 42 features.

**Tuesday**
Cancellation clause adopted by 2-22 conference. Council elected Fox president. Fabian forming $50,000,000 theater finance company.

**Wednesday**
William Fox to help underwrite new securities. Clause on deposits hits snag. Appeal from decree banning arbitration system.

**Thursday**
Zanfit expected to restate Fox house magazine. 2-22 deems contract on. Warner subsidiary to run Brunswick division.

**Friday**
Half of Fox’s $2 to be finished by September. Milestone. RKO acquires Libson circuits. Change split in under new “U” sales lineup.

**Today**
New Scope for Warners through Brunswick Buy. Warner complete Tobis Klangfilm deal. N. A. Producers ahead on production schedule.

### ‘U’ International Sales Confab Starts April 25

Universal will hold an international sales convention at the Savoy-Plaza, New York, beginning April 25 and extending to April 29th. Delegates from Australia, South America, Germany and England will attend in addition to branch managers from the United States and Canada and home office personnel. Carl Larmelle, Carl Larmelle, Jr., Lewis Bernheim, John Boles, Jeanette Loff, Laura La Plante, Edward G. Robinson and Barbara Kent will also be present.

The convention will culminate with a special midnight showing at the Roxy of “The King of Jazz” with Paul Whiteman and his orchestra present and the New York premiere of “All Quiet on the Western Front” at the Central.

### All-Greek Showings Are Planned for 3 More Cities

(Continued from Page 12)

Francisco. Sponsors of the show feel that in these cities there is enough Greek patronage to support one-day programs of this nature.

Col. Cooper Visits Ottawa

Ottawa, Ont.—Col. John A. Cooper, president of the M. P. Distributors Assn., has been visiting here regarding the Rikent Copyright Bill which will enable the Permanent Right Society of Canada to collect annual royalties from every Canadian exhibitor.

Two Towns Get Sunday Shows

Trenton, N.J.—Glen W. Dickinson Theaters is running Sunday shows here and at Hiawatha, Kan.

### Receiver Is Appointed For Chamberlain Circuit

Philadelphia—A temporary receiver in bankruptcy has been appointed by Judge Kirkpatrick of the U. S. District Court for the Chamberlain Enterprises, a $1,000,000 corporation operating seven houses in Schuylkill, Northumberland and Carbon counties. Petitions filed by three creditors with claims for $712. Roscoe K. Koch, Pottsville attorney, has been named to act as receiver and to run the houses for a tentative period of 30 days.

### New Film Social Club Granted State Charter

A newly formed organization, known as the Film Examiners and Shippers Social Club, Inc., with headquarters in New York, has been granted a state charter of incorporation in Albany. Directors and incorporators are: Jack Ferst and Herman Bernstein, New York; Matthew Cahan, Ruby Steiner and Robert J. Murray, Brooklyn; Benjamin Wray, Bronx, and Mayer Siegel, Brighton Beach.

### WARNERS COMPLETE TOBIS KLANGFILM DEAL

(Continued from Page 1)

business throughout the world, except in the U. S., Canada and New Zealand. A received in the Kuchenmeister group are the Sprinkel of Amsterdam, Tobis of Berlin, Associated Sound Film Industries of London, and Tobis of Paris. Tobis Klangfilm also is affiliated with the DeForest patent, owned by General Talking Pictures in the U. S.

The German firm occupies an exclusive position in producing and licensing other to produce as well as exhibiting talkers in Germany and Switzerland. Since these companies obtained an injunction against Western Electric, Warner has been the only American film company exhibiting talkers in Germany. This was done under a temporary license from the Tobis Klangfilm group, and the present arrangement will supercede that.

Officials of Western Electric stated last night that they place no significance on the Warner-Tobis deal, inasmuch as out of 24 infringement suits instituted in seven different countries, the foreign groups have been able to keep W. E. out of Germany only. The W. E. officials said they could see no effect of the present deal on the operating situation of W. E. either abroad or in this country.

George E. C. Queen, general manager of Vitaphone, represented Warner in the negotiations, while Milton Diamond, New York lawyer, acted for the Kuchenmeister group.

### U. A. Producers Ahead ON PRODUCTION SCHEDULES

(Continued from Page 1)

Dividends on the common stock at the annual rate of $1.50 in cash and five per cent in stock will be inaugurated shortly by Columbia. It is stated by Joe Brandt in connection with announcement that the company is issuing an additional 50,000 shares of common stock to obtain money for buying all bank loans, reimbursing the company for expenditures recently made for capital additions, and for general corporate purposes.

### RCA-Phonograph Merger Reported Near Closing

(Continued from Page 1)

wide radio and phonograph group will be created by the hookup. Columbia’s American company has contracts with Federal Radio Research for electrical recording processes, while the English company has working agreements in Europe with Warner Bros.

### New Scope for Warners Through Brunswick Buy

(Continued from Page 1)

the phonograph and radio fields.

The purchase includes, among others, the three patents, plant structures, good will, etc., of the Brener-Tully Mfg. Co., radio; Far. and Mfg. Co., loud speakers; Bruns-

### Report France to Fix U. S. Film Import Tax

(Continued from Page 1)

the face of a temporary agreement now effective between the French and American film industries under which existing differences, including the quota, are to be adjusted. The agreement expires May 1 but provision is made for its renewal in event no permanent settlement is reached by that time agreements towards settlement are now in progress.

### Fines Army Man

Baltimore—Major William D. Tip-

Theentina. Major, the Maryland National Guard Arm- erican army foxes for operating a projector without a license.

### Two After Baudette House

Baudette, Minn.—Two deals are under way for the local Grand, which now closed. Robert Long of William and John Norton of Inter- national Falls are understood dickering with William Fulton, mortgage, for taking over the house.

### COLUMBIA TO INAUGURATE COMMON STOCK DIVIDEND

(Continued from Page 1)

### Upstate Pa. Chain Suit Shifted to Scranton

(Continued from Page 1)

shifted back to the Federal Court at Scranton. Preferred stockholders are fighting for a receivership. Presently he assets of the company, said to be included, are involuntarily bankruptcy action inaugurated here may be invoked by a receiver. The suit involves entire Chamberlain chain.

### Hot Springs Hotel May 1

Hot Springs, S. D.—The new hotel being built here by the Black Hills Amusement Co. is expected to be opened for operations on May 1. The seating capacity will be 2,000.

### Trio Acquires Rankin House

Rankin, Pa.—Steve Dasclos, Dean McClosky and Pete Nikas have taken over the Palace from A. M. Rosenbloom. The house will be remodeled, RCA equipment installed, and the name changed to the Ritz.
This film brings
SOUND and COLOR
—with ECONOMY

SONOCHROME expresses every mood of
the picture...or its dominant tone...or its
prevailing lighting...by means of sixteen
delicate tints. And these tints are so adjusted
that they give faithful reproduction of sound.
Thus, Sonochrome supplies two features of
the modern motion picture...sound and color
...at the cost of ordinary black-and-white.

EASTMAN KODAK COMPANY
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DOUBLE CROSS ROADS

MORE EXCITING,
more intriguing, more realistic than that king of underworld romances

"Dressed To Kill"

This one has dialog, songs — and ACTION! Double cross your opposition for a grand clean up.

presented by
WILLIAM FOX

... An all talking movietone drama of regeneration, with
ROBERT AMES  LILA LEE
MONTAGU LOVE  NED SPARKS
GEORGE MACFARLANE
Wilmer & Vincent to Add 17 in Expansion Program

INDUSTRY BILLS DIE AS LEGISLATURE ENDS

Set Two Wide Film Pictures for Sono Art Roadshows

The Mirror
—a column of comment

HERE SEEMS no stop-
ing this Warner aggregation in its tour along the expansion boule-
dard. It forges ahead towards the objective which promises big
profits and security tomorrow as well as today. The foundation on
the making of a delivery in the face of the
setting pretty, financially and other-
wise, is being solidified. Acquisi-
tion of Tobis Klangfilm is one
edication. Acquisition of the
runswick-Balke-Collender music
division is another. These two
important moves the Warners
now, on one hand, captured a
strategic position in the European
und field, and on the other,
av strengthened their homeland
radal. And all the while
box-office operations go merrily on;
Warner Bros. happy in its place
the sun, is out to make it sum-
nier.

* * *

THE SHOW must go on—time,
hat, briefly, is the slogan of the
business firms. Sometimes the cost
making a delivery in the face of
Stablein is much greater than the
ital on the print. And sometimes
a delivery jeopardizes the lives of
en assigned to the task. But the
row's got to go on on time. That's
see keynote of modern film delivery.

* * *

ADIO is functioning as a try-out
ool for the talkers. No sooner
an other talent crashes into the ma-
real-popularity class than it's John
anked by enterprising motion
ure companies. Witness, thereon,
e case of Amos 'n Andy, now
led to transfer their activi-
s the broadcasting to the talker
ñas owing to the lure of the long
een stuff proffered by RKO.

56 MM. Productions to Start at Coast Within Month

West Coast Bureau, THE FILM DAILY
Hollywood—Two wide film produ-
cions, to be made 56 mm., are
scheduled for production by Sono
Art-World Wide, the first to get un-
der way within a month. Both pic-
tures will be specials and will be
broadcashed.

In production are: "The Big Fight"
with Guinn Williams and Lola Lane;
"Reno," with Ruth Roland; "Once
a Gentlemen," starring Edward Ever-
ett Horton; "Mail to Order," with
Julian Eltinge and Betty Boyd, and
"Fool's Gold," with Tom Santschi,
Reed Howes and Philo McCullough.

(Continued on Page 2)

NORTHWEST THEATER MEN MAY ADOPT POOLING PLAN

Minneapolis—Pooling of theaters of the Northwest The-
ater Owners Asn't into one chain may probably be the
principal topic at the annual convention to be held
by the organization on April 22 and 23 at the Nicollet Hotel here. Man-

(Continued on Page 2)

Shubert Appears Against
Automatic Copyright Bill

Washington Bureau of THE FILM DAILY
Washington — Lee Shubert, New York theatrical manager, appeared
before the House Patents Com-
mittee to protest against the enactment of the automatic copyright bill, which

(Continued on Page 2)

Favor Hudson Bill

Chicago—Success of either of the
two Senatorial candidates on the Republican slate in to-
morrow's election will mean
support for the Hudson Bill. Although neither has commit-
ted themselves, Senator Charles
S. Deneen and Mrs. Ruth Mc-
Cormick, if elected, are ex-
p ected to vote for the bill which
will come up for action at the
next session Congress. Both
candidates are dry and since
the anti-saloon league is ardent-
ly in favor of the Hudson Bill, it
is anticipated that the suc-
 cessful member will support the
movement.

(Continued on Page 2)

TAX FRANCHISE HOLDERS FOR OPERATION COSTS

In a communication to Tiffany
franchise-holders, Allied States an-
nounces an assessment of $5.50 to
pay for the increased overhead due
to operation of the plan.

"Machinery is provided in the
franchise for the fixing of exhibition
values and the adjustment of prices
by conference and arbitration, but
even under this arrangement the in-
terests of the franchise holders may

(Continued on Page 2)

Warner-Equity Chain Deal
Reported Set for May 1

Philadelphia—Taking over of the
Equity chain by Warner-Stanley is
now reported as being set for May 1.

(Continued on Page 2)

WARNERS ACQUIRE DISPON CIRCUIT OF 14 HOUSES

Warner Bros. has taken over the
Dispion circuit embracing 14 houses
in New York, West Virginia and
Ohio, announces Spyros Skouras.
Theaters acquired in New York state
are the delicatessen, Family and La-

(Continued on Page 2)

BRITISH PHOTOTONE HIT BY AMERICAN APPARATUS

London (By Cable)—Due to the
heavy importation of American talk-
er apparatus using larger discs and
sound-on-film, British Phototone has
had a net loss of about $30,000 in
its first 15 months of operation.

(Continued on Page 2)

Columbia to Consider
Production in Europe

Advisability of producing pictures in
France, Germany and Spain is one of the chief matters to be con-
sidered by Joe Brandt, president

(Continued on Page 2)
Special Byrd Song

"Welcome Home," a song composed by Fain, Halak and Norman, has been written as a special number for Paramount's "With Byrd at the South Pole." It will be synchronized with the picture and used throughout the country especially during the week of June 19, when the picture will have its premiere at the Rialto, N. Y. and day and date runs in 250 houses.

Northwest Theater Men May Adopt Pooling Plan

(Continued from Page 1)

agement of the houses would come under the supervision of the board of directors, it is believed, if the present plans are carried out. Other important subjects slated for discussion at this meeting are the Copyright Act, which involves the questions of exhibits forholdings and other pictures of Sunday morning, community, and opposition, film prices and service possibilities, chain domination, television, and opposition, film prices and service charges, etc.

Columbia to Consider Production in Europe

(Continued from Page 1)

Columbia, on his present trip abroad, Brandt, who sailed last week on the Levanth, also will conduct negotiations for a wide film and a color process, besides looking outside foreign player talent and material. In London, Brandt will confer with E. Philip Oppenheim, noted author of mystery stories.

Shubert Appears Against Automatic Copyright Bill

(Continued from Page 1)

would permit authors to dispose separately of play, film, book and radio rights. Under the law as it stands at present, the author gets all rights to a play that does not run for 25 successive performances. Beyond that number, the producer has a half share in the film and other rights.

SONO ART WILL PRODUCE TWO WIDE FILM SPECIALS

(Continued from Page 1)

"Circus Parade," based on the Jim Tully story, will later be made with Tully collaborating on the dialogue. Glenn Hunter will return to screen in this picture. Eddie Dowling is also on the program for another and James Cruse, whose picture, "Cock of the Walk" is current at the Roxy, will make another feature.

Tax Franchise Holders For Operation Costs

(Continued from Page 1)

suffer unless their representatives in such deliberations have accurate information as to the rates and needs," says the communication. Continuing it reads: "This association will discharge the obligation it assumes in the franchise plan to the best of its ability and it will need to have the cooperation of the franchise holders if its efforts are to be in any degree successful. The amount asked, it is explained, "will take care of the cost of setting up records, clerical assistance, addressograph printing, etc." A questionnaire attached, an interesting discussion among other things, the kind of pictures the exhibitor prefers. Another question reads: "In fairness do you think there should be a revision of exhibition values next year either upward or downward, or would you be satisfied if the average of the current year was maintained."

Dallas Men to Attend Ark. Equipment Meeting

(Continued from Page 1)

general manager of the Buffalo Engineering Co.; E. S. Segall, secretary of the King Studios; Irving S. Melcher, manager of Southwest Electrical Products Co., have left here for the confab.

Allied of Texas Plans 15 District Meetings

Dallas—Fifteen district conferences will be held by Allied Theater Owners of Texas during the latter part of April and early May. The first meeting will take place April 21 at Greenville to be followed by conferences at Henderson, April 22; Corinth, April 23; Houston, April 24; Brenham, April 25; Corpus, April 26; Victoria, April 29; San Antonio, April 30, and April 30 (tentative); Abilene, May 1; Waco, May 2; College, May 5; San Angelo, May 6; Rotan, May 7; Amarillo, May 8; Gainesville, May 12. Col. H. A. Cole, manager, will explore shortly to arrange final details of the meetings.

Capitol Books Columbia Film

Columbia's "Ladies of Leisure" has been booked into the Capitol for its New York premiere.
Vitaphone Varieties now brings new potent showmanship elements to the short feature field with this sensational series of "BELIEVE IT OR NOT"

By ROBERT L. RIPLEY

"BELIEVE IT OR NOT" commands a popular appeal second to no other feature of its kind on the screen.

Ripley is the highest paid artist in America today.

He receives more than 2500 letters a day.

He has a daily audience of more than twenty million readers in 220 newspapers in which his "Believe It Or Not" drawings appear.
Chicago's premier showmen play Fox in their Publix theatres because their audiences demand the best entertainment, and when you talk "best" you naturally mean Fox.

Elinor Glyn's sensational Movietone love drama!

**SUCH MEN ARE DANGEROUS**

*with*

Warner Baxter
Catherine Dale Owen
and
Hedda Hopper
Claude Allister
Albert Conti
Bela Lugosi

Bigger than "Sunny Side Up"!

**HIGH SOCIETY BLUES**

Movietone Musical Romance

*with*

Janet Gaynor
Charles Farrell
William Collier, Sr.
Hedda Hopper
Lucien Littlefield
Louise Fazenda
Joyce Compton

Directed by David Butler

The Gold Medal Melodrama!

**MEN WITHOUT WOMEN**

*with*

Kenneth Mackenna

Farrell Macdonald
Stuart Erwin
Paul Page

Frank Albertson
Warren Hymer
Walter McGrail

Directed by John Ford
Happiness in Every Box Office!

HAPPY DAYS

with

100 star performers of stage and screen—singing, dancing and clowning in a spectacular movietone romance

Directed by

BENJAMIN STOLOFF

Coming for Extended Run
ROOSEVELT Theatre

Outdoor Romance
Greater than “In Old Arizona”!

THE ARIZONA KID

with

WARNER BAXTER
MONA MARIS
CAROL LOMBARD MRS. JIMINEZ

An Alfred Santell Production

Coming for Extended Run
McVICKER’S Theatre

America’s Favorite Laugh-Getter

WILL ROGERS
in

SO THIS IS LONDON

Repeating his Hilarious Success in “They Had To See Paris”

with

IRENE RICH MAUREEN O’SULLIVAN FRANK ALBERTSON LUMSDEN HARE MARTHA LEE SPARKS

Directed by John Blystone

Coming for Extended Run
ROOSEVELT Theatre

Hot for Cold Cash!

HOT FOR PARIS
merriest of movietones

with

VICTOR McLAGLEN FIFI DORSAY POLLY MORAN EL BRENDEL

Story and direction by

RAOUL WALSH

Now Playing
McVICKER’S Theatre
Western Electric Quality for $2950

The sound equipment accepted as the world’s standard—at weekly average rental as low as $42.28, including service.

Small theatres can now use the earning power of Western Electric equipment to make rental payments out of weekly income—without down payment.

New equipment designed by Bell Telephone Laboratories, and economies of large scale production and distribution—bring within reach of every theatre a proven box-office stimulator.

Supervision by ERPI engineers assures the same high quality installations as in over 5,500 Western Electric equipped theatres.
Service. Electrical Research Products’ organization assures for the life of the contract the same efficient service that gives these theatres 150,000 performances weekly with almost no interruption.

This new plan applies to all types of equipments, including those for the larger theatres.

Shipping dates will be scheduled in the order of acceptance of contracts.

Complete information and survey of your theatre’s requirements may be had quickly by communicating with our nearest sales office.

Electrical Research Products Inc.

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367 Main St.  
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214 So. Tryon St.  
CHICAGO, ILL.  
910 Sth Michigan Ave.  
CINCINNATI, O.  
617 Vine St.  
CLEVELAND, O.  
925 Euclid Ave.  
DALLAS, TEX.  
1700 Commerce St.  
DENVER, COLO.  
821 17th St.  
DES MOINES, IOWA  
507 Grand Ave.  
DETROIT, MICH.  
2111 Woodward Ave.  
INDIANAPOLIS, IND.  
17 W. Market St.  
JACKSONVILLE, FLA.  
317 W. Forsythe St.  
KANSAS CITY, Mo.  
125 W. 10th St.  
LOS ANGELES, CALIF.  
7046 Hollywood Blvd.  
MEMPHIS, TENN.  
8 No. 3rd St.  
MILWAUKEE, WIS.  
196 W. Water St.  
MINNEAPOLIS, MINN.  
12 So. 6th St.  
NEW HAVEN, CONN.  
185 Church St.  
NEW ORLEANS, LA.  
150 Baronne St.  
OKLAHOMA CITY, OKLA.  
119 No. Robinson St.  
PHILADELPHIA, Pa.  
123 So. Broad St.  
PITTSBURGH, PA.  
436 7th Ave.  
ST. LOUIS, MO.  
1218 Olive Street  
SALT LAKE CITY, UTAH  
200 So. Main St.  
SAN ANTONIO, TEX.  
305 W. Travis St.  
SAN FRANCISCO, CALIF.  
1 Montgomery St.  
SEATTLE, WASH.  
1326 Fifth Ave.  
WASHINGTON, D. C.  
1435 G St., N.W.

Western Electric Sound System

The Voice of Action

Northern Electric in Canada
ALL through motion picture history the independent producer and distributor has been the virtual "safety valve" that has kept this industry free from monopoly; he has kept alive competition that has maintained a consistency of quality in product and, too, has held costs within reason. His fight to remain in business without theaters of his own as an assured outlet for his product has been a game battle. The independent distributor is the greatest friend of the independent exhibitor and a boon to the welfare of this industry.

**Associated Publications**

**Bringing Plays Literally to Screen Caused Many Failures**

The most dreadful failures in talkie talkies happened when we attempted to make a "faithful" photograph of a stage play, without regard for the distinctive advantages of the screen technique.

**Suggests New Designation for Silent Picture House**

**SHORTLY,** when we speak of a "cinema" we shall think of a wired house; some other term will have to be devised for the establishment which carries a "silent" policy into the last ditch. This does not necessarily mean that the silent film is dead, or even doomed; but the silent theater already wears an obsolescent appearance. One of the most interesting problems for speculative members of the trade is, in fact, to decide whether a "revival" of the silent film, if it is likely to occur at all, can take place in theaters which are a percentage per cent talkie equipped.

"The Daily Film Renter,"

London

**WARNER BAXTER** is due to arrive in the Big Town tomorrow morning for a four weeks' respite from the Fox lot in Hollywood, and incidentally for his first Eastern visit in three years. He stopped off in Columbus to receive the congratulations of the old home town for having been awarded the M. P. Academy honor for the greatest performance of 1929. Otis Skinner, now touring in "Papa Juan," is due to reach Hollywood about the end of this month to start under his First National contract. Julian Johnson, Paramount associate producer, has arrived here from the Coast, to edit the Byrd Expedition film. Mitzi Green, Paramount's youngest featured player, arrives in New York today to make personal appearances at local Paramount houses.

**Eddie Cantor** and family have ensconced themselves in the Beverly Hills home of Byron Morgan, author, who is going to Europe for a sojourn. Florenz Ziegfeld is expected to land on the Coast shortly in connection with the filming of Eddie Cantor's vehicle, "Whoopie." under the Sam Goldwyn banner, after which Ziegfeld is expected to start his own company.

Jack Buchanan, English musical comedy star, may linger for a while in the film capital, with M-G-M having contracted to give him lots of work after he finishes "Monte Carlo" for Paramount.

**Jew Fields** is back in New York after making a feature picture with Joe Weber for M-G-M on the West Coast, and he will now turn his famous dialect in the direction of the Vitaphone microphones, being signed for a series of Varieties. Rudy Vallée will make a speech to the sales force of George F. Baker & Co., 1457 Broadway, at noon tomorrow, on the subject of salesmanship from an author's standpoint. Frederick Lonsdale, English playwright, who nearly was signed a few months ago by Joseph M. Schenck to write for the talkers, is due in port tomorrow aboard the Olympic.

**Howard Dietz** and Felix Feist return to New York today from conferences with M-G-M officials on the Coast, Harold Raives, former local exhibitor, has joined the Vitaphone home office staff. Among the industry's song writers to be heard over the radio last night were Sammy Fain and Benny Davis, who is appearing at the Capitol this week. Sammy sang on the Majestic, while Benny was featured on the major Bowes Capitol Family program. Among those drumming cakes at Sardi's the other day were Maxene Dietrich, Laura La Plante, Mrs. Josef Von Sternberg and Frank Cambrin. Al Bundy has booked "The Conquest of the Cascades," General Electric talking short, into the Roxy, where it is now current.

Sarah Y. Mason, writer for M-G-M, is bound for a European vacation aboard the Leviathan.

**April 14---Many Happy Returns**

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

- Morris Small
- William Steiner
- Walter Petrie
- George B. Franch
- R. L. Hill
- Gene Towne
- Claire Windsor
- Elizabeth North
- Ralph J. Dietrich

**RKO Gets Behind Pathe's "Feline Fighter"**

For the run of "A Feline Fighter," Grantland Rice Sportlight in RKO Greater New York houses the circuit is featuring this single recliner in all its heralds, one, three and twenty-four sheets. Action photos and lobby displays have been supplied by the Van Beuren Corp.

**Patrons Write**

**Title Squibs**

One little variation of an old favorite is paying big returns in stimulated business to Fred Glass, manager of the Fox Theater, McCook, Nebraska. In the McCook Daily Gazette, he ran a half page ad listing all the coming attractions for the month of March and then offered free tickets for the ten best readable sentences improvised using the titles.

**Usher Stunt Will Cause Comment**

Through arrangement with a newspaper, a story is run that a theater usher will pass through the city at a certain time distributing passes to those whom he overhears conversing about the feature. Here is a new angle, that with a little ingenuity can be played up big.

"T" Puzzle Announces "Luminox" Showing

The Imperial, Ottawa, imprinted facts about their showing of "Luminox" on four pieces of a "T" puzzle. The puzzle required an arrangement of the four sections so as to make a perfect T. While being amused people had the facts about the showing before them.

**Ten Years Ago to-day**

T. O. C. C. votes to back N. Y. State Exhibitors League in its fight against deposits.
60,000 Seating Capacity Added to RKO Circuit

"FULL STEAM AHEAD!" SAYS WINNIE SHEEHAN

M-G-M Launches $1,000,000 Building Campaign

Good-Bye Hip
—the show must go on
—By JACK ALICOTO—

HOW THIS WORLD in general and industry in particular does move. Twenty-five years ago last Saturday the Hippodrome first opened its doors. The crowds were enormous and speculators charged 20 frogs a passport. At that time it was the finest and greatest theater in the world, and, by way of relativity, pictures were then being shown in store-rooms and women had not forgotten how to blush. Barely 20 years later this great playhouse is considered old-fashioned and for the past five years has been doomed to the scrap heap. Perhaps in this instance the location was wrong in the first place. At any rate it points to one rather fateful fact, that, although a quarter of a century is a comparatively short span of time, it is more than the average life of the ordinary theater, large or small. Amusement, and the manner of serving it to the public, must be marked by certain definite progress with each new year. The so-called showman and theater owner who is not constantly up with the parade is soon left standing by the wayside. Such has been the history of the show business since its beginning.

A Roman Holiday

New York's street cleaning and sanitary squad turned to exploitation for diversion one day last week and the result was a Roman Holiday. Every bit of advertising appendage from the front of Broadway houses

(Continued on Page 2)

Two Sound Stages, Lab. and Power Plant to be Built

West Coast Bureau, THE FILM DAILY

Los Angeles—a $1,000,000 building campaign has been launched by M-G-M in preparations for requirements of the new season. Two sound stages, a laboratory and a central power plant are among the items on the construction program.

Production activity has reached the season's peak at the M-G-M studios.

(Continued on Page 8)

SPANISH TALKER FIRM LAUNCHED IN MEXICO

Mexico City—Production of Spanish talks is to be undertaken here by Maurice A. Chase, president of Empire Productions, Inc., it is announced following acquisition by the company of about 250 acres of land in the suburbs.

"Journey's End" Sets B. O. Record for Gaiety

Breaking the "Sunny Side Up" record, the Tiffany picture, "Journey's End" corralled $7,500 in its first five days at the Gaiety, New York. Four shows are being given on Saturday and three on Sunday.

RKO Confirms Libson Deal and Six New Acquisitions

AGENTS NAME COMMITTEE TO MEET WITH PRODUCERS

West Coast Bureau, THE FILM DAILY

Los Angeles—Grant Dolge, Morris Small, Dave Thompson, Myron Selznick and Eddy Sillton comprise a committee appointed by the agents to confer with the M. P. Producers' Ass'n for the betterment of agency conditions.

In confirming the deal, reported exclusively last week in THE FILM DAILY, whereby RKO acquired control of Ziegfeld's "Hippodrome," the RKO announced that additional houses have just been taken over, the entire deals giving RKO 60,000 additional seating capacity. The latest group consists of the Oriental, one of the largest in Detroit; Rivoli and Palace, Toledo; Lincoln, Trenton; and State and Capitol, Union City, N. J. Two houses in Grand Rapids

(Continued on Page 8)

Frozen Out

If you run into Tammany Young with a pad look on his classic features, here's why: Fred Newmeyer, directing "Queen High" at Paramount's Lisbyr stude, had Tammany picked for the role of an iceman, but substituted a Frigidaire.

HUTTON REPORTED BEHIND ZIEGFELD'S FILM PROJECT

E. F. Hutton, prominent banker, is reported to be the backer of Florenz Ziegfeld in the "billion dollar" publishing company to be launched after the completion of Eddie Cantor's "Whoopie," in which Ziegfeld is associated with Samuel Goldwyn. "Simple Simon," in which Ed Wynn is now starring on the New York stage, may be Ziegfeld's first production on his own. Ziegfeld is now en route to the Coast.

First German Color Film

Berlin (By Cable)—"The Nun of Heiligenworth," first German color talker, is being produced by Detota. Rolf Raffe is director, with Liane Haid starred. Release is expected in May.

Fox Plans for Five Years to be Made at May Convention

With completion of its financial arrangement, which is expected to yield the company's stockholders and employees all are taken care of apparently to the satisfaction of everyone, full steam ahead has been ordered for the Fox organization and the company starts work immediately on the biggest program in its career. Winnie Sheehan, general manager, told THE FILM DAILY yesterday in an interview:

"I have just talked to the studios in California," Sheehan said, "and

(Continued on Page 8)

FOX ADDS 4 BIG NAMES TO PRODUCTION ROSTER

Fox has added four more "big names" to its production roster. George and Ira Gershwin will soon leave for the Coast to write music. Joseph Urban, famous designer, architect and artist, will leave June 30 to do sets for "A Connecticut Yankee in King Arthur's Court" and "The Man Who Came Back." Ruben Goldberg, cartoonist and writer, departs tomorrow to do the story on a picture tentatively titled "Soup to Nuts," which will star Ted Healy.

Pathe Sales Confabs

Begin May 21 in A. C.

Annual regional sales meetings of Pathe will be held in three cities this year, the first taking place in

(Continued on Page 8)

Stahl with Universal

West Coast Bureau, THE FILM DAILY

Los Angeles—John M. Stahl has been signed to direct for Universal.

Plenty Talky

Mary Pickford's next picture "Forever Yours," which Marshall Neilan will direct, contains 37 speaking parts.
Good-Bye Hip
—the show must go on
(Continued from Page 1)
It was stripped off and carried away.
It is probably a good thing that even
the marquees were nailed down.
It all happened under a city ordinance
that I used as a result of
the argument now waxed long and
merry between the two schools of
exploitation.
The modernists say the art was
lost in the bar. The picture-
biz is now grown up and should act
dignified.
The stand-patters say that
it is still the show business and
nothing else but, and, no matter how
you slice it, the more red and orange
paint and printer's ink used and
the more bright flags flying, the better.
As far as we are concerned, it's a tie.
Roxy, Artist
There is an exceptional bit of
artistry on display at the Roxy
theater. It is called "Man of France" and
refers to the French players and their
presentation by the old maestro, Roxy himself.
It is elaborately and beautifully
conceived and as daintily and artistically
presented. All in all, it is as
delightful a 10 minutes as one will find
on any stage, anywhere.
Publix Appoints Gill
Minnesota District Head
Minneapolis—Publix has appoint-
ed Clifford Gill, former district
manager for Fox Metropolitan houses in
New York, N. J., to district
manager of the central Minnesota
division. He will work under Ed Prinzen,
Prior to his New York appoint-
ment, he was manager for Fox Midwest at
Milwaukee.
Fay Forms Stock Company
Providence—Edward M. Fay has
formed the Providence Stock Co. to
take the place of the disbanded
Albee Stock Co., discontinued by RKO.
The organization, which has played
each summer at the Albee theaters,
will open at the Carlton April 28.
Simon Gould to Produce
Simon Gould, founder of the film-
art movement in America, has quit
the Film Guild Cinema and is leav-
ing the field of exhibition to enter
the production and distribution branches.
He is now considering offers from
several companies and plans to spe-
cialize in foreign productions.

Cuban Manager Arrives
Nat Liebeskind, Cuban manager
for Warner Bros. and First National,
arrived in New York yesterday to con-
cer with home office executives,
preparing them to receive new
pictures in the Cuban territory.

Mother Knows Best
Dallas — A resolution has been
passed by the mothers of the Dallas
Parents-Teachers' Ass'n requesting that the
city commission appoint a group of
the mothers to preview all pic-
tures before being shown at
local houses. The move was
taken as a result of Mayor
Tate recently abolishing the
local censor office.

H. H. Buxbaum to Give
Luncheon at Fox Branch
Harry H. Buxbaum will hold a
get-together buffet luncheon at the New
York Fox exchange Thursday
for exhibitors, exchanges and
salesmen. Wipfield Sheehan, James
F. Grainger and other executives from
the home office are expected to
be on hand. Warner Baxter, who
arrives from the coast today, also
will be present.

Press Agent for Academy
West Coast Branch, THE FILM DAILY
Hollywood — Academy of Motion
Picture Arts and Sciences is expected
to engage Chilton Wunder of Ranch-
est, N. Y., to handle its public
relations work.

"Buys "Strictly Dishonorable"
Universal has bought the Broadway
stage hit, "Strictly Dishonorable," as a starring vehic-
le for John Boles. By the terms of the contract,
which includes television rights, Uni-
verse guarantees the author, Pres-
ton Sturgis, and the stage producer,
Brock Pemberton, $125,000.

Bob Gary With Windsor
Ceil Maberry, distributor for the
Windsor in Mississippi, and R. C. "Bob" Gary
as a special road show exploiter.

ELMER PEARSON
Business Counsel and
Producers' Representative
225 EAST 45TH STREET N. Y. C.
**Timely Topics**

A Digest of Current Opinion

**Importance of Projectionist Emphasized by Film Critic**

**THE** impression is widespread that the faults and virtues of sound reproduction lie almost wholly with the actual taking of the picture, and that the operator in the theater has only to press a few buttons and thereafter superimpose the sound while it unreeled itself. That this misconception should be so prevalent is only natural when you consider the enormous publicity which centers around the picture studios and the corresponding obscurity of those less glamorous spots whose duties are shrouded in technical mysteries.

*Thorton Delehaney in New York Evening Post*

**Gives Ethics Code Lessons Danger of Federal Censorship**

**THE** Hearst organization has adopted a code of ethics for the production of talking pictures. Adherence by the producers to this code will do much to relieve the outside pressure of the legislative bodies, and eliminate all necessity for Federal censorship. It will be more beneficial and far more effective to do our own house cleaning than to have the Federal government find it necessary to do it for us.

*Motion Picture Record*

**Give Talkers Time to Grow In Artistic Stature, Says Doug**

We have all spent years perfecting the silent pictures. We knew exactly what to do, when along comes a new invention and the world expects pictures in a few months as complete and as artistically perfect as the silent pictures that have been growing in perfection for twenty-five years.

*Douglas Fairbanks*

---

**DID YOU ever hear of a company being happy because the sheriff was camping on its doorstep? That's just how Tiffany feels about R. C. Sherriff, author of "Journey's End." Al Selig, after reading all those smash box-office reviews, sez they should have called it "The Gold Rush."**

*Terry Ramsaye told the Ohio Educational Conference that films will soon replace textbooks in the classrooms. He told them it would be nice if they ran a Pathé Review in between the study films in the classroom, and the 6,000 delegates got up and cheered...*

**Lillian Gish** opens in a stage play at the Cort theater, a Roy D'ArCY is on the boards at Webra's Flatbush house. Armida is featured out of Palace vaudeville bill, and if this backto-the-stage movement keeps up, a lot of Hollywood extras will get a chance to work in the films...John Murray Anderson arrives in New York tomorrow to consult with Roxy on the premiere of Paul Whiteman's "King of Jazz." That makes three kings—a nifty hand for any theater to open a premiere with...

---

**GIVING OUR** little hamlet on the Hudson the hello and goodbye we note a person quite well known by the name of Jesse Lasky who will hark back from the Continent about May 12 and then steer into the Paramount riot of conversation known as a sales convention, to be staged at Atlantic City May 16...also Marlene Dietrich, the German fraulein with the bewitching tilt of chin and shins, leaves today for Hollywood. And after viewing those rare charms, a dumb ship news reporter was worried about her accent in the talkies. Another reporter sez: "Must you LOOK at her accent?"...Also seen on Broadway was Harry Lauder in kilts, but he was not doing a Rockefeller and giving away new dimes to newsboys...probably couldn't find his pocket in his skirts...

---

**FREDERICK LONSDALE**, architect of clever dialogue plays, trips blithely down a gangplank today and titters immediately to the Coast to adapt "Spring Cleaning" for Paramount...which reminds us that M-G-M's Public Relations department on the third floor has had a spring cleaning—walls all washed and painted. Probably to give John Held, Jr. a chance to draw his funny-legged people in between art assignments. And some morning Bijlly Ferguson and the rest of 'em will enter their offices, scan the decorated Held walls, and say, "Really, I've got to cut it out..."

---

**Jack White** of the comedy short contingent is breaking bread—or is it matzoths?—with Earl Hammons of Educational...And because we personally like matzoths, we bought ourselves package from our delicatessen dealer, and ever since he's been talking to us in Yiddish...Why not give F. Wynne-Jones a hello at the Poly Clinic Hospital? He's recuperating from a second operation...Hal Skelly, lounging round the Lambs, misses a few familiar faces, and opines they are bleeding in Wall Street. Hal expects to hit the RKO lot right soon.

---

**AND NOW**, fellow Boy Scouts, don't forget to read your little bedtime story tonight, and dash down to the office tomorrow to grab your favorite columnist. ("What is our favorite column? Why, what a foolish question to ask!"")—and maybe you will read there something worth while. One never can tell, can one? As Abe Lincoln once said: "You can't fool 'em all the time, even though you are a columnist."

---

**EXPLOITETTES**

A Clearing House for Tabloid Exploitation Ideas

**TIES UP WITH STORE MANAGERS FOR FORMER CUSTOMERS**

*IVAN I. ROSENBAUM, manager of the Richmond, Va. Capitol, is using a stunt which is proving helpful to both his house and merchants who are anxious to regain the trade of former customers. Every week a radio station announces in behalf of a merchant, the names of three customers who have not traded with him in some time and adds that they will receive free tickets to the Capitol if they call at his store.

*IVAN I. Rosenbaum, Richmond, Va., Capitol*

**Laundry Tie-Up for "Lummoxx" at Kansas City**

*THROWAWAYS were distributed in every package of laundry sent out by the Every Family Service to exploit Loew's Midland showing of "Lummoxx" at Kansas City. Handbill read, "Don't be a Lummoxx" and carried facts about the laundry service and the showing. 10,000 bills were distributed in this manner.*

---

**MANY HAPPY RETURNS**

**April 15**

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

*James Jeffries*

*Richard C. Travers*
Zowie
HERE'S A HIT!

LOOK OVER THESE STILLS AND GET READY TO CHEER

RIVALRY

ROMANCE

GAIETY

DRAMA

ACTION

SONG

BEAUTY

REALISM

CONFLICT

EXCITEMENT
"looks like a wow!"

"a million dollar draw!"

"a natural from every angle!"

"what a bet this should be!"

"AND a box-office bet it IS!"

Joseph M. Schenck presents

DOLORES DEL RIO

IN

"THE BAD ONE"

WITH

EDMUND LOWE

TWO OF SCREENDOM'S GREATEST MONEY STARS IN A SMASH HIT THAT HAS S. R. O. WRITTEN ALL OVER IT

Picture Dolores Del Rio as a rollicking flirt, the dancing favorite of a waterfront cafe. Immune from love, she makes overtures to all the men customers to humor them into squandering away their money. Dolores Del Rio in a gay, breezy, colorful role, the most dynamic portrayal of her career.

Edmund Lowe elaborates his success in "What Price Glory?" and "The Cock-Eyed World" as a wise-cracking great lover of the Seven Seas, a two-fisted, rough-and-ready hombre, with a girl in every port. Watch him fall for Dolores. Tempestuous sweethearts, they wage the battle of hearts along the colorful waterfronts and carry it on past the mires of misunderstanding and temperament to triumphant glory.

The master achievement of director George Fitzmaurice's career.

Big time stars, a big time supporting cast, a whooping good story, romance, fun, adventure — "The Bad One" measures up to the highest box-office standards. It's slated for record highs. Fit it into your schedule now and smile the smile of a wise showman.
Fowler Studio Starts On Definite Schedule

With the return of Herman Fowler, head of the Fowler Studios, from an important business conference in Chicago with the National Alliance of Independent Theater Owners, production is being planned at the Beachwood studios of the company to start on a definite schedule.

Fowler announced that while in the east he opened his new Chicago exchange, making the fourth exchange to be opened by this company since February this year.

Series six, seven, and eight of the "Fowler Studio" series have been completed, bringing the total number of these short vaudeville numbers up to forty single reels out of the 156 originally planned for the year or nearly a third of the program.

Columbia Gets "Brothers"

Columbia has purchased screen and dialogue rights to "Brothers" and Bert Lytell will play his original stage role in it.

"Molosoff" for Rogers

Buddy Rogers will be starred in "Molosoff" by Paramount as soon as he finishes work in "Follow Thru."

Bancroft Back from Vacation

George Bancroft has returned from a vacation at Palm Springs.

Peers Instead of Bronson

Joan Peers has replaced Betty Bronson in "Rain or Shine," Columbia film in which Joe Cook will be starred.

Ames in "Holiday"

Robert Ames will play opposite Ann Harding in "Holiday," which E. H. Griffith is directing.

St. John in "Two Eggs"

Al. St. John has been signed by Paramount for a role in "Two Eggs" to be directed by Monte Carter.

Durkin in "Tom Sawyer"

Junior Durkin has been cast by Paramount to play the name role in "Tom Sawyer," which is being remade as an all-talker. John Cromwell has been assigned the direction.

Report King May Quit P-F-L

Dennis King will not make a second film for Paramount, according to reports.

Carl McBride Promoted

Carl McBride has been promoted to direct Vitaphone shorts.

Rennie With First National

James Rennie has been signed by First National on a long-term contract.

Roles for J. C. Nugent, Zusy Pitts

J. C. Nugent and Zusy Pitts are added to the cast of M-G-M's "The Big House."

A Little from "Lots"

By RALPH WILK

CRANE WILBUR is busy at M-G-M. His "Children of Pleasure" was recently produced at the Culver City studio and he is now at work on an original. His sketch, "The Rope," attracted much attention at the Writers' Club.

Melville Brown is one of RKO's busiest directors. He is now directing "She's My Weakness" (formerly "Tommy"), following which he will direct "The Silver Horde." He also held the megaphone on "Lovin' the Ladies," starring Richard Dix. He also directed Dix's initial picture, "The Love Doctor," which was made by Paramount.

Alice O'Neill, who designed the costumes for "Bride 60," "Coquette," "Be Yourself" and other United Artists' pictures, will furnish the costumes for Irving Berlin's initial picture at the U. A. Studio. Miss O'Neill also designed the costumes for "Married in Hollywood."

Fred Guiol, former Hal Roach director, is directing "Lonesome Husband," a Pathé comedy short, starring Gene Morgan. This is Guiol's third picture at Pathé.

Van Nest Polglase, head of the Paramount art department, has returned from New York, where he hobnobbed with Charles "Chick" Kirk, William N. Sautler, Ernest Gebhardt and other former associates. Polglase was a member of the Paramount Long Island studio art department before coming to the coast.

Joseph Santley, who has just completed directing "Swing High for Pathe, his first production on the coast, has been presented with a silver megaphone with the signatures of 58 members of his company as a token of esteem.

Al Bonsberg is spending his vacation in Honolulu. The M-G-M writer is expected to return with a fresh supply of Hawaiian jokes and anecdotes.

Sam Wineland has completed the synchronization of the foreign versions of "Halluciajus," "Chasing Rainbows," "It's a Great Life" and "Devil May Care." William Axt did the scoring of the music.

Lea Tover, who gained his early camera experience in the East, has started work on his ninth RKO picture, "Tommy." He also was in charge of the photography on "Street Girl" and "The Vagabond Lover."

Crooker to Write for Fox

Another author has been added to the Fox staff of writers with the signing of Earl Crooker.

Mavis Opposite McLaglen

Victor McLaglen's leading lady in "Dust and Sun" will be Moma Maris. Regis Toomey and Mrs. Suslim Jinney also will be in the cast.

Hamilton in "Are You There?"

Fox has signed Lloyd Hamilton for a principal role in "Are You There?" Beatrice Lillie starring vehicle.

Brown in O'Brien Film

Opposite George O'Brien in "The Last of the Dames" will be Lucille Brown. A. F. Erickson will direct for Fox.

Signed for "Rain or Shine"

Columbia has signed Dave Chasen and Tom Howard for "Rain or Shine," in which Joe Cook will be starred.

Eleanor Hunt for "Whooppee"

United Artists has selected Eleanor Hunt to play opposite Eddie Cantor in the talker version of "Whooppee." Her role in this film will mark her debut in pictures.

Report Claire May Sign

Ina Claire, who was recently released from her contract with Pathé, may sign with M-G-M. according to reports.

Radio Buys Site

Radio has purchased a site on Marathon St. and N. Windsor Blvd., which is adjacent to the studio.

M-G-M Signs Oscar Straus

Oscar Straus, Viennese composer, has been given a contract for work exclusively at the Metro-Goldwyn-Mayer studios, it is announced.

Maynard Completes Contract

Ken Maynard has completed his contract with Universal.

6 More Pathes Finished

Completion of six more comedies for the new season is announced by Pathe, bringing the total completed to date to a dozen. They are "Rich Uncles," "Half Pint Polly," "America or Bust," "Two Eggs," "A Royal Flush" and "Two Lonesome Husbands."

Davies' Title Changed

"The Floradora Girl" is the final title of Marion Davies' latest M-G-M picture, "Sugar and GUME Nineties," Harry Beaumont directed.

Fox Signs Soussannin

Nicholas Soussannin has been signed by Fox for a role in Beatrice Lillie's "Are You There?"

Metropolitan Studios Giving Sound Service

Metropolitan Sound Studios has made the services of its special effects department available to various producers of sound pictures, with the result that a great variety of multiple exposure combinations sound are being used currently in some of the leading talking pictures coming from the studio.

Howard A. Anderson, for a long time associated with Thos. H. Inc. Cecil B. DeMille, and Pathe, specializing in optical printing effects and miniature shots of all kinds, has been placed in charge of this department at Metropolitan.

New developments in optical printing and in multiple exposure sound tracks, have made it possible to develop much more striking effects even than were possible along this line in silent pictures.

Fox and Pantages Jointly to Operate L. A. House

Los Angeles—Fox West Coast will operate new house being built on Argyle St., in conjunction with Rodeoy and Lloyd Pantages. The house will be opened in May.

2 Maynard Films Retitled

Universal has changed the titles of Ken Maynard's final two pictures of the 1929-1930 program. "Song of the Saddle" is now "Sons of the Saddle," while "Hidden Valley" has become "Song of the Caballer.""

2 Writers Signed by Warner

George Rosener and Wilson Col- lison have been placed under contract to write for Warner.

Joseph Jackson Is Re-Signed

Warner has placed Joseph Jackson, screen writer, under a new long-term contract.

Wylers Contract Renewed

Universal has renewed its contract with William Wylers.

Radio Signs MacLoed

Radio Pictures has signed Norman MacLoed, writer, cartoonist and film director, to write and direct.

Murfin Adapting Beach Novel

Jane Murfin is adapting "The Iron Trail," Rex Beach novel, for Radio.

La Verne in "Lincoln"

Lucile La Verne will have an important role in D. W. Griffith's "Abraham Lincoln."

Harry Brown Directing Western

Harry Joe Brown is directing "The Call of the West" for Columbia.

Football Stars in Warner Film

A team of All-American football players will be used by Warner Bros. in a forthcoming picture, as yet un-titled.
**PRODUCTION IN THE EAST**

**WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS**

**RISTOLPHONE STARTS NEW SERIES OF SHORTS**

The Ristolphone Corp. is resuming production at their studio in Bristol, Conn., with a series of shorts starring Felix Fernandez and his band, the Ira Simmons, Bus. mgr., is in charge, with A. G. Penrod and Charles Harten, cameramen, assist.

**Paramount Adds Annex**

Paramount's Long Island studio property in Astoria has been enlarged with the addition of an annex directly across the street from the main building. The studio production force now numbers 58 persons, exclusive of the laboratory.

**D'Arrast to Direct Here**

Harry D'Arrast has arrived at theParamount Long Island studios and will begin preparations for a two-reeler, "Laughter," in which Nancy Arroll will probably be starred.

**McGowan Adapting "Heads Up"**

Jack McGowan, who collaborated with a number of successful musical comedies including "Heads Up" and "Flying High," has been engaged by Paramount to work with Robert Cretnik on the screen adaptation of the former play, which goes into production at the Long Island studios about the middle of May.

**Argentinitta Filmed**

Argentinitta, made a short for Paramount here last Thursday, one day before sailing for Spain where she will open her own theater. She was accompanied by her guitarist and a piece orchestra. Frank Cavetti directed.

**Olivette at Palace**

Immediately upon completing her role in the film version of "Queen High," Nina Olivette will resume her vaudeville tour, opening at the Palace, New York, April 19, with an acting company of twelve boys.

"See You in Jail" Finished

"See You in Jail" has just been completed for RKO with Mark Sandrich directing. The Italian team of Nick and Tony are featured in a two reel comedy which has a stage setting.

**Henley to Coast**

Hobart Henley, who recently completed the direction of "The Big Ond," starring Maurice Chevalier. Leaving for the Paramount West Coast studios this week to make one picture, after which he will return to New York.

**Short Shots from New York Studios**

**ANN SEYmour, musical comedy comedienne, who scored in "A Night in Venice," stars in "Song Paintings," a new Vitaphone Variety made at the Eastern Vitaphone studio. Miss Seymour used a number written especially for her film, titled "My First Rendezvous."**

**Frank Morgan begged to be excused when Director Fred Newmeyer asked him to ride a horse during a sequence in "Queen High," now rapidly approaching completion at the Paramount Long Island studio. The reason is that Morgan took a crupper recently while attempting to make a high jump at Jack McGowan's farm in Connecticut. Now he's off horses for good.**

**The action of "Money, Money, Money," a Vitaphone short featuring Homer Mason and Marguerite Keeler, has been enacted in real life by this couple who have watched their real estate investments, both bought in Hollywood, multiply in value.**

**Cutting up is just a job to Emma Hill, one of the busiest film cutters at the Paramount Long Island studios who no sooner finished work with "The Big Pond," both sound and silent versions, than she was assigned to both versions of "Young Man of Manhattan."**

**Harry J. Couley, featured in many Broadway revues, took his company of comedians to the Vitaphone studios in Brooklyn to make a new Vitaphone Variety, "Slick as Ever."**

**Olive Sheen and Bill Quinn, the still photographer, celebrated a reunion last week. Two and one-half years ago Olive cut her high school classes to earn in "The News Parade," in which Bill was working. They're together again on Lew Fields' Vitaphone short, this time. Miss Sheen has the feminine lead.**

**George Meyers may have had hitches and downs at the Paramount Long Island studios but now everything is strictly on the up and up since he has been promoted to the recording room. Here's wishing the boy luck in his new job.**

**Working with Murray Roth and other Vitaphone directors, Marge Beltzline is gradually completing the transition from live stenographer to script girl. And what a change!**

**EDITH SHELTON, one of the featured dancers in "Queen High," has also served as model to most of the country's leading artists, including Jas. Montgomery Flagg, who pronounced her "the ideal American girl."**

**Lee Morse, recording artist and vaudeville headliner, who has recently come to Paramount on "The Lassiet Gal in Town," was the "hottest gal in town" between completing a Vitaphone short at the Warner studio and opening at the Palace theater, last Saturday.**

**Sunny Fain, who, with Irving Kahal, writes many of the catchy song numbers featured in Paramount productions, was guest artist over the Majestic radio hour last Sunday evening at which time hewarbled several of his own numbers from "The Big Pond."**

**"Gruff Uproar" is the arresting title of a Vitaphone Variety made by Jim McWilliams, vaudeville comic and pianist, at Warner Bros., eastern studio.**

**Visagistic Pictures have received a cable from Lady Baden-Powell, whose husband founded the boy scout movement, congratulating them on "The Girl Scout Trail," which they recently completed for the Girl Scouts, Inc.**

**"Forre," a golfing comedy by Guy Bolton, occupied one of the stages at the Brooklyn Vitaphone studio this week. Wallace Ford, comedian who scored in "Absent Minded," his first Vitaphone Variety, repeats in "Forre." With Ford in the cast are Gerald Oliver Smith, Lenita Lane, Norval Redhead and Van Sherry.**

**Roy Mack, new director, who has arrived from the coast to work on Vitaphone Varieties, has jumped right into the thick of things at the Brooklyn Vitaphone studio. Mack's first assignment is Joe Frisco's short.**

**Frisco has a chance to work in several of his favorite bits in "The Song Plugger," a two reel comedy just completed at the Warner Vitaphone studio. Leo Donelly, Harry Books, Arthur Leonard, Milt Francio, Josephine Williams and Wynn Talbert's orchestra lend support.**

**PAT FLAHERTY ADDS TO RED STAR FORCES**

**Pat Flaherty, Gen. Mgr. of the Red Star Music Co. returned yesterday from Chicago where he opened branch offices in the Woods Theater Bldg. Jack Lavin, assisted by Martha Lavin, both formerly with Villa Moret, is in charge, with Sydney Pettit, last of the Leary, De Sylva, Brown & Henderson, also assisting.**

**Flaherty has added the following artists to his Red Star network, in New York: James Courtenay, in charge of New York State territory; Chas. Bayne, band and orchestra dept. Eugene Brennan, tenor; Mort Cags, harmony and piano; Nemo Roth, radio and acts.**

**Fox May Resume Work on Short Subjects in East**

Resumption of short subject production in the East is understood to be being considered by Fox at its Tenth Ave. property. Increasing demand of Fox houses for this type of product, owing to expansion programs, is reported as one of the major reasons which will influence the decision.

**Graham, Smith Making Local Sound Newsreels**

Local newsreels, embarking merchant advertising, are being produced by S. E. Graham and Stephen Smith. One of their issues, including dialogue, is now current at the Orinini at Hackensack, N. J.

**Erwin Heading West**

Stuart Erwin, Paramount comedian, who came East several weeks ago to appear in "Dangerous Nan McGrew," is now on route to Hollywood, where he is scheduled to begin another picture.

**Ginger Rogers Opposite Oakie**

Ginger Rogers, formerly at the musical comedy stage, has been signed to appear opposite Jack Oakie in "The Sap From Syracuse," to be started next week at the Paramount Long Island studios.

"Jazz Preferred," starring many well known Broadway players, has just been completed at the Paramount Long Island studios, under the direction of Boris Petroff.

A scale model of a nautical Long Island home, complete with all sets needed for the production of "Animal Crackers," has been completed by the art department of the Paramount Long Island studios, under the direction of Wm. Saultner and Ernest Fegte.
$1,000,000 Campaign
Launched by M-G-M

(Continued from Page 1)

United States

Detroit—A. Cohen will build a 1,200-seat house on Woodward Ave, near Charlotte for Ben and Lou Cohen.

Seattle—Neal East, Paramount exchange manager, is home ill.

Stamford, Conn.—A 2,500-seat house known as the Davenport and costing around $1,000,000 will be erected here by a syndicate known as the Theater Realty Co.

Cleveland—Henry Pickfenk has become owner of the Sunbeam and Gordon Square.

Memphis—Installation of the Theatrephone, for the hard of hearing, is being made in the Warner.

Spokane—J. G. Schaifler has booked the Northwest premiere of "Her Unborn Child" at the Liberty.

San Antonio—Ray Stinnett has leased the Palace.

Tyler, Tex.—W. M. Shields is erecting a 600-seat house in opposition to Publix.

Dallas—A. W. Baker is new manager of the Palace.

Cleveland—About $4,000 damage was caused to the Sun by fire.

Lorain, O.—Two stencil bomb attacks in one week have been made on the Dreamland, non-union house.

Natick, Mass.—George A. Giles has sold the old Natick to Netoco.

Lynd, Mass.—When Warner Bros. reopen the Mark Strand next week after remodeling, the house will be called The Warner. John J. Scanlon remains in charge.

Salem, Mass.—Philip D. Bloomberg will manage the New Paramount, due to open April 19.

Tilton, N. H.—William C. Reeves, formerly of Portland, has leased the Tilton.

Gardner, Mass.—Publix has taken the Uptown and Orpheum from George A. Giles.

Foreign

Tokyo—"Yakichi the Woodcutter," first modern Japanese feature, produced by Shochiku-Kinema, Ltd., recently was shown at the Ufa Pavilion in Berlin.

Paris—Syncho-Film International has been formed here with the object of producing, purchasing, selling and distributing pictures.

Belgrade—Adria Film Co. has begun the production of a Yugoslav sound film.

Brussels—Twenty nations already have signified intention of attending the International Film Congress here in June.

Sydney—First foreign presentation of Paramount’s "The Vagabond King" has taken place at the Prince Edward here.

New York

Ben Levine has just reopened the People’s on the Bowery as a silent house. Max Gabel formerly operated the theater with Jewish vaude.

Leslie Sherwood, who recently resigned from Big "U" exchange to go with Hollywood Pictures, has rejoined the local Universal sales force.

Paul Jones is now managing the Hollywood, Brooklyn, for Al Friedlander, owner.

Bernard Brooks, assistant booker at the Para, Brooklyn exchange, and William Kettle, usher at the New York Paramount, has been given to do their lobby act at the Brooklyn Paramount after a five-weeks’ booking at the N.Y. playhouse.

"All Quiet" Will Open at Central April 29

"All Quiet on the Western Front," Universal special, will open April 29 for a Broadway run at the Central. Carl Laemmle, Carl Laemmle, Jr., and Lewis Milestone, director, will be among the prominent personalities at the premiere.

Ben H. Atwell has been engaged as special press representative for the New York run of the picture.

Menjou in French, Spanish

West Coast Bureau, THE FILM DAILY

Los Angeles—Adolphe Menjou is to appear in the French and Spanish versions of "Slightly Scarlet" for Paramount.

Ralph Block Promoted

West Coast Bureau, THE FILM DAILY

New York—Ralph Block will open at 982 Broad St., Friday evening.

Eastman Profits Up

Net profits of Eastman Kodak for 1928 were $22,000,915, equal to $10.26 a share on the average common stock outstanding during the year, against $20,110,440 or $9.60 a share in 1928.

Mindlin Opening House

Newark—Mindlin’s Playhouse will open at 982 Broad St., Friday evening.
34 Independent Circuits in Greater New York Area

DISTRIBUTORS APPEAL THACHER DECISION

M-G-M Controls Wide Film Projector Device

Company Also Has Rights to Camera Equipment, Says N. Schenck

Under patents applied for, M-G-M owns the rights to a device which enables changing of standard projectors to take both wide and standard film, President Nicholas M. Schenck told THE FILM DAILY yesterday. The device, which premises

(Carson will produce six for universal)

West Coast Bureau, THE FILM DAILY

Hollywood — Harry Carson has contracted to make six productions, two yearly for the next three years, for Universal. He sails soon with a company of 15 photographers to Borneo to make "Ourang," a talker of the jungle. The expedition will be away six months.

Nebraska-W. Iowa Exhibs Meet April 23-24, Omaha

Omaha—Semi-annual convention of exhibitors of Nebraska and Iowa will be held at the Hotel Loyola here April 23 and 24.

After 5 Hartford Houses

Hartford, Conn.—A New Jersey corporation is reported dickering for five neighborhood houses controlled.

600 Houses in N. Y. District Operated by Independents

Riot for Pictures

Hamburg (By Cable)—Because they wanted to be transferred to another institution where better pictures are shown, 40 inmates of a reform school near Kaltikenkhen started such a riot that police and firemen had to be called to quiet them down.

Last Word Service

Eugene, Ore.—One of the last words in theater service has been established by W. B. McDonald, manager of the Colonial. After canvassing his patrons for their favorite types of pictures and stars, the Colonial "sally service" telephones the fans individually the day before such attractions are to be shown.

PLAN 40 TENT ROADSHOWS FOR PAUL WHITMAN FILM

West Coast Bureau, THE FILM DAILY

Los Angeles—Universal has bought 40 tents to be used in showing the Paul Whitman film, "King of Jazz," in small towns in Southern and Western states.

Henigson Succeeds Gain at Universal Studios

West Coast Bureau, THE FILM DAILY

Los Angeles—J. J. Gain has resigned as executive manager at the Universal Studios, and is being succeeded by Henry Henigson.

Charge Radio Trust

Washington Bureau of THE FILM DAILY

Washington—Coincident with confirmation of David Sarnoff of the deal whereby RCA will take over the

Nine Companies Appeal Decision in U. S. Supreme Court

Washington Bureau of THE FILM DAILY

Appeal from the Thacher decision on film boards was filed with the United States Supreme Court yesterday by nine of the motion picture companies affected by the decision.

NEW BUILDING PLANS SET BY BUTTERFIELD

Detroit—Plans have been completed by W. S. Butterfield for new houses in Battle Creek and Lansing. Both of these new theaters will be replacements. With the opening of the new Battle Creek house, Butterfield now is preparing further projects in the Peninsula district. Another new Butterfield house, the Michigan in Jackson, opens April 30.

Two Men Will Supervise Fox Wisconsin Territory

Milwaukee—Fox's Wisconsin territory has been split in two sections, with Louis A. Falk supervising north of Milwaukee and Stanley Segelbaum south of Sheboygan and Fond du Lac. It is announced by H. J. Fitzgerald, general manager of Fox Wisconsin Theatres.

Ufa Signs Robert Florey

Paris—By cable—Robert Florey, former Paramount director, has been signed by Ufa to direct "Via Parissienne" at its Berlin studio. He plans to return to Hollywood in August.

Azoi!

With so many Yiddish stage stars signed to produce talkers, the local newspaper reviewers are brushing up on their Hebrew by reading Milt Gross's column.
Adventuring—With Byrd's Cameramen

(Continued from Page 1)

should be another rather complete and compelling answer to those industry critics who can see nothing but cheap and tawdry in pictures.

And just a parting thought: Sid Fox is not the talking kind but when he does say something he usually knows what he is talking about. He makes the rather interesting statement that these pictures of the Byrd Expedition will be shown in more theaters and seen by more people within thirty days of their release than any picture ever distributed. To this we will add our modest but sincere observation that if they are one-half as good as our already rather superficial investigation leads us to believe, they deserve to be.

New Film Lab. Invention Being Tested by Essem

Initial installation of a new combined system for chemical drying and processing of films in one operation is being made by Essem Laboratory in the Craft Film Laboratory, Flushing, L. I. If initial production results meet expectations, the invention will be offered to the trade, says Tom Moore, of Essem.

Dorothy Reid to Produce Another Independent Film

Dorothy Davenport Reid is returning to pictures again as the only woman producer. While her next venture has not yet been definitely set she will produce independently a comedy story centering among children.

Trem Carr in Town

Trem Carr, of Trem Carr Productions, is moving from Hollywood to confer with W. Ray Johnston on plans for the coming year's product. The company's first talker is expected in from the Coast today.

S. Charles Einfield Back

S. Charles Einfield, director of advertising for Fireman National is back from his Coast trip with details of the company's product for the coming season.

William Jones Dies

C. William Jones, former exhibitor, in New York yesterday of heart disease. His wife, a son and a daughter survive.

Famous Clown Plans Films

Berlin (By Cable)—Grock, famous clown, announces he is organizing a company here to produce clown pictures.

Change Loew Policies

Loew's Pitkin, Brooklyn, has cut presentations for split-week vaudeville. Loew's 175th eliminates presentations this week for split-week pictures. Both are de luxers.

No Hurry

General use of television is at least five years away, Nicholas M. Schenck said in an exclusive interview with THE FILM DAILY yesterday.

Midland Circuit Plans Three Kansas Projects

Kansas City—Three theater projects in Kansas are planned by the Midland Circuit, with Boile Bros. of this city, as the architects. A 1,200-seat house costing $400,000 will be erected in Hutchinson, and a 1,500-seater in Salina. The Crystal, in Olathe, will be extensively altered and improved.

Half of Hungary's Films Supplied by U. S. Firms

More than half of the films shown in Hungary last year were supplied by U. S. producers, according to a report received by the Department of Commerce from the Hungarian National Board of M. P. R. A. A total of 1,519 pictures were seen by the board. Of this number, 786 were American, 293 German, 253 Hungarian, 52 French, 81 British, 24 Austrian, 19 Scandinavian and 9 Italian.

$1,500,000 in 1929

For Industrial Films

Approximately $1,500,000 was spent in production of industrial films in this country last year, it is estimated by U. M. Petersen, manager of a mercial division, Fox-Heart Corp., who sees non-theatricals making tremendous gains in popularity. About $100,000 of the estimated cost went for silent pictures and the balance for sound films, he figures.

W. E. Has 3,779 in U. S.

Total installations of Western Electric sound equipment in the U. S. now stands at 3,779.

Receiver at Bedford Bronx

Ex-Judge Herman Joseph yesterday continued his investigations of the Bedford Bronx, as receiver having been appointed by Judge John Ford when M. G. Felger was granted an injunction against Ben Kobover operating the house.

THE FILM DAILY

THE FILM DAILY

THE FILM DAILY

April 18 Meeting of Tri-State Theater Owners of Pennsylvania, West Virginia and Ohio at Windsor Hotel, Wheeling, W. Va.

April 22 Opening of Warner Hollywood Theater in New York.

April 22-23 Annual Convention of Northwest Theater Owners at Nickelodeon Hotel, Minneapolis.

April 23-24 Nebraska and Midwestern Iowa theater owners, semi-annual convention, Hotel Loews, Omaha.

Apr. 24 Paramount annual meeting (ad. journed).

April 25 Universal begins four-day intersection sales convention at the Savoy Plaza, New York.

April 26 Fox annual meeting.

April 29 Opening of "All Quiet on the Western Front" at Central, New York.

May 5-8 E. M. K. Loew Spring convention at Wardman Park Hotel, Washington, D. C.

May 15-17 Los Angeles Paramount Eastern managers hold annual sales meet at Atlantic City.

May 19 RKO sale convention opens at Los Angeles.

May 21-22-23 Pathé regional sales meet at West Hollywood, Calif.

May 24-25-26 Pathé regional convention at Chicago.

May 26 Fox annual sales convention starts at Los Angeles.

May 24-25-26-27 Paramount western managers will hold annual sales meet at San Francisco.

May 29-30-31 Pathé regional convention at Atlantic City.

June 2-7 International Congress at Los Angeles.

M. P. T. O. A. Moves Offices

Offices of the M. P. T. O. A. have been moved from 1650 Broadway to 1600 Broadway, M. J. O'Toole announces.

Joseph Kinsky in Milwaukee

Milwaukee—Joseph Kinsky, formerly of the Diversey and Belmont, Chicago, is now associated with Fox's Plaza here, succeeding Robert Goss, who resigned to become manager of the Milwaukee Theater Circuit's Juneau.

ELMER PEARSON

Business Counsel and Producers' Representative

17 EAST 45TH STREET N. Y. C.

ABE BORDEN ENTERPRISES

WE BUILD, BUY, LEASE, OPERATE OR MANAGE MOVIE THEATRE

IN PENNA., NEW JERSEY

DELAWARE—MARYLAND

DISTRICT OF COLUMBIA—VIRGINIA AND W. VIRGINIA.

1700 SANSOM STREET

PHILADELPHIA, PA.
"PARAMOUNT ON PARADE"

JACK OAKIE, LEON ERROL, SKEETS GALLAGHER spilling the news

BUDDY ROGERS,

LILLIAN ROTH lovin' in blues

BILL POWELL as Philo Vance, CLIVE BROOK as Sherlock Holmes, WARNER OLAND as Dr. Fu give a thrill or two

MAURICE CHEVALIER, EVELYN BRENT invent the A-pash

Mighty GEORGE BANCROFT gets tough with a smash

CLARA — "It", "It", Hoo-ray! ARLEN,

BRIAN, COOPER, WRAY And MAURICE sweeping the clouds away

You'll hear NANCY CARROLL sing
And also gold-voiced DENNIS KING and RUTH CHATTERTON—a revelation! MITZI GREEN—a kid sensation! HELEN KANE boop-boopa-doops

HARRY GREEN ties bulls in loops JACK OAKIE romps with Z. O’NEAL CHEVALIER and

some love appeal LEON ERROL—you’ll laugh until you’re sore ★ ★ ★ ★ There are stars and stars—50 or more. IN THE MONEY-EST PICTURE EVER MADE! Dazzling

"PARAMOUNT ON PARADE"

Supervised by ELSIE JANIS
Dances and ensembles directed by David Bennett
Sequences in TECHNICOLOR

WORLD PREMIERE
Rialto Theatre
NEW YORK
April 19th
Timely Topics

A Digest of Current Opinion

To Limit the Bigness of a Film, Says Fox Organ

There is a certain type of theater manager who, when an attraction breaks house records for him, becomes so sold on it that he can't begin to imagine anything bigger. But experience has proved over and over again that the possibilities of the motion picture business are greater than such doubting managers have ever dreamed. It is even bigger than the most enthusiastic managers dream. We are still far from touching the roof of the sky. The word gross means big. But it doesn't mean biggest. There is always a figure that's greater than gross. Even full capacity plus all your standing room at every performance is not the roof of the sky in the show business.

"Fox Progress" cores Lack of Cooperation among Independent Exhibitors

VERILY, psychology of the so-called independent motion picture theater owner is truly an enigma—ine comprehensible if we may be permitted to use the word. Cooperation is defined "to operate together for a common object." History of the independent theater owner shooting at that mark, records that he has been a mighty poor shot. In fact, cooperation would appear to be the most disused word in the parlance of his vocabulary.

Thomas D. Van Ostern in "Pacific Coast Independent Exhibitor"


ALONG THE RIALTO

with

Phil M. Daly

NOW THAT Artie Stubbins has officially opened the Giants' baseball season on behalf of the film industry, we are all set to kick into those baseball pools that snag the jack we set aside each week to go to see baseball. Major Bowes is supervising the benefit for the Flower Hospital to be given on board the S. S. Majestic April 24, while Bessie Mack is plugging the Saranac Lake Fund benefit at Carnegie Hall Sunday night, and if the readers of this kopyum don't send in their contribs we'll have to stage a benefit, too. For the love o' Maggie, do we want you to do ALL the work?

* * *

AN ANONYMOUS contrib queries: "When Rin-Tin-Tin comes by airplane from Toronto to New York to open at RKO's Coliseum, does that change the police dog into an air-dale?" Ask Mark Luescher. At the annual Chicago Newspaper Co.'s dinner-dance held the other night at the Villa Vallee, Ed Daugherty and Capt. George Gaines of the reception committee greeted arrivals absentmindedly by frisking them for concealed gats. Literary Notes: "Don Clarke is completing his novel 'Mille,'" Si Sandler's Book of Anagrams is into its third printing, and Sam Warslawsky is dashing off his six hundredth RKO pressbook.

* * *

TOM NAMAC, while showing us through Warner's splendidly beautiful Hollywood theater, reminisced of Charles Frohman's pride in his Empire when it was the wonder of Broadway. And the thought came to us of what a thrill would come to Sam Warner if he were alive to view the gorgeous palace his brothers have dedicated in honor of the man who first visualized sound-on-film through Vitaphone. Here is a living memorial that will daily exemplify Sam Warner's dream that has revolutionized an industry.

* * *

ARTHUR HAMMERSTEIN, just arrived from Hollywood, is all enthusiastic about putting opera into the talkies, starting with "Madame Butterfly," while his wife, Dorothy Dalton, finds her Hollywood trip has awakened the old love of the films, memories, ambitions, dreams, the show business, and the old merry-go-round. Ain't it neat how it comes in your mind? Maryland, back from the Coast, has been signed by John Golden to star in a play by John Kirkpatrick and Geoffrey Kerr.

* * *

MONTA BELL was there at the opening of "Uncle Vanya," at the Cort to watch Lillian Gish do her legit act. Other film fancies spotted were Walter Wanger, Justine Johnstone, Mary Duncan, Harry D'Arrast, Stuart Stewart and Bob Benchley. These Kerrigans have certainly made their dent in the play world. Kerrigan of "Song O' My Heart," Kerrigan of the famous Abbey Players of Dublin, and Kerrigan of the Theater Guild productions. And they're all one and the same J. M. Kerrigan. Wurra, wurra, these versatile Irish. . . . The inside dope is that Martin Flavin's stage hit, "The Criminal Code," which Columbia will filmize, is a likely candidate for the Pulitzer Prize.

* * *

WHEN THEY made the Pathé Audio Review featuring a half-million dollars worth of violins from the Wurlitzer collection, a joker substituted a priceless Stradivarius for one of the orchestra men's instruments, and the gink raised a squawk because somebody handed him "an old fiddle." . . . . . . Fox employees at the home office have been given an extra half hour for luncheon during the Passover holidays because, as an official explained, matzos stick in your teeth so. . . . Harry Watts, former city manager for Publix in Milwaukee, is hereby welcomed as the new manager at Fox Brooklyn.

TO DAY'S HOROSCOPE: If you happen to be an assistant advertising manager, you have a good chance to become advertising manager if he resigns. But why should he?

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Library Tie-Up for "Puttin' on the Fitz"

On the strength of the "Alice in Wonderland" sequence in "Puttin' on the Fitz," playing at Loew's State, St. Louis, public library tie-ups were made in which children's books were featured. Book marks were printed referring to Lewis Carroll's "Alice in Wonderland" and other juvenile books.

—United Artists

* * *

Fashion Revue for "Devil May Care"

Willard Osborne, manager of the Regent, Springfield, used a novel fashion show to put over "Devil May Care." Arrangements were made with the Home Store for an elaborate Spring Fashion Revue. At the same time the theater ran a cartoon contest on the screen, depicting motion picture stars. Cards, used by contestants, bore copy of the coming attraction. An elaborate window display at the Home Store, tied up the Fashion Revue and the picture.

—M-G-M

HAPPY MANY RETURNS

April 17

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

Raymond Gallagher
Otto Lederer
Ernest Wood
Charles Brabin

A FILM FACT A DAY

20,000 people patronize the 30 theaters of Trieste, Italy daily. About 28,000,000 lire are spent annually.

5
**United States**

San Francisco—U. A. held a two-day sales meet here at the Palace Hotel. Al Lichtman, John W. Con- sideird, Jr., Bruce Gallup and Emil Rosen were among the executives attending.

Oil City, Pa.—Lyric leased from Stahl Bros., by the Latonia Theatre Co. last year, has reverted to its former owners.

San Pedro, Cal.—A 2,000-seat theater costing $350,000, to be leased to Fox, is planned for this city.

Westwood, N. J.—C. F. Cole has acquired M. Block's interest in the Westwood Theatre.

Greenwich, Conn.—Fairfield Hold- ing Co., a New Jersey organization, has purchased the Roswell from the W. J. MacEloy Construction Co.

Roswell, N. M.—A theater to seat 1,200 will be a part of a new hotel building to be placed under construc- tion here next month. The project is being sponsored by the Roswell Hotel and Theatre Co., headed by B. B. Ginsberg.

Erie, Pa.—Permission has been granted to rage the State to make way for a new Warner theater here.

Memphis — Ernest Emmering, Loew manager in this city, is being transferred and promoted; he will be succeeded by Herbert Jennings, formerly manager of the RKO Palace at Akron, O.

Northbridge, Mass.—Sunday shows have been approved by voters here.

Fort Dodge, la.—John M. Schapp has leased the Plaza to the recently-organized Corn Belt Theaters Corp., which plans to reopen the house as the Iowa after extensive improve- ments, including the installation of Western Electric sound equipment.

**Foreign**

Port Said—Talking films have in- vaded this city with the wiring of the Empire by Western Electric.

London—What is believed will be the first outdoor talking film to be made in Great Britain has been placed in production by Gaumont. It is a football story.

Paris—Gaumont has made 14 more installations of Ideal Sonore sound equipment in France.

**New York**

F. Behrman has been appointed manager of the midtown branch, for the Ho Bear Amusement Corp.

J. Finkelstein has sold the Acade- my, to the Bohemia Amusement Corp., J. E. Henderson, president.

Charles Sherwin, formerly assistant manager at the Patio, Brooklyn, has been made manager of the Midwood by Arthur Ahele of the A. H. Schwartz chain.

**M-G-M Controls Wide Film Projector Device**

(Continued from Page 1)

M-G-M's rights also cover equip- ment for cameras, Schenck stated. The company will not definitely adopt any company's wide screen procedure unless additional costs it will im- pose upon the industry. M-G-M is now making "Billy the Kid" on wide film as its first picture, Schenck said, and pointed out that it is experimental. King Vidor is directing, with John Mack Brown as the principal player.

Schenck believes that in the next year programs, color will be used sparingly, as in the case of his own company's M-G-M wide screen projection, as a unit separate from Fox, he said.

**Nebraska-W. Iowa Exhibs**

Meet April 23-24, Omaha

(Continued from Page 1)

New contracts, protection and sound will be the main topics. The annual golf tournament will take place the day before the conflag starts.

**After 5 Hartford Houses**

(Continued from Page 1)

by Abram Shulman. The theaters are the Central, West Hartford, and the Lenox, Colonial, Rialto and Lyric here.

**Virginia Corporation Chartered**

Richmond, Va.—Katherine P. Morgan and Lulie B. Williams are among the incorporators of the Floyd Theater, Inc. of Floyd, Va., chartered with authorized minimum capital stock of $25,000. J. E. Proffit is president, and directors are: B. H. Howard, Jr., Katherine P. Morgan, M. G. Conduff, Kyle M. Weeks and J. E. Proffit.

**Gorgeousness, Ultra-Modernity Typified in Warner's Hollywood**

Marking a new era in theater con- struction, Warner's Hollywood on Broadway will open with impressive ceremonies on Tuesday evening, a fine tribute and memorial to Sam Warner, to whose memory it has been dedicated. The premiere at- traction is "Hold Everything, and after a detailed inspection of this gorgeous palace of the cinema, it looks as if Warners have indeed held everything for one grand smash presentation in this ultra-modern theater.

From the moment you enter the lobby, you are impressed with the note of modern- ity that has been skillfully blended with the French Baroque style decoration through out. Beautiful mirrors alternate with rich draperies and marble. As you pass into an entrance which leads directly into a magnificent oval rotunda which serves as the grand foyer. Here the French Baroque style reaches its highest expression in a design and hand wrought wrought iron and marble. The outstanding impression is one of richness and dignity without a single bl равновес или tawdry note.

Now you ascend the grand staircase that winds gracefully to the mahogany-paneled second floor that permits a fine view of the grand foyer. Here you find an infinite variety of marble- enameled wall and floor enameled wall and floor decorations featuring panels and curved marble arches. The ceiling is exquisitely carved, a perfect oval, and the two marble statuary above the proscenium arch and which form an intricate puzzle to the eye are covered in the murals of an extensive range. All these murals represent each of the 12 months, suggesting to the audience that the theater is devoted for their entertainment and comfort throughout the year.

The stage is enormous, and has been skillfully designed to entertain legitimate inspirations at a few hours notice. There is a con- cealed orchestra pit that can be raised, and the stage proper is larger than that of most legitimate Broadway houses, equipped with bridges, counter weights, and all the other special necessary perquisites of the most modern stages. An enormous swing board back stage controls the lighting system through out, also manipulating a battery of spot lights operable from the projection booth.

Among other unique and original features used for the first time in any theater, you will find the incredibly enormous balcony ceiling which slopes up to the footlights and extends throughout the entire stage. Just one of the scientifically perfected innovations to meet the demands of the new acoustics for the new era of modern sound pictures. From the balcony the view is perfect in all parts.

Now you return to the grand foyer by a beautiful marble stairway, and enter a magni-ificent lounge. It is an oval shaped room, shaped room, with a marble cornice. Here you find with refreshments, a millionaires' mansion,and perfectly finished architectural design.

So, with the feelings of one who has conducted through a fairy palace, we pour out to the balcony on the right wall, we find a unique bronze plaque of Sam Warner, for whom the entire building was erected as a memorial by the Warners, being a sitting tribute to the man with the dream of sound-on-film came true.

**34 Independent Circuits in Greater New York**

(Continued from Page 1)


**Charge Radio Trust**

(Continued from Page 1)

radio.business of General Electric and Westinghouse Electric, Sen- Dill has appealed to the Senate for an investigation of what he terms new radio trust.

Quimby Quits St. Louis House

St. Louis—R. F. Quimby, manager of the Grand Opera House, has signed to accept a similar position, with a Denver theater. Edward Kennedy, his assistant, has been pro- moted to manager.

Marcus (la.) House Sold

Marcus, la.—Lehman & Robinson of the Royal at Sibley, la., purchased the Rainbow here and installed sound equipment.

**TEN YEARS AGO TO-DAY**

Merritt Crawford made public manager for Fox Films.

Hiram Abrams denies he is to come general manager of Associated Producers.

N. Y. State bill which would pro- tect exhibitors from deposits belive dead.
Talking Picture Epics, inc.
FRANK R. WILSON, President
presents
Count BYRON KHUN DE PROROK in
"LOST GODS"
Produced in French and English

A TALKING PICTURE
THAT WILL BE THE TALK OF THE WORLD!
UNIQUE!—AUTHENTIC!

First of a new Series of 6 EPIC INDIVIDUAL PICTURES
for Season 1930-31
Released Sept 1, 1930
LEADING THEATRES WILL PLAY

SHOW GIRL IN HOLLYWOOD

Easter Week
ARE YOU IN ON THE PARADE?

ALICE WHITE
JACK MULHALL - BLANCHE SWEET
FORD STERLING - JOHN MILJAN

From J. P. McEvoy's Sensational Liberty Magazine Story
Directed by Mervyn LeRoy  Color Scenes by Technicolor

A FIRST NATIONAL and YITAPHONE PICTURES
Paramount Buys Out Canadian Famous Players

FOX FINANCING ALL ARRANGED

Harley L. Clarke Puts $100,000,000 in Fox Outfits

NEW FOX DIRECTORS

New directors of Fox Film will be:

HARLEY L. CLARKE, president, General Theatres Equipment, and of Utilities Power & Light Corp.

MATTHEW C. BRUSH, president, Avera, International Corp.

CHARLES W. HIGLEY, president, Hanover Fire Insurance.

OSCAR L. GUBELMAN, capitalist.

WINFIELD R. SHEEHAN, v.-p. and gen. mgr. Fox Film.

CHARLES B. STUART, Halyes, Stuart & Co.

SAUL E. ROGERS, general counsel, Fox Film.

WILLIAM FOX.

New directors of Fox Theatres will be:

HARLEY L. CLARKE.

ARTHUR F. LAFRENTZ, president, American Surety Co.

SAMUEL W. FORDYCE, attorney, St. Louis.

ROBERT C. WINMILL of N. Y. Stock Exchange firm of Gude, Winmill & Co.

WINFIELD R. SHEEHAN.

SAUL E. ROGERS.

WILLIAM FOX.

CHARLES B. STUART.


Directors Named — New Plan Brings Greater Amount of Cash

Refinancing of the Fox companies has been fully completed by a new plan which will provide a total of more than $100,000,000, or $30,000,000 in excess of any of the propositions previously submitted. Announcement was made last night by Harley L. Clarke, president of the Fox interests, following a meeting at which new directors of Fox Film and Fox Theatres were named. A meeting of the stockholders will be called soon to elect additional directors to bring the

CONTINUED ON PAGE 2

64 TWO-REEL COMEDIES
SET BY EDUCATIONAL

With 64 two-reel subjects definitely set for the new year, indications are that Educational's 1930-31 program will be slightly increased over the previous releasing period. New season product will include 36 Mack Sennett two-reel comedies.

Theater Prices Reduced
After Students Protest

Richmond—Following strong protests from Virginia University students and after a long conference with student leaders, the board of directors of the Jefferson-Lafayette (Continued on Page 12)

Standing 'Em Up
London (By Cable)—Standing room for 1,500 and seats for 3,000 will form the capacity of a house to be erected in the Lewisham district by Julius Rayman. The theater will have Western Electric sound equipment.

Paramount—Canadian Deal
Involves R-K-O Affiliation

W. Ray Johnston Plans
20 TALKER PRODUCTIONS

Twenty talkers are planned for 1930-31 by companies headed by W. Ray Johnston. Eight melodramas will be made by Continental Talking Pictures, 12 Westerns by Syndicate (Continued on Page 11)

RKO REPORTED AFTER
5 CIRCUITS, 700 HOUSES

Following acquisition of the Lippert circuit last week, R-K-O is reported after five more chains involving approximately 700 theaters. One of the chains is said to have about 170 houses. The first of the group will be taken over next week, it is understood.

SUNDAY SHOWS GAINING
IN ST. LOUIS DISTRICT

St. Louis—Sunday show efforts on the part of the M.P.T.O. of Eastern Mo. and Southern Ill, headed by Fred Wehrenberg, have resulted in the repeal of Sabbath closing laws in this territory during the past year. The latest town to permit Sunday (Continued on Page 12)

ACADEMY PLANS SUPPORT
FOR HAYS' ETHICS CODE

West Coast Bureau, THE FILM DAILY

Hollywood—Plans for the support of the code of ethics adopted by the Academy of M. P. Arts and Sciences. Under the arrangement, outlined by Frank Woods, secretary of the Academy, those branches of the Academy vitally affected will hold meetings and discuss details of the new provisions in order to—(Continued on Page 12)

More Than 200 Attend
Fox Get-Together Lunch

More than two hundred exhibitors and exchanges attending the get-together buffet luncheon at the company's New (Continued on Page 12)

Squaring Himself

Hull, Quebec—Although the Laurier is open every Sunday in the year, Manager Joseph Paquin makes recognition of Good Friday by closing the house all day,
Financial

NEW YORK STOCK MARKET

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<thead>
<tr>
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<th>Net High</th>
<th>Low Close</th>
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<td>21 4/8</td>
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<td>Con. Em. Ind.</td>
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<td>Kodak A. O.</td>
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<td>Loew's, Inc.</td>
<td>99 82 1/4</td>
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<td>RKO</td>
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<td>Paramount</td>
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NEW YORK CURR MARKET

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<td>Bal. &amp; Katz</td>
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<td>Columbia Em.</td>
<td>44 44 1/8</td>
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<td>Loew, Inc.</td>
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<td>Nat. Thea. Sup.</td>
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NEW YORK BOND MARKET

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<td>Paramount</td>
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<td>102 102 1/4</td>
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The International Brotherhood of Electrical Workers and the International Alliance of Theatrical Stage Employees and M. P. Operators are deadlocked over the question of jurisdiction over maintenance of sound equipment. The projectionists at present are doing the maintenance work and the electrical union is demanding that they be allowed to extend their scope to embrace this activity.

A statement issued yesterday by the electrical workers pointed out that an agreement was reached at the conference held on the subject in Washington recently.

New British Wide Film Process Acquired by Sono

London—With the acquisition by Sono Art-World Wide of the rights to Natural Vision Pictures, a new type of film $56 mm. in width, it is likely that wide film production will be started in Great Britain the coming month.

Marjorie White Coming East

Marjorie White arrives in New York tomorrow. This will be her first visit to the city since she left the cast of "Lady Fingers" last year to play in Fox pictures.

Extra "Journey’s End" Shows

Extra performances of "Journey’s End" will be given at the Gaiety, New York from Monday, April 21 to Friday inclusive.

M-G-M Dropping Silent Reel

M-G-M is planning to drop its silent reel. For Paramount and Fox already has been announced.

Sherman to Act and Direct

Lowell Sherman will direct, as well as act, for RKO. He has just been awarded a long-term contract, William Le Baron announces.

Warner’s Invade Washington

Aberdeen, Wash.—Warner’s has acquired its first theater in this state with the purchase of the Roxy here from D. Constanti for $250,000.

The Industry’s Date Book

Apr. 18 Meeting of Tri-State Theater Ope- rers of Pennsylvania, West Virginia and Ohio at Wheeling, W. Va.
Apr. 22-23 Annual Convention of West Coast Theater Owners at Nite Hotel, Minneapolis.
Apr. 25-26 Nebraska and Western state theater owners semi-annual convention, Hotel Loyola, Omaha.
Apr. 24 Paramount annual meeting (jotted).
Apr. 25 Universal begins four-day Inta- nationaie confab at the San Plaza, New York.
Apr. 26 Fox annual meeting.
Apr. 29 Opening of “All Quiet on the West Front” at Central, New York.
May 5-6 S.M.P.E. Spring Meet- ing, Wardman Park Hotel, Wash- ington, D. C.
May 16-17 Paramount Eastern manage- gers hold annual sales meet- ing.
May 19 EKO sales convention opens at Los Angeles.
May 21-22 Pathé regional sales meet- ing, Ambassador, A. C.
May 24-25 Pathe regional confab at C. C. C.
May 25 Fox annual sales convention starts at Hollywood, San Francisco.
May 24-26-27 Paramount western manage- gers hold annual sales meet- ing at San Francisco.
May 29-30-31 Pathe regional convention.
June 2-7 International Cinema Congress, Brussels.

Hattrick Back East

E. B. Hattrick, vice-president and general manager of Willian Re- dolph Hearn’s motion picture com- pany, returned to New York ye- terday from Hollywood, where he has been for the past two months working on the details of com- pany’s productions.

Two Unions Deadlocked Over Sound Maintenance

The 33 Red Films

Thirty-three films have been inspired by Communist propa- ganda in the last few years, according to H. A. Jung, founder of the American Vigi- lante and Intelligence Ass’n, an organization designed to promote militarism. Jung made the accusation at a con- vention of the Illinois Reserve Officers’ Ass’n.

Meyer Leaving Famous to Again Free-Lance

Due to reorganization in Famous Music Corp., Paramount subsidiary, Abe Meyer has resigned and next week leaves for the Coast to resume free-lance work. He has already contracted with the recently-formed Rogell Productions, Ltd., located at Metropolean studios, as musical super- visor.

Leslie Mae Coastbound

Sixteen-year-old Leslie Mae, spe- cial dancer, is on her way to Hol- lywood in her grandmother’s care with a Fox contract tucked under her arm.

Detroit and Security Trust Company

Fort Street opposite Post Office, Detroit
Fox Companies Now in Shape to Forge Ahead

55,000,000 Securities Are Being Issued at 6 Per Cent

(Continued from Page 11) Board of Fox Film Corp. has fixed the price of its new shares at $1,500,000 per cent in the amount of $12,000,000, as pro-\red for in the amendments to the act approved last September and\red in Albany yesterday.

Fox Film has issued its one-year

per cent obligation in the amount

of $55,000,000. This will enable Fox

film to clear off its indebtedness

and leave it with ample capital. The
total amount necessary to clear

off the current indebtedness of the
two companies was in excess of $100,-

000,000.

Commenting on the situation,

larske said:

"During the next few months, with
\of the current indebtedness of

these companies out of the way, the

management can devote its entire

time to the workings out of better

operating conditions and carrying it

out in a well-laid expansion program.

Arge economies are being instituted

in many departments and will save the companies in excess

$1,500,000 a year. It is worth of

note that a large part of this will be

affected by the consolidation of the

two studios at Hollywood.

The financial condition of the

company has been such that it has

been heavily burdened for a long

time passing under a heavy and very

interest charges and large de-

duits for short term notes. The

fiscal plan which has been put in

effect will save considerably over

1,000,000 a year in interest charges.

The present management be-

cause of the company will have

made sufficient strides during the

past 15 years to enable it to permanen-
tly cut economically its present

year obligation, then, saving millions of dollars as compared with

its previous situation.

The only consideration paid to the

holders outside of a nominal dis-

count on the notes was 300,000 three-

year warrants for the Fil "A"

stock at $33 per share. The bankers

will make an announcement early

next week of the securities to be

issued.

Lennon Allyn Signs

New Contract with Fox

Lennon Allyn has signed a new

contract with Fox, to continue as di-

rector of advertising and publicity.

He leaves next week for a two-weeks

trip to Motion Picture Circuits, where

he will visit James R. Glensky, Win-

field Sheehan and Sol Wurtzel re-

cording this season's pictures.

Trick Stuff

A. E. Gore of Tampa plans

to build a brick theatre around

the present frame structure of

the Garden without discon-
tinuing his showsings. The

present capacity of 250 will be

increased to 1,000.
Eisenstein Gives His Views On the Nature of the Scenario

A SCREEN scenario is no stage piece. The drama is a work that can stand alone, even outside of its effective presentation in the theater. A scenario, on the other hand, is nothing but the statenographic report of an emotional outwardly projecting for embodiment in a vast number of pictorial shapes. The scenario, which at the worst is written by an ordinary worker at his trade, supplies the traditional optical description of what the spectator is to see. But the secret consists in using the scenario to weld together the links in the chain of events to be shown.

S. M. Eisenstein, Russian director

Conversation, Not Dialogue, Held Need of Talking Films

If the talkies stop emphasizing dialogue and go in for conversation; if they discard their feeble idea of keeping speakers in view; if they learn to use speech and other sound as active parts in a great harmony, of which the moving picture is another part, then they will begin to make a new art of themselves.

Gilbert Selde in "Evening Graphic," New York

Declares Sound Has Created Greater Audience for the Films

The coming of talkies has focussed public attention upon the cinema in a way that has brought untold thousands of new devotees of the screen to the doors of the picture theaters and it has carried the art and industry of cinematography to heights immeasurably greater than would ever have been possible with the silent product alone.


The Lambs' Annual Public Gambol at the Metro Opry House on April 27 should be a fine performance, with all the rehearsals they have had this season gamboiling in films, shows and Wall Street. And a tab newspaper tells of a surgical operation on Bert Lytell's "proboscis," so we looked it up in Webster's word-mangler and find it is only his nose.

Pauline Frederick will play leading lady to Hugh Chisholm Leighton, proxy of Interstate News Co., having taken out a license to wed.

How would you like to have Will Mahoney or Jim Corbett usher you and your femme fancy to your theater seats while Ann Pennington or Helen Morgan hands you your program? That can happen to you, if you are fortunate enough to attend the opening of Warner's "Hollywood" on Tuesday, for all the ushers and program girls will be celebs that night.

Julian Johnson has equipped himself with a railroad mileage ticket and a dog sled to travel over the 30 miles of film of "With Byrd at the South Pole" which he is now editing.

Genial Billy Whitmore of Ergi will handle the publicity on the S.M.P.E. convivial at Washington, May 5.

Dick Watts of the "Herald-Trib" steams on the Milwau-keee Saturday for a six weeks' confab with Budweiser in Berlin, and he also hopes to confer with Herr Pilner and Muenchner...lucky dog!...Oliver Claxton is hitting on high with his film clue in the "Telegraph," having switched from "The New Yorker."...Harry Richman will grab a bunny and an egg Easter morn and hism himself by airmail to Chi to attend premiere of "Puttin' on the Ritz."...Vernon Gray of the Rialto has a hunch "Paramount on Parade" will fittingly celebrate the 15th anniversary of that theater.

Warner Baxter and his wife, Winifred Bryson, are in our midst, Baxter having just come from Hollywood where he tells us he has been doing some picture work. He sauntered down Main Street and chatted with some old cronies, and spoke very nice to several newspaper men....Sidney Skolsky sez that Arthur Hammertin wears only green shirts, Gertrude Lawrence runs "blue" record songs when sad, and Eva Le Gallienne has her dressing room painted blue. It probably all comes from patronizing these Blue Kitchen restaurants.

Rutgers Neilson of Pathe entertained a couple of newspaper men at the afternoon tea served at the Little Picture House, and tomorrow night we are thinking of inviting a couple of big producers there for after-dinner coffee. What a godsend this lil' pitchin' house is turning out to be.

And now we would like to see the Methodist Board for the Regulation of Everything regulate these pasts who walk on the left side of the sidewalk in Broadway traffic jams.

David Flam, blurf creator for Fox Metropolitan, has inaugurated "Surprise Nights" at his theaters, where you can get your weekly groceries for nothing...maybe.

Secret Ambitions: "To have the Inquiring Reporter of the "News" ask me if I'd like to work in the film biz."—Dewey Bloom.

Things Worth While: Paramount-Publix hour on WABC Saturday night at 10.00. The Notre Dame Glee Club starting Saturday at the Hipp, with alumni Warren Nor- lan cheering hoarsely from an aisle seat. Easter greetings from your bootlegger who does not say it with Bowers. The Spirit of '76 and also 729 Seventh Avenue, where they stage a lot of battles, too. The decision of Paramount to make Frank Tours director of music at the Longisle stud...

Easter Suggestion to Exhibs: Decorate Your Lobby With Egg Plants.
MIGHTIEST STARS OF ALL CREATION JOIN THE PAGEANT OF THE TITANS

AMOS 'N ANDY ON THE SCREEN

Radio's Grand Challenge Campaign Begins in Blaze of Glory...

BIGGEST ATTRACTION IN THE WORLD SIGNED... SEALED AND DELIVERED...
Twin Meteors of the For Mightiest All-

Unseen Forces Dwelling in the Hearts of Millions ... Titan Spirits Charging Down the Pathways of the Sky ... Whose Simple Philosophy Compressed Each Night into Fifteen Minutes of Broadcasting Has Changed the Dinner Hour of America ... Turned a Continent Upside Down and Flashing Its Benediction to an Eager World Beyond the Seas!

AND NOW, FROM OUT THEIR BOUNDLESS EMPIRE OF THE AIR, THEY TAKE FORM BEFORE OUR EYES ...
Air "Incorporate" the Attraction...

The Breathless Magic of Radio and the God-given Genius of Man Have Wrought in Amos 'n Andy the Grandest Phenomenon in the Sweep of All Show Ages...Unexampled...Fantastic...One of the Most Superb and Amazing Manifestations of This Roaring, Rocking Century!

MOS'N ANDY

Spring into Glamorous Life in Their First Motion Picture...

"CHECK AND DOUBLE CHECK"

Like Flaming Torches They Blaze Heaven High...Lighting the Way for Countless Millions to the Joy of Honest Laughter and the Boon of Hope and Courage...And Destined to Shake the Foundations of Show Business When They Begin Their March on the Box-Office...
AMOS 'N ANDY
ON TALK SCREEN

STUNNING CLIMAX OF BROADCASTING
MAGIC AND RADIO'S SUPER-SHOWMANSHIP!

AMOS 'N ANDY
Heart-flesh and human foible...they have stopped
the show in an age of steel and granite!

AMOS 'N ANDY
Head Men of a Frenzied and Frantic World...dictating in regusted indolence the fads of an era in
which the mike is mightier than sword or pen.

What they will mean at
the box-office of motion
picture theatres is obvi-
ous as the sun at noon.
That Radio Pictures will
pour every last ounce of
its resources and produc-
tion skill into this GREATEST
OF ALL SCREEN ATTRACTIONS
goes without saying!

In the subway or at the crossroads...
In pillared halls where the spellbinder
storms or in narrow streets where news-
boys wisecrack...AMERICA SPEAKS
THE LANGUAGE OF AMOS'N ANDY!

Radio Pictures

AMOS

ANDY
Special Audience O.K.'s Banned War Picture

"High Treason," the Tiffany-Gaumont picture of warfare in 1940, banned by the New York and Pennsylvania state censors, was unanimously endorsed as an intelligent, artistic and entertaining production by an invited audience of about 500 at a special showing and discussion held at the Roehrich Marquee under the auspices of the National Board of Review. The performance was in the nature of a protest against legal censorship.

Following the discussion a resolution was passed condemning the ban on this picture as a form of suppression and restriction on films as a medium of expression.

Warner Will Convene in Atlantic City in May

Although no date has been definitely set, Warners are convinced that the annual national sales convention at Atlantic City this year. With Paramount and 20th already lined up for regional conclaves at the Ambassador for May 16-18, 17 and 18 and May 21, 22, 23 respectively, it is probable that the entire Warner sales contingent will gather at the same hotel for three days on or before May 27.

First National's convention plans are also understood being worked out with a view of holding the conclave at the same hotel in form of a joint session with Warner executives killing two birds with one stone, providing such is the ultimate decision.

Talkers for Alaska

Two of the farthest north towns in North America now have talking pictures. Fairbanks, Alaska, the American town nearest the Arctic Circle, recently installed them, and even its fellow city, Anchorage, has just had audible equipment introduced.

To Remodel Fox Poli

Meriden, Conn.—Fox Poli will be remodeled to the extent of $25,000. Sound will be installed.
Small Chorus Better, Says Hamilton MacFadden

A few girls of unusual dancing and singing ability are preferable for a chorus in pictures in the opinion of Director Hamilton MacFadden, to the traditional ensemble of scores of dancers who do routine steps mechanically. For this reason he selected a sextet from the 100 girls under contract as dancers to Fox Films, to be used in the chorus of the picture, "Are You There?" Edward Dolly, brother of the Dolly Sisters, is training the girls in particular numbers.

Henry Victor, Richard Alexander and Roger Davis have joined the cast of Miss Lillie's film which will be a smart and intimate musical against a background of international intrigue.

Marilyn Miller Film Renamed

Marilyn Miller's next for F. N. has been changed to "Sweethearts." It was originally called "The Good Bad Girl."

Fifth "Coheys and Kellys"

The fifth of the "Coheys and Kellys" series will be a musical and nearly all in technicolor. Universal has selected "The Coheys and Kellys in Ireland" as the title.

Vacation for Barthelmess

After completing "The Dawn Patrol," Elwart Barthelmess will take an extended voyage on the Pacific ocean in his yacht.

Warner Announces Comedy Team

Comedy team of Olsen and Johnson has been signed by Warner.

Colleen Moore and Pathe

Colleen Moore is understood to be negotiating with Pathe for release of a series of pictures she will produce.

Haines in "Remote Control"

M-G-M will star William Haines in "Remote Control.

Archairbaud to Direct Dix

Direction of Richard Dix's next radio film has been assigned to George Archairbaud.

Pathé Starts Comedy

"America or Bust," two-reel comedy featuring Daphne Pollard, has gone into production at Pathé. The film is based on Paul Gerard Smith’s "Everybody Welcome." Hugh Cummings is responsible for the continuity and dialogue and Frank Davis is directing.

"Whoopee" in Production

"Whoopee," which Samuel Goldwyn is producing jointly with Florenz Ziegfeld, has gone into production at United Artists with Eddie Cantor in the chief role.

Brent's First for Columbia

Evelyn Brent's first picture for Columbia will be "Madonna of the Streets."

Radio Signs Irene Dunne

Radio has signed Irene Dunne, lyric soprano, to a long term contract.

A Little from "Lots"

By RALPH WILK

Leo McCarey has chosen H. B. Warner, Margaret Livingston, Kenneth Thompson, Joyce Compton and Frank Albertson as his leads in "Roadhouse," which will be his initial picture for Fox.

A character woman entered a casting director's office and smiled, "You're too genial for the part," said the casting director.

Jack Lardigan, Technicolor cameraman, is passing the cigars. He is the proud father of a baby girl, and, according to Eddie Cronjager, is buying multi-colored ruffles and toys for his youngest.

Lloyd Knechtel is being kept busy at RKO, introducing trick camera shots. He did some special work in "The Clocks" and for "Alas French Gertie."

Our Passing Show: Carl Laemmle, Jr., Lewis Milestone, Emile Asher, Albert de Monn, Leon Abrams, Paul Kohner and Eddie Adams motoring to San Bernardino; Ralph Spence autoing to the Universal studio.

Al Werk was showing a San Francisco friend the beauties of Los Angeles, "What do you think of that sunset?" inquired Al, "It won't do," replied the guest, "the colors are too loud."


The Fox studio tennis team won five out of eight matches from the Paramount racquet wielders. The winning team consisted of Ralph Block, Francis Peretti, Jack Watson, Phil Moore Warren Hyner and Martin Corrigan. Sam Jaffe, Frank Tuttle, Frederic March Ben Grauman Kohn, Oliver H. P. Garrett and Sally Bauano represented Paramount.

Arthur Freed is writing the lyrics and Joseph Moncure Mundie music for "Charmaine, Diane and Meeting", a comedy which will be produced by M-G-M. Freed wrote the story.

Starts White Film Next Week

First National starts production next week on White's "The Widow from Chicago."

"Man Crazy" Finished

Work has been completed on First National's "Man Crazy" which stars Alice White.

Monte Carter is making preparations for "College Sweethearts," which he will direct at Pathé. He recently finished the direction of "Two Eggs," featuring Al St. John.

Lewis King will make his exteriors for "The Moon From Hell's River" at Kernville. The picture will star Buck Jones.

Howard Estabrook is writing the screen play and dialogue for "Kismet," which will star Otis Skinner. It will be a First National special, entirely in Technicolor.

Our Passing Show: Neil Hamilton, James Finlayson, Clyde Cook, Donald McKay and William Jannett chatting at First National; William Sitstrom busy at RKO.

J. G. Okey, supervising art director at First National, is doing much research work on "Kismet" for First National. Okey is a veteran art director and has been in charge of the art department at the Barbark studio since its inception.

Nat Ross has completed the direction of "In Cold Arizona," the first of a series of two reel talking shorts, which he is directing and producing for Universal. The series will star George Sidney and Charles Murray.

Emile de Recat, head of the Pathé studio foreign depart- ment, has completed the direction of the Spanish version of "The Grand Parade" and "En La Calle," a Spanish musical short, and "Ciudadano Doctor," a Spanish comedy.

Heriman Robbins, president of the National Screen Service, has completed his annual trip to the Coast and has returned to New York.

Doris Anderson is writing the continuity and dialogue for "Grump," Cyril Mande's initial talking picture. Charles Anderson will also write the screen version of "Lost Ecasty." for Paramount.

To make a picture from 80,000 feet of negative, shot in the heart of Africa, much of it badly damaged and rendered useless by terrific heat, was the task of confronting Nat Spitzer, president of Congo Pictures, Ltd., who directed the cutting of the picture.

Torres in Second M-G-M Film

Racquel Torres has been assigned to the new M-G-M role and will start work soon in "Never the Twain Shall Meet." Lionel Barrymore will direct.

Armstrong Signs for 5 Years

Robert Armstrong has been signed by Pathe to a five-year contract.

Lloyd Hamilton to Make Series for Educational

Lloyd Hamilton will start work shortly on a series of comedies for Educational.

Resumes "Devil's Playground"

First National has resumed work on "Devil's Playground" which will be held up on account of a cold which kept Billie Dove from working.

Ayers in "St. Johnson"

Universal has chosen Lewis Ayre for the lead in "St. Johnson," which William Wyler will direct.

"Fame" Cast Completed

Cast for "Fame" has been completed by Warner Bros. John Adolphi will direct.

De Mille's Daughter in Film

Katherine De Mille, daughter of Cecil B., has been given a role in "Madame Satan."

Two for "Our Blushing Bride"

M-G-M has added William Tuite and Claire McDowell to "Our Blushing Bride," which Harry Beaumont is directing with Joan Crawford.

Five Song Writers for Pathe

Five song writers will be added to the roster under supervision of Josiah Zuro, general music director. They are Ted Snyder, Artie Sullivan, Mack Gordon, Abner Silver and Mort Harris.

Pearce to Direct "Fall Guy"

Leslie Pearce will direct "The Fall Guy" for RKO. Alan Roscoe has been added to the cast.

13 Tierney Tunes in "Dixiana"

Harry Tierney has composed 13 musical numbers for "Dixiana," which RKO is producing with Bel Daniels in the leading role.

100 Shorts from Darmour

More than one hundred shorts will be produced by the Larry Darmour studios during the coming year. There will be no shutdown in the summer months.

Crosland to Start "Big Boy"

Crosland is able to start filming "Big Boy," in which Arthur Jolson will be starred by Warner.

F. N. Ready for Musical Film

Now that Jerome Kern and Ott A. Harbach have arrived at the F. N. studio, the musical picture of which the composer and librettist have been collaborating has production immediately.

Added to "Kitty Bellairs" Cast

Geoffrey McDonnell and Arthur Metcalfe are latest additions to "Kitty Bellairs," which Warner Bros. film. Ziegfeld to do "Follies"

Florence Ziegfeld is to make a talker based on his "Follies," according to reports reaching here in advance of his arrival.
United States

Bandette, Minn.—Robert Long has opened the Grand here.

Hattiesburg, Miss.—The Strand has been closed by Public-Saenger.

Baltimore—Seating capacity at the theater will be increased to 2,000.

Bluffton, Ind.—The Grand will be rebuilt by Michael Hanley. The new structure will seat 1,000.

Greenwich, Conn.—Bratier & Polk, Inc., has purchased the Pickwick from the W. J. McGavoy Construction Co. Both are Newark (N. J.) organizations.

Chicago—Two suburban houses have announced they will install earphones to aid the hard of hearing enjoy talking pictures. They are the Deepthorpe, River Forest and the Alfoxon, Highland Park.

Fallon, Nev.—Rex and Palace have been purchased by Henry A. Stone of McGill and the Hull brothers of Las Vegas. The new owners will close the Palace.

Nashville, Tenn.—H. T. Gilmore has taken up his duties as manager of the Fifth Avenue Theater, operated by the Crescent Amusement Co.

Milwaukee—Work has begun on the Warner 12-story office building and theater. House will seat 2,600.

Wichita, Kan.—A new theater has been erected.

Bloomfield, Ia.—After having twice defeated Sunday shows this town really voted for the issue.

Toledo—RKO has taken over the Polvand and Palace, formerly operated by Howard Feigley, and both houses are closed for refurbishing.

Seattle—C. Lese Theenkauf, local Pathé manager, and Arthur Gollon and William Kranz, salesmen, have been financially rewarded for winning second prize in the recent national sales contest.

New Haven—The Annex has been leased by Edward F. Kearing to Anthony C. Panagrosso, who has remodeled the house.

Tucson, Ariz.—Opening of the new Fox houses here was attended by H. B. Frankly, Harry Arthur, J. Franklin and Bruce Fowler.

Trenton, Mo.—Dick Curry has been made manager of the Dickinon houses here and in Chillicothe.

Warrenton, Va.—A talking picture theater with a seating capacity of 1,000 is to be built here by J. L. Gray and T. T. Plitts.

Charlotte, N. C.—Mayor George W. Reisch will build a $45,000 structure in Church St. to house the First National and Warner exchanges.

Arlington, Mass.—No further permits for Sunday shows will be granted by the board of selectmen, due to protests following the first Sunday performance.

Freehold, N. J.—Ground has been broken for the new 1,200-seat house which will be ready by June 15.

Vicksburg, Miss.—The Saenger here is now being managed by J. J. Thomas, Jr., who succeeded E. H. Hands, Jr.

West Plains, Mo.—Dean W. Davis plans a 700-seat house here.

Pittsburgh—Larry Jacobs has been named district advertising and exploitation manager for Columbia Pictures.

Staples, Minn.—E. H. Hill and Al Ashenbrenner have consolidated the Palace and New Staples. Only the former will be operated.

Colby, Wis.—Half interest in the Badger has been purchased by Ed Lakosky.

Des Moines—Bob Gary is the new manager at the Paramount.

Seaside—Sid Schuchab has left RKO to become a booker for Columbia.

Boone, Ia.—L. H. Tilton has purchased the Strand from Lloyd Bensen.

Norwood, Mass.—William C. Breen and Thomas H. Hayden have sold the Norwood to the Garbose Construction Co., of Gardner, who in turn are expected to lease the house to George A. Giles. Dan O'Keefe of Gardner, may become the new manager.

St. Louis—The Hudson, in Park Ave., is dark temporarily. Monarch Theater on Cass Ave., and theaters in huma, Ill., and Kansas, Ill., have been closed.

Pittsburgh—Roger McKeel, business representative of the Operators' Local 171, has been elected vice-president of the operators for the middle Atlantic states.

Hartford, Conn.—Preliminary certificate of dissolution has been filed by the Central.

Antigo, Wis.—Hommer Gill, division manager, announces plans for complete remodeling of the Fox Palace at a cost of $30,000.

Rockton, Ia.—L. M. Saunders has sold the Electric to Frank Morris.

Manchester, Mass.—F. C. Blodgett has leased Horticulture Hall and is wiring it.

Monona, Ia.—L. P. Palmer has purchased the Rex from A. J. Wirkler.

Milwaukee—Louis A. Falk has been promoted from manager of the two Fox theaters in Oshkosh to state division manager by H. J. Fitzgerald, vice president and general manager of Fox Wisconsin Theaters.

St. Louis—Jack O'Neill has joined the Progressive Pictures Corp. sales staff.

Milwaukee—Joseph Kinsky has succeeded Robert Gross as manager of the Fox Plaza.

Wakefield, Mass.—Performances on Sunday are now being given here, following a recent referendum.

Waterloo, Ia.—The Waterloo has been taken over by A. J. Diebold, of Cedar Rapids, who has appointed H. C. Mershon manager of the house.

Milwaukee—Henry Uhlekin Realty Co. will soon start building a $3,500,000 house at 6th and Wisconsin Ave.

FOREIGN

Forest Hall, England—A talking picture house is to rise here.

Paris—A new distributing organization has been organized by Gaston Cavall under the name Editions Cinematographiques Sonores et Parlantes. The firm has contracted for the distribution of Louis Nalpas productions.

Middleton, N. S.—The interior of the Armour was swept by fire during the early morning hours, the loss being estimated at $75,000.

Haswell, England—Fred Coates has quit the management of the Palace.

Ottawa—The Canadian Government film studio has moved to new premises in the outskirts of Ottawa, the establishment continuing under the direction of F. C. Badgley. Western Electric equipment has been installed in the new structure and Government talking pictures are promised shortly.

London—Report of the senior official receiver for Whitehall Films, Ltd., shows a deficiency of more than $900,000.

Montreal—The Roxy, outstanding downtown silent house, has become first run local theater for Gaumont British Corp.

Milan—An Italian version of the German talker, "Die Nacht Gehort uns" ("The Night is Ours") has opened a run at the Corso Cinema.

Port Said—Western Electric talking equipment is to be installed in the Empire here.

Edinburgh—Gaumont has opened the new Rutland, seating more than 2,000.

Sheffield—Licenses have been discontinued for showing pictures in public houses on Sunday evenings.

Paris—SOUND apparatus is to be installed in the offices of the French censor, who at present must visit theaters to view talkers.

London—A $500,000 talker house will be built on the site of the Welcome Club at Westcliff.

New York

Earl E. Belcia has taken over the Cameo, Dunnellin, N. J., from J. C. Henry.

The Opera House at Hancock is now being operated by Berstfield and Cassidy.

Judge Nelson has taken over the Liberty, Bernardsville, N. J., and will reopen it shortly.

Consolidated Amusements has made the following managerial changes. Frank King succeeds P. Jerome at the Tivoli, Jack Nilmark replaces Irving Dashkin at the Arena and Herman Axelrod is now in charge of the Jerome, Bronx, succeeding Sam Shannon.

Albany—RKO is reported to be negotiating for a site at Clinton Ave. and North Pearl St. for a theater to cost $3,000,000 and to seat from 3,000 to 4,000 persons.

Port Jervis, N. Y.—The newly formed Port Jervis Theater Corp. has secured an option on the K of C site at Pike St. for a $500,000 theater.
M. P. Academy Plans Support for "Will Hays" Code of Ethics

(Continued from Page 1)

establish a common understanding as to how best to make them effective. “This is the most significant step taken since Will H. Hays announced the new rulings,” Woods said, “and it indicates that the code is regarded as a thoroughly practicable and workable instrument, founded upon common sense and decency and ensuring the highest possible standard morally, and artistically in talking pictures. Also it shows how effectively the industry intends to back it.”

The idea for unified effort in applying the code through different branches of production grew out of a recent meeting of the directors division, according to Woods. A majority of the prominent directors conferred with Fred W. Beebe, executive vice-president of the Association of Motion Picture Producers, and Colonel Jason S. Joy, director of public relations for the Hays office of the organization. “At this meeting, which was held at Academy headquarters,” said Woods, “all of the directors present expressed themselves as heartily in accord with provisions of the code, the only concern being that it would become the accepted criterion of thought and effort within the industry. It could be carried out in good faith, they agreed, without standardizing product or sacrificing the best ideals of art development.” It was pointed out by the Academy’s secretary also that great importance attached to the fact that the men most responsible for the application of the rules—the directors themselves—were first to acknowledge the values of these new rules. They recognized them not so much as a set of restrictions and inhibitions as a guide insuring compliance with the dictates of good taste. A resolution was passed at the meeting,” said Mr. Woods, “recommending that the writers’ branch be called to meet and discuss among themselves, and with both Mr. Beebe and Colonel Joy, the specific operation of the code, thus insuring intelligent cooperation and common understanding. This meeting has been arranged for following this recommendation. It was then decided to broaden the field of activity by including in the invitation, all branches in the production field, including producers, associate producers, supervisors and those in close contact with them, thus establishing channels through which to convey common knowledge to every branch concerned with picture making. Among prominent directors responsible for the movement were Frank Lloyd, Eddie Cline and Esther Reed. Others who lent hearty support included George Fitzmaurice, Al Green and Sidney Franklin, as well as many more who are nationally famous. Producer interest in the code is evidenced, of course, in the fact that it was originally drafted by a committee consisting of Irving Thalberg, Ben Schulberg, Jack Warner and Sol Wurtzel. The initial draft, as prepared by this committee, was subsequently perfected by a joint committee of nine, including the first named: William Le Baron, Charles Christie, Charles Sullivan and Joseph Schenck, head of United Artists. Before the final ratification of the code by the Hays office, it was adopted by the Association of M. P. Producers.

More Than 200 Attend Fox Get-Together Lunch

(Continued from Page 1)


Theater Prices Reduced After Students Protest

(Continued from Page 1)

Theaters Corp. agreed to reduce admission prices at the Jefferson. The scale hereafter will be 35 cents for matinee and 50 cents top at night.

Trop Leaves Audible Pictures

J. D. Trop has resigned as Eastern representative of Audible Pictures. He is retaining his office at 729 Seventh Ave. and will shortly announce future plans.

Sunday Shows Gaining in St. Louis District

(Continued from Page 1)

performances will be Mexico, this state, which starts this policy Sunday. B. F. De F, was reached with the Liberty, plans to run a matinee and an evening performance after the church hour.

Several towns throughout the Northwest also report victories on the Sunday show issues. Among them are St. James, Eureka, Lindenwood, IA; Bloomfield, IA, and Sigourney, IA.

W. Ray Johnston Plans 20 Talker Productions

(Continued from Page 1)

Pictures and an undetermined number of shorts by Raytone Talking Pictures. Short product planned so far includes four serials and 18 reissues of Alice cartoons by Walt Disney.

B. & K. Shows Net Profit of $2,750,241 for 1929

(Continued from Page 1)

Consolidated balance sheet of Balshah & Katz for year ended Dec. 27, 1929 shows a net profit of $2,750,241.50, after deducting for Federal income tax, interest, depreciation and amortization.

Strand, Phoenix Gets Sound

Phoenix, Ariz. — The Strand has begun its new sound policy. “Phantom of the Opera” was the opening picture.

Some of the machines which are making history in the moving picture industry — general view of the Tool Room, Milling Department, in the new Bell & Howell Engineering Development Building.

A new piece of Bell & Howell cinemachinery is never put into production until the conditions under which it might operate are carefully surveyed and tested; not a wheel is turned until the whole function of that instrument is visualized and prepared for in advance.

From this care in design, and the precision of their manufacture come the constant dependability of Bell & Howell Standard Film Perforators, Printers, Splicers and Studio Cameras.

Wherever movies are made, printed, or projected, the name Bell & Howell has rightfully become synonymous with high known quality.

The foresight of engineers is but a part of the contribution of the Bell & Howell Engineering Development Laboratories to the progress of the industry. Clear thinking and rare skill in application of theory to practice are daily solving the problems of the moment in these Laboratories. Penetrating vision and mechanical ingenuity are constantly at work in anticipation of the future.

Bell & Howell

You know how 'tis!

LANGDON McCORMICK'S great stage melodrama. . . . Now the most amazing talking thriller ever screened . . . aimed straight at the big money!

LUPE VELEZ

With PAUL CAVANAUGH and WILLIAM BOYD. Directed by William Wyler. With the tender song, "Tell Me, Do!" Presented by CARL LAEMMLE.

UNIVERSAL FIRST!

NEWS IS REAL NEWS ONLY WHILE IT IS HOT THEATER EQUIPMENT NEWS

In the Film Daily Thoroughly Covers Happenings in This Field
THE FIRST ALL-TECHNICOLOR DRAMA

with
Jean Hersholt, Eleanor Boardman, Ralph Forbes
Four Weeks at the Gaiety Theatre, New York

It is sweeping the entire country. Critics everywhere proclaim it marvelous in acting, story and color effects. You'll Clean Up Big on This One. Book it NOW. We have a smashing exploitation campaign all ready for you.

Directed by Al Rogell
With RCA Synchronization

TIFFANY presents
The Greatest Screen Drama Of All Time

JOURNEY'S END

ASTOUNDING THE WORLD AND ALL CRITICS

with COLIN CLIVE
who originated the role of Captain Blanke, and a Marathon Cast.
From R. C. Sherriff's Stage Success.
Directed by JAMES WHALE.
A Tiffany-Gainsborough Production.
Australiun Theatrical Circuit Going Talker

MELODRAMA PREFERRED, SURVEY INDICATES

Fox West Coast Prepares to Build 15 Theaters

California, New Mexico and Arizona to Get New Houses

West Coast Bureau, THE FILM DAILY

Los Angeles—Preparations are being made by Fox West Coast to build 15 theaters in California, New Mexico and Arizona. Aggregate cost of the new houses is approximately $3,000,000, or an average of $200,000 for each project.

1,300 Per Cent for Good Will

Erick, Okla.—In a suit to recover alleged damages due to late arrival of a feature film for the premiere of talkers at the Worley, Seibert Worley, local exhibitor, asks $2,000 as “damages in public good will and reputation of the theater” and $150 for loss in ticket sales.

COMPANY NOT FOR SALE

H. M. WARNER DECLARES

Recent big deals involving Warner Bros., were not, as some students of the situation have surmised, initial moves toward a sell-out by Warners to other interests, according to a statement by H. M. Warner in answer to rumors that have been in circulation lately.

“For the information of our more than 14,000 stockholders” says Warner, “and on behalf of myself, my brothers Albert and J. L. Warner, and other large stockholders including J. J. Redlich, I wish to reiterate emphatically that Warner Bros. is not now

Gallagher Joins Columbia as Public Relations Man

J. H. Gallagher, advertising executive, has been appointed by Jack Cohn to the newly created post of director of the public relations for Columbia. He assumes his duties immediately and will have supervision of the ad

M.P.T.O. of Oklahoma Will Convene May 13-14

Oklahoma City—M. P. T. O. of Oklahoma will hold its annual convention May 13 and 14 in this city. M. A. Lightman, president of the M.P.T.O.A., is expected to attend.

Fuller Chain of Australia Switching to Sound Policy

THEATER SAFETY RULES BEING REVISED IN MASS.

Sydney (By Cable)—As a result of investigation made by the state fire marshal’s office in connection with the recent Woburn theater fire, immediate revision of state fire and building regulations affecting theaters wired for

On His Ear

West Coast Bar, THE FILM DAILY

Hollywood—Harry Tierney, popular song composer, now working for RKO, has taken out $100,000 insurance on his hearing. Metropolitan Life Insurance is the company that will be nicked for that amount if Harry’s ears go back on him.

Films with Music Second in Favor—Outdoors Come Third

A decided preference for melodrama is indicated by a survey of first-run houses made by Columbia, Jack Cohn told THE FILM DAILY yesterday. Exhibitor demands were determined through personal canvass by Joe Goldberg, general sales manager, working with the Columbia district managers, he stated.

Pictures with singing were found to be the second choice, the reference not being to operettas, declared Cohn. Third on the popularity list came outdoor pictures, including westerns.

JACK G. LEO OUT TODAY AS FOX VICE-PRESIDENT

Jack G. Leo today (April 19) severs his connection as vice-president of both Fox Film and Fox Theatres. It is understood that he will take a vacation of about a month before undertaking new activities.

20,000,000 Home Shows Predicted by Sarnoff

Fort Monmouth, N. J.—Instead of the 22,000 theaters now operated in the U. S. the time will come when there will be 20,000,000 home theaters where radio sets will provide television shows, says David Sarnoff, president of RCA, in a talk to Army officers here.

Musical Cartoon Series Being Made by Vitaphone

A series of musical cartoons, 12 or more in number, under the title of “Looney Tunes,” is being made by Vitaphone Varieties, George E. Kirig. Each will be based on a Warner musical hit. The first one is “Sinkin’ in the Bathtub,” a takeoff on the “Winnie Lightner” song. Leon Schlesinger is producing the series, with cartoons by Hugh Harman and Rudolph Ising, and music by Frank Marsales and Isadore Freling.

Talley As Is

In reply to rumors running up and down the big stem, a prominent Fox executive stat- ed yesterday that no change whatever was contemplated in the executive staff of Fox Movietone and Hearst Metro- tone, and that Truman Talley would remain in charge.

DO LEO TO BE GEN. MGR. OF FOX MET. PLAYHOUSES

Joe Leo has been definitely decided upon by Harley L. Clarke as general manager of Fox Metropolitan Playhouses, THE FILM DAILY learns. Announcement to this effect is expected shortly from Clarke.

Company not for Sale

150 SHORTS NEXT SEASON PLANNED BY PARAMOUNT

Approximately 150 shorts will be made for the Paramount 1930-31 program. Production will be both in New York and at the Coast.

No successor has so far been ap- pointed for A. J. Balaban, who has been in charge of shorts production at the Long Island plant. There seems to be a possibility that this post will be left unfilled and Walter Wanger and James Gowin will supervise making of this product.

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Financial

Markets Closed
All securities markets were closed from Good Friday until Monday.

WARNER-WISCONSIN DEAL
DUE MONDAY OR TUESDAY

Negotiations for taking over of the 11 Universal Wisconsin houses by Warner Bros. will be concluded either Monday or Tuesday, the FILM DAILY learns. It is understood that the purchase will be made through an exchange of stock.

The Venetian, Racine, Kenosha, Sheboygan, and Sheboygan, which Universal owns outright are included in the deal along with eight other houses under lease to Universal. Seven of the eight are in Milwaukee and the other house is the Kisko, Racine. The Altamaha, first run Milwaukee house is not a part of the purchase. Universal will retain the house for its own use.

Fred S. Meyer, general manager of the Milwaukee Theater Circuit, it is learned, has been in New York for the past week working on the deal with Universal executives.

Lew Kaplan to Mexico
Lew Kaplan, RCA Photophone installation engineer who recently returned from a nine-month stay in the Philippines, has gone to Mexico City.

Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in
MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES
INCORPORATED

1540 B'WAY N.Y.C.  TELEPHONE BRYANT 3040

The Industry's Date Book

Apr. 18 Meeting of Tri-State Theater Owners of Pennsylvania, West Virginia and Ohio at Windsor Hotel, Wheeling, W. Va.


Apr. 22-24 Annual Convention of Northeast Theater Owners at Nicol Hotel, Minneapolis.

Apr. 23-25 Nebraska Western Ion theater owners, semi-annual convention, Hotel Loyola, Omaha.

Apr. 24 Paramount annual meeting (telegraphed).

Apr. 25 Universal begins four-day inter-nation sales confab at the Savoy Plaza, New York.

Apr. 26 Fox annual meeting.

Apr. 29 Opening of "All Quiet on the Western Front" at Central, New York.

May 5-8 B.M.P.E. Spring Meeting at Wardman Park Hotel, Wash., D. C.

May 13-14 M.P.T.O. of Oklahoma, Oklahoma City.

May 16-18-19 Paramount Eastern managers hold annual sales meet in New York.

May 19 EKO sales convention opens at L. A.

May 21-22 Phil M. Day regional sales meet at Ambassador, A. C.

May 24-25-26 Pathe regional confab at C. I. and Dress, New York.

May 26 Fox annual sales convention opens at Morris Hotel, Cal.

May 24-25-26-27 Paramount western managers will hold annual sales meet at San Francisco.

May 29-30-31 Pathe regional convention at San Francisco.

June 2-7 International Cinema Congress, Brussels.

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New York Long Island City
1540 Broadway 154 Crescent St.
BRYANT 4712 STYLISH 7940

Eastman Films
J. E. Brulatour, Inc.

Chicago
1727 Indiana Ave. 6700 Santa Monica
CALUMET 2691 HOLLYWOOD 1211
**Timely Topics**

A Digest of Current Opinion

A MESSENGER from Fox just dashed in breathless with a notice: "Marjorie White arrives Saturday on the Advance Twentieth Century. Can you spare a man to cover her arrival?" So we called for volunteers for this hazardous mission. The entire Coast stepped forward to a man. Thanks, boys; see you there. "If Marjorie looks as good as she, we'll go ourself!" Harry Richman was advertised to take tickets at the door of the Rivoli for his show, "Puttin' On the Ritz," but failed to appear, so Herman Goldsmith of the theater staff subbed for him. Believe it or not, the female fans didn't know the difference, and Herman now has a fine collection of new telephone numbers.

**Phil M. Daly**

**ALONG THE RIALTO**

A MESSANGER from Fox just dashed in breathless with a notice: "Marjorie White arrives Saturday on the Advance Twentieth Century. Can you spare a man to cover her arrival?" So we called for volunteers for this hazardous mission. The entire Coast stepped forward to a man. Thanks, boys; see you there. "If Marjorie looks as good as she, we'll go ourself!" Harry Richman was advertised to take tickets at the door of the Rivoli for his show, "Puttin' On the Ritz," but failed to appear, so Herman Goldsmith of the theater staff subbed for him. Believe it or not, the female fans didn't know the difference, and Herman now has a fine collection of new telephone numbers.

**Sono Art in Extensive National Tie-Up Plan**


**Sono Art World Wide**

**Organized Picture Popularity Contest**

ORGANIZED a picture popularity contest in which patrons are asked to submit a list of the features for the past month in order of their box-office value, based on the financial records of the two theaters. Fifteen local merchants are cooperating in the contests, which are to be held monthly, by giving merchandise prizes while Tubman himself is offering 24 passes for each theater. "What the picture did to me" is the theme of the tests.

—F. R. Tubman, Regent, Ottawa

**Sono Art World Wide**

**ONE DAY**

55 to 60 million people see newsreels in the United States each week.

**EXPLOITETTES**

A Clearing House for Tabloid Exploitation Ideas

**MANY HAPPY RETURNS**

April 19-20

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

Bernard Kearney
Lina Barretta
Al Ferguson
Pauline L. Neff
George O'Brien
Capstone Falmadge
Herbert Wilcox
Dr. William Axt
**PRODUCTION IN THE EAST**

**WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS**

### Paramount L. T. Studio Fully Transformed

The difficult process of turning a large plant, designed to make silent pictures, into a modern sound studio, is one of the major accomplishments of G. Edwin Stewart, chief engineer of the Paramount Long Island studios.

With the coming of talking pictures, the studio was reopened in June, 1928, and the first sound channel put into operation July 16, 1928. Production was started one month later with an Eddie Cantor short. The following October the first all-talking feature went into production. This was "The Letter," starring the late Jeanie Eagles.

The second sound channel was installed Jan. 2, 1929, and production had increased to such an extent that a third was added one month later. Since then, five and six sound tracks have been installed, the latter being used for dubbing and scoring. The original sound staff of 10 has been increased to 57 persons.

In less than two years, 100 short subjects have been made, plus 17 features, six foreign language shorts and over 600 screen tests. Besides this, 22 features and 33 shorts have been dubbed in wax, besides synchronizing three features for foreign release.

The first portable camera booth ever built was developed by Stewart and put into operation at the Long Island studios last October. The model is now being used generally. The old monitor rooms have been converted into stages 50 ft. square.

### New Union Formed by Eastern Make-up Artists

With the idea of fostering closer cooperation among make-up artists working in the East, a union has been formed with Fred C. Ryle as pres., Morgan Jones, vice pres., and Willon Fields, sec. and treas.

Classes will be held to train junior members of the profession at headquarters yet to be chosen. Social events throughout the year are also planned.

The make-up artists will be subject to the same working conditions and rulings as Sosic Artists Local No. 829. A proposal covering this phase of the matter will be submitted to producers on May 1.

Larry Kent's Assistant

Max Haynes, former agent, who has been connected with the Paramount Long Island Studios for the past two months, is now assisting Larry Kent, head of the short subjects department.

### Short Shots from New York Studios

**By HARRY N. BLAIR**

**LEE MORSE**, a little girl from Tennessee, who has been a popular radio and recording star for the past eight years, has just completed a Vitaphone musical sketch entitled "The Song Racket." Leo Donnelly and June Clayworth are in the supporting cast.

Swiss cheese on rye bread is the invariable luncheon order of Maurice Chevalier, according to Neil Dory, manager of the Paramount studio luncheon. Walter Wanger courts health with bran flakes and milk. Helen Morgan likes a double portion of white meat chicken. Monte Ball has a yen for peanut butter sandwiches while Sam Cowan finds a hot roast beef sandwich the ideal lunch for a busy man.

Walton Butterfield, of the Warner Vitaphone writing staff, is author of the George Bancroft sketch in "Paramount on Parade," now appearing on Broadway.

"Mother Goose Parade" and "Candy Caper" were the titles of two juvenile one reel shorts just completed at the Paramount Long Island studios, under the direction of Bert Blumenstock and Lewis McDermott.

George F. Kaufman, co-author of several Broadway hits including "Beggars on Horseback" and "The Royal Family," wrote "The Still Alarm," a comedy sketch featuring Clifton Webb and Fred Allen, which will be filmed at the Warner Vitaphone studios during the coming week.

A welcome home celebration was accorded Pat Donehue, script girl at the Paramount studios here, upon her return to work after an eight weeks' illness.

"The Body Slam," one of the newest of Vitaphone Varieties, is a fast moving comedy built around a wrestling match. The cast includes Eddie Lambert, Gene Lutax, 268 pound wrestler, and William Irving.

A specially designed modernistic set was executed by Scognanillo, of the Paramount Long Island studio art department for a two reel comedy, "Neighborhood Neighbors," starring Lulu McComb, which Ray Cosme directed.


"Soup to Nuts," a comedy dish directed by Jack Portington, has just been completed at the Paramount studios here with the vaudeville team of Alan and Caron featur

Burret Hershey, staff writer at the Eastern Vitaphone studios, claims to have written the first article predicting the evolution of talking pictures in Feb., 1928, and authored "The Cinema Acquires a Voice," for the Refex magazine.

Pierre Collings and Morris Ryskin are doing the script on "Animal Crackers," Marx Bros. vehicle which Paramount will make.

### Brock Busy on Three RKO Star Comedies

Louis Brock, recently placed in charge of RKO short subjects production in the East, has three reel comedies in various stages of production. W. C. Fields will start his first talking picture at the Ideal studios on Wednesday under the direction of Monte Brice. This will be based on his vaudeville skit, "The Golf Game," and will have Shirley Gray, John Dinsmore, Jack Tracy, and Jack Sharkey in support.

A new vehicle is being prepared for Clark & Mccullough by Mark Sandrich, director, and Rube Welch, with production scheduled for next week. Brock is now editing "Who's Got the Body," starring the Italian comedy team of Nick and Tony, which will shortly be seen on Broadway.

### Paramount Planning First Color Feature Made Here

The first all-color feature to be made in the East will probably be "Heads Up," which Paramount is planning to start at their Long Island studios in about another month.

Just what system will be used has not yet been decided although it is understood that one of the three methods now under consideration by Paramount technicians will be employed.

### VAUDEVILLE SHORTS CUT IN FAVOR OF ORIGINAL

Shots producers here are no longer in favor of standard vaudeville acts. Original stories, with a comedy angle, acted by picked casts, is the present system being followed. As a result of this, both Paramount and Warner Bros. are adding to their writing forces, the latter having recently put two new writers on their studio in Flatbush.

Shots production in the East has taken up a regular pattern. Paramount's schedule calling for three shorts each week, with Warner Bros. also turning out about the same number at their Eastern Vitaphone studio.

### Clarke and Sheehan Expected at Opening

Harley Clarke, newly appointed president of Fox Film Corporation, is expected to make his first public appearance in New York, since assuming office, at the formal opening of the Red Star Music Co. offices, at 729 Seventh Ave., next Thursday.

Winfield Sheehan, vice-president, and other officers of the company are also expected to be present at the reception which is open to all members of the trade. Pat Flaherty, general manager of Red Star Music Co., will act as host with entertainment and refreshments promised for all who attend.

### Cameramen Assigned

Larry Williams has been assigned to photograph "The Sap from Syracuse," George Fossey will turn the crank on "Animal Crackers" and William Steiner, who just finished "Queen High," will be first cameraman on "Heads Up," at the Paramount Long Island studios.

### Reed Keeping Busy

Daniel Reed, formerly of the stage, who directed dialogue on "Young Man of Manhattan" and "Leave It to Lester," at the Paramount Long Island studios, has been assigned to act in the same capacity on "The Sap from Syracuse," which starts Thursday.

---

**PHIL ARMAND**

Chief Cameraman

Ten years with Claybeehone. Lately with Warner Vitaphone International Photographers, Local 644

231 W. 42nd St., Tel. Wisconsin 3463
Bancroft's Illness Changes Paramount Plans

Pomeroy Directing His First for RKO—Wayne Morrison Gets Lead in "Oregon Trail"—Harbach and Kern Write Operetta for Bernice Claire Griffith Finishing Shooting on "Lincoln"—Dorothy Gish May Return

A Little from "Lots"

By RALPH WILK

JOE E. BROWN will do some college capping in his next F. N. film, which is based on Rex Beach's 'Going Some.' From what we understand, Joe will be given an excellent opportunity to disport his comedy wares.

After Dolores Del Rio goes through the last stages of "Reurrection," so pun intended, she may be starred in 'The Passion Flower,' which, if so decided, will after her a splendid chance for some real dramatic acting. With George Fitzmaurice linked as the director, great things are expected from that wistful star.

Al Rogell, who recently formed his own producing company, pulled a fast one the other day. After taking a peep at the galleys of "Old Clothes Lines," the story was purchased immediately. Again we repeat no gag intended since good stories are very much in demand and Al ought to cut the pie is the first one to know how good it tastes.

Lucille La Verne, whose performance in "Sun-Up" has gone down in picture history as well as the stage album as one of the finest of its kind, will appear in her second then in a featured role in "Penny Arcade."

Dorothy Gish Expected Back in Film Activities

With the signing of James Rennie, husband of Dorothy Gish, by First National for a long term, it is reported that Miss Gish herself may shortly return to film activities, probably under the First Niam Haines. She is expected to arrive here in a week or so.

St. Clair Returning to M-G-M

Mal St. Clair, whose last production for M-G-M was "Montana Moon," will return to that company's Coast studio under a new long term contract with "Remote Control" as his next assignment. William Haines, last seen in "The Girl Said No," has been given the starring role of "Remote Control," based on the Broadway stage melodrama of the same name.

M-G-M Buys "Tampico"

M-G-M has acquired screen rights to "Tampico," the play by Bartlett Cormack and Joseph Her- geshimer, which John Adolphi is directing for Warners.

Frances Upton is among the latest glorified Broadway girls to crash the cinema. She will be leading com- pany in Eddie Quillen's next, "Night Work," in which Sally Sturby is the heroine. Russell Mack is directing and the roster also includes John T. Murray, George Duryan, Addie McPhail, Virginia Coine, Bill Bennett, Kit Guard, Arthur Hoyt, William Holden, Tom Dugan, George Hill, William Haines and the child actor, Wally Albright.

May McAvoy, though happily married to Maurice Cleary, has felt the lure of the screen so strongly that she will stage a comeback. She is studying music, voice and French and Spanish.

George Barnes, in signing as first cameraman on "What a Widow!" Gloria Swanson's forthcoming talking and singing comedy drama for United Artists, is filling his third successive engagement with Miss Swanson. With Gregg Toland as associate, he filmed the "Trespasser" and prior to that a major portion of "Sadie Thompson."

Robert Edeson was inveigled into acting while producer of the Park Theater in Brooklyn.

D. W. Griffith Finishes Abraham Lincoln Film

After 31 days of hard work, D. W. Griffith has finished the shooting of "Abraham Lincoln." A total of 120 players took part in the production, and it is planned to have the Broadway premiere before fall.

Joan Peers for "Rain of Shine"

Following the completion of her engagement as the feminine lead in Columbia's "Around the Corner," starring Charlie Murray and George Sidney, Joan Peers will immediately go to work in "Rain or Shine" under the direction of Frank Capra. Joe Cowan, who created the starring role in the stage production, will make his screen debut on the Columbia lot in the same characterization, while Tom Howard and David Chasen, who also were in the original company, will enact their respective roles before the camera.

Alexander Gray May Free Lance

Alexander Gray is reported leaving First National to free lance.

ROY J. POMEROY STARTS FIRST PICTURE FOR RKO

Roy J. Pomeroy starts directing his first Radio picture, "Inside the Lines," at the RKO studio this week. Betty Compson and Ralph Forbes enact the featured roles. W.ard Adamson, working under Pomeroy's supervision, adapted "Inside the Lines" to the screen. John Farrow wrote the dialogue. The story is based on Earl Derr Biggers' popular stage success and much of the plot is laid in Gibraltar. Pomeroy, noted for his successful direction of "Interference," another English stage play, is expected to score a directorial triumph in "Inside the Lines," according to studio executives.

Going to Hollywood?

YOU will find a cordial welcome at the charming and hospitable Hollywood Plaza Hotel...right in the heart of movieland. Enjoy the ideal lo-ca-tion, and quiet homelike atmosphere...the luxurious furnishings, faultless service...and, noted guests. The dining room is operated by the famous Pig 'n Whistle Caterers. Rates are most reasonable.

The Plaza is only a few minutes from the beaches, golf courses, studios, downtown loop of Los Angeles, and within a block of Hollywood's famous fashion shops, theatres, cafes, etc.

Write or wire for reservations, or ask for FREE illustrated booklet, and rates.

HOLLYWOOD, CALIF.
Theater Equipment

ADVANCED PRINCIPLES IN AIR BLOWER SYSTEM

Economical operation, slow speed and silent performance are the essential features outlined by the Supreme Heater and Ventilating Corp., in describing the new type Supreme Multiblade cooling blower. Claiming that it is strictly a scientific product, designed in accordance with the advanced principles of fan engineering and conforming to the laws governing air flow, the company declares that this blower is constructed of heavy gauge steel with all-ribbed wheel running on heavy duty Timken bearings. It requires no attention other than an occasional oiling. Each system consists of the above type multiblade cooling blower, 5 H. P. 5 speed 3 phase A. C. motor and speed controller, endless cable control, and automatic oscillating air diffuser.

Anyone can install the complete system without the possibility of error, the company claims.

Robert Dunlevy Manager of Typhoon Fan Co.
Philadelphia — Typhoon Fan Co. has opened an office here at 1339 Vine St. Robert Dunlevy, who has been in charge of the company’s sales in this territory for the past year, has been named manager of the local branch. Recent installations in this city include the Alhambra, Capitol, Keystone, Harrowgate, Fairmount, Karltion, Orpheum, Poplar, Strand and Liberty. In addition to these houses contracts have been signed for installation of cooling systems in the Cameo and Becker Bros. theaters.

Schanez’s Improved

Baltimore—About $3,000 has been spent by E. A. Mathews for new decorations and improvements to the Schanez’s here. The work was done at night so as not to interfere with daily performances. Among the improvements are mural design rose, cream and gold; new horns, new lighting fixtures, new draperies and carpets.

FRENCH DESIGN THROUGHOUT Warner Bros. New Hollywood

Aside from expert sound acoustics the Hollywood, new Warner Bros. New York house, will be able to boast of numerous other artistic features, the past few weeks. In the house, which was designed and erected under the personal supervision of Thomas W. Lamb, architect, its entrance on Broadway through a lobby in modernistic French design with mirrored walls enriched with bronze, marble floors and plastic ceiling. The lobby leads to a grand stairwell which takes one into an oval rotunda serving as the grand foyer.

In the foyer the decorations are in French Baroque. The grand stair-case winds to a mezzanine overlooking the grand foyer. The floors are carpeted in a deep red; the seats somewhat brighter, and the paneling in another shade of red which blends with the balance of the decorations. Murals in gold leaf cover the ceilings of the auditorium. There are 12 of these, each representing a month of the year. Returning to the grand foyer one descends to the lounge. Here again is the French Baroque in an oval-shaped room. Off the lounge are the retiring rooms. The ladies’ cosmetic room is decorated in Louis XVI period furniture and is adjacent to the ladies’ retiring room, which is done in a Noveau Arte tempo. The men’s smoking rooms are done in Spanish style. The stage is equipped to accommodate any type of production or presentation, it is claimed. Heating, refrigerating and lighting systems are the most up-to-date. All in all, the company is said, the advancement of perfect reproduction of sound pictures with a beautiful atmospheric surrounding is completed in the theater, which opens April 22.

Projection quarters of the theater were made spacious and a ventilating system has been installed, the air being washed before entering the booth. Back of the room are dressing compartments and in addition there is a shower bath in each room.

SPREADING SOUND FILM NEEDS CAREFUL ATTENTION

Splicing of sound film makes for bad reproduction unless the operator takes every necessary precaution in watching the missing frames. Some projectionists are still employing the old method of painting out splits on film bearing photographic sound records with black lacquer and many are not using anything at all. An irregularity in the sound track will be noted and in the right light transmitted by the film passing the light.

It is essential to gradually mask the splice in all cases. A number of sound records where a splice is made, otherwise a foreign noise will be heard which will ruin the product of the record and Applied Lacquer with a brush of film and waiting for it to dry is a very slow method and many times unsatisfactory. A very simple method is to cut a small piece of black film to the desired shape of the marking off the sound track gradually and apply over the patch after making the splice. Projectionists should keep a quantity of these patches on hand in the event of a broken film that needs immediate splicing without introducing any noise into the record.

S. E. P. C. Opens Branch Office at Kansas City

Kansas City, Mo.—A branch of the Southwestern Products of Dallas has been opened here with R. J. Leffingwell, of the home office, in charge. The company’s sales and servicing of Powers Cinephone and Southwestern sound equipment will be handled by this office in addition to the distribution of Ray-tone sound screens, including the new flameproof type; Macy horns; Presto pick-ups; Ever Ready tubes and a complete line of acoustical equipment.

Schlicker Surprising

H. C. Schlicker is supervising production of all apparatus being manufactured by the Sterling M. F. Apparatus Corp., which recently moved from New York to Naugatuck, Conn. He is treasurer of the company.

Scientific Sign

A group of scientists from the American Institute of Electrical Engineers recently visited the new Warner Hollywood in New York and inspected the new Kink Color Control sign. Edward Silverman, electrical engineer appointed by Warner Bros., conducted the visitors to a vantage point and explained the operation of the sign.
THEATRE LIFTS MUST BE SILENT AND TIME SAVERS

Two important elements come to light when installing elevators in theatres, according to N. Richardson, field engineer for Otis Elevator Co. The first is that it is advisable to use self-leveling elevators which save time at the landings and also eliminate the stumbling hazard, both of which delay the service in making round trips in order to get patrons in and out of the house. The second is the noiseless operation of the machine with a hatching device that would disturb the audience during a performance, even though elevators may be off the main floor.

Theater elevator service is divided into two groups; one serving the lobby and the other for roof garages and offices in the structure. On the latter type, the speeds may be considerably greater than the longer and faster of advantageous use high speeds. In the former this is not possible because of the short duration. Examples of the short rise elevators are those in Rocky and Paramount. Higher rise elevators are installed in the Little and Japanese

Appication of Chemicals Can Make Wood Fire Retardant

With all precaution being advised by fire departmenst to have equipment fireproof, it may be more than a conjecture to an exhibitor to take cognizance in the fact that wood can now be made a fire retardant. Through a simple application of chemicals, woodwork in and outside of theaters can be made fireproof. For interior work ammonium phosphate and ammonium sulphate have been used but ammonium chloride, sodium borate and zinc chloride are other chemicals proposed. Most of these chemicals may be washed out when exposed to weather or used on fire

A combined soda borate and zinc chloride treatment has been suggested for use outside. A zinc borate, which is the resulting salt, is less soluble than the other mentioned. A sufficient amount of chemicals injected will make the wood fire retardant in that it will not flame at ordinary temperatures, although it will char and the volatiles will distill and burn at higher degrees.

Superior Vending Co. Installs Seventy-Five

Chicago—Superior automatic vending machines have been installed in 75 houses belonging to the Illinois Independent Theater Owners, which has endorsed the equipment.

Richblum Gets More Territory

Cleveland—Sam Richblum, formerly sales manager for General Talking Pictures, in the southern part of Ohio, has been appointed representative of the entire state with offices here.

Coolers for 6 R-K-O Houses

Buckingham-Kroeschell air cooling and air conditioning plants are being installed in the following R-K-O theaters: Hippodrome, Cleveland; Keith-Albee, Boston; Proctor’s, Youngents; 105th St., Cleveland; Keith, Providence; Palace, Newark, N. J.

Pickel's Builts Silent Coolers

Ponca City, Okla.—Fred Pickel, owner of the Ritz and Ponca here, is installing Buffalo Silex distributing units with air washer equipment. The silent coolings systems were purchased from the Buffalo Engineering Co. of Dallas.

“Cool” Hints

In the latest issue of “Now,” official organ of Fox West Coast theaters, a spread is given over to practical hints and drawings of signs suggesting cool atmosphere in theaters during the summer. Several tie-ups in the anti-heat campaign without cost to the manager are also recommended.

Tone-O-Graph Appoints Western Pa. Distributor

Pittsburgh — Wheeler & Zobelli, 1027 Boulevard of Allies, has been appointed by North American Sound and Talking Picture Equipment Corp. as the western Pennsylvania distributor of Tone-O-Graph.

Speed Indicators Popular

For accurately cueing pictures and synchronizing the music with the speed at which the film is running, the Speed Indicators manufactured by the Chicago Cinema Equipment Co. have proved quite popular with exhibitors. Where two machines are operated, three indicators are needed; one for each machine and one for the conductor’s table. These three speed indicators require two generators with the necessary brackets and pulleys for mounting them. All these accessories are supplied by the Chicago Cinema Equipment Co.

Ansell and Simplex Ticket Companies Merge

Chicago — After negotiations of many months the Ansell Ticket Co. and the Simplex Ticket Co. have finally merged. The new company will be known as the Ansell-Simplex Ticket Co., Inc. Headquarters will be at 2644-48 W. Chicago Ave., here.

Victor Announces New Projector and Rheostat

A new model 16 mm. projector has been announced by Victor, which claims that it is identical to the present 3-B model except that it is finished entirely in crystal black enamel with all steel and brass parts chrome-plated. The company also makes known that it will soon have ready for delivery a new lamp rheostat which can be used for any of its cine equipment.

Pack Shops Closes Deal with Publix for Vendors

A deal has been closed by Pack Shops, Inc., whereby the company will equip Publix theaters in Chicago, Minneapolis and Detroit with its automatic vending machines. It is understood that many Publix houses throughout the country will have these candy vending machines installed as Pack Shops states that it has a contract for 500 installations in this chain's theaters. The Paramount in New York has 17 of these machines in different parts of the house.

Starrett Leaves Oliver Supply

Cleveland—H. W. Starrett is no longer connected with the Oliver M. F. Supply Co., having resigned as field manager.

FLAME PROOF

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New York, N. Y.
**European Firms Band to Fight U.S. Equipment**

Paris—Twelve of the most important groups in the European film industry have united in a Franco-German alliance to keep the Western Electric companies out of France, Spain and Czechoslovakia. Chief among the companies involved are Klangfilm, Tobis Syndikat, Klangmeister International, French Tobis, Albert Franco Films, Etablissements Artistes et Écrans, and CINEMA. Steps are expected to be taken to exclude American sound equipment companies from other countries as well.

6 French Studios Wired to Produce Sound Films

Paris—Six studios in France are now equipped to produce sound pictures. All of them are in the Gaumont studio in this city, the Kane-Paramount and the Pathé studios at Joinville and the Tobis plant at Epinay. The Kane-Paramount is wired with Western Electric, while the Pathé studio is equipped with RCA Photophone.

### “School for Scandal” First 100 Per Cent Raycol Film

London—“The School for Scandal,” the Sheridan comedy, which will be placed in production by A. R. L. Productions in May under the direction of Maurice Elvington, will be the first talker to be done entirely in color by the Raycol process.

### Sound Films Bring Slump in Spanish Film Making

(Washington Bureau of **THE FILM DAILY**)

Washington—That the advent of sound films has adversely affected picture production in Spain is reported to the M. P. Division of the Dept. of Commerce. Whereas at the beginning of last year there were four production groups in the country, there remains today but one studio in active operation. The crux of the whole matter is the inability successfully to produce sound pictures in Spain.

Monday Quits Bedford, Liverpool

Liverpool—Harold Monday has resigned as assistant manager of the Bedford Cinema here to become manager of the Empire, Wrexham.

### Arbitration in Germany

Berlin—German Musicians’ Union and the Association of German Exhibitors have adopted an arbitration agreement.

### London Sound Plant

London—First studio to be built in the heart of London for the production of talking films is being constructed at Great Earle St. It will be operated by the Raycol British Corp. and will be equipped with sound-on-disc and sound-on-film recording apparatus of Edibell make. A part of its equipment is a Warburg manager in England system which will eliminate the fog hazard.

### 176 Film Houses Wired in France, Survey Shows

Paris—One hundred and seventy-six French theaters, 74 of them in Paris, are wired for talking films, a survey conducted by “La Cinématographie Francaise” reveals. Western Electric and RCA Photophone have been found to lead in the number of installations, 60 houses being equipped with the former and 43 with the latter type of equipment.

### New British Acoustics

**Small-House Equipment**

London—Equipment for theaters seating up to 600, made for $4,500, has been placed on the market by British Acoustics. The apparatus is being sold on the deferred-payment plan with an initial deposit of approximately $600.

### Clavering Buys in Edinburgh

Edinburgh—Albert Clavering has acquired the Caley Picture House in this city.

### James T. Jamison Dead

Dublin—James T. Jamison, until recently Warner manager in Ireland, is dead. He was a pioneer in the Irish film business.

### Another Wired in England

Seaton Delaval, England—Queen’s Hall has been wired for talking pictures.

### Fear Severe Sound Censorship

Dublin—Fear that the sound film censorship which soon goes into effect will carry stringent rules is causing deep anxiety throughout the industry in the Irish Free State.

### Wilkinson Leaves Gaumont

Newcastle—C. N. Wilkinson, formerly manager here for Gaumont, is now head of the Jury-Metro-Goldwyn branch in this city.

### Talking Film for Nine of 16 Broadhead Houses

Manchester—Broadhead Circuit has converted nine of the 16 theaters it operates in Great Britain into talker houses. There is the likelihood that the others in the chain will also be equipped in the near future. The wired houses are the Queen’s Park Hippodrome and the Junction, this city; Empire and Pavilion, Ashton; Palace, Preston; Warrington Gardens, Morecambe; Hippodrome, Burnley; Empress, Oldham; Crown, Eccles.

### Australasian Handling 24 B.I.P. Features in the East

London—British International has granted Australasian Films (Malaya) Ltd., distribution rights on 24 talking features and 12 sound shorts in Dutch East Indies, the Federated Malay States, the Straits Settlements and Siam.

**F.B.O. Studio in England**

Hendon, England—A studio containing eight stages is planned by F.B.O. on a site adjoining its film laboratories here.

### A.B.C. Gets Fourth in Bristol

Bristol, England—Vandyck Kino is to be added to the Associated British Cinemas chain. This gives the circuit four theaters in this city.

### P.C.T. Chain Adds Another

Wyman-over-Marlborough, England—P.C.T. Circuit has taken over the Regent Picture House here.

### Two Versions for Florence

Berlin—Robert Florey will make French and German versions of “Le Prophète” here. Before leaving for Hollywood in August he will also direct “Un Mari dans le Train.”

### “Carnival” Re-Issued

London—“Carnival,” the British film in which Matheson Lang made such a hit some years ago, has been re-issued by Associated Producing and Distribution Co. by arrangement with Famous Films, Ltd., which controls the rights on the film in the British Empire.

### German Entertainment Tax

Berlin—The German entertainment tax bill is expected to be passed in a few days.

### Wide Screen for Two

Manchester, England—Wide screen has been installed at the Hippodrome and Arndwick Empire here.

### Sound in Yugoslavia

Washington—Yugoslavia now possesses 15 wired houses, according to information obtained by the M. P. Division of the Dept. of Commerce. Fourteen are equipped with American sound apparatus, while the remaining one has a French device.

### J. C. Graham Named Head of Kane Film in France

Paris—J. C. Graham has been named president of the Cinematographie Continentale, a producing firm established in France recently by Robespierre, Kane, Adolphe Osso, head of the studio in France, has been elected to the vice presidency. Kane managing director of the company. Production of talking pictures here, French, German, Italian, Spanish and Swedish is planned on an extensive scale.

### 4 British Firms Involved in $5,000,000 Film Merge

London—Four companies, as named as parties to a $5,000,000 film merger announced here. They are International Talking Screen Productions, Ltd., British Screen Productions, Ltd., British Filmair Productions, Ltd., and the Argosy Film Co., Ltd. These concerns will merge into a new company, the name of which has not been decided upon yet.

### Portsmouth House Changes Hand

Portsmouth, England—Councill Joe Davidson has again taken control of the Princess, which he conducted previously to entering the C. I. Council.

### London S.M.P.E. Ends Season

London—London branch of S.M.P.E. has ended its activities for the season. The next meeting of the society will take place in September.
Short Subjects

**SOUND**

*Conquest of the Cascades* (Bobbie Nelson)

Time: 10 mins.

**Pleasing Scenes**

"Conquest of the Cascades," produced by General Electric, is a pleasant scenic short. While a constant delight to the eye in its picturesque setting, the film tells the story of the construction of the new Cascade Tunnel, the biggest bore of its kind in the western hemisphere. The tunnel, opened last year, is eight miles long, linking Scenic and Berne, and permits easier access from inland America to the northern Pacific coast. "Conquest of the Cascades" provides a useful ten minutes.

**Oswald in "The Hash Shop"**

Time: 6 mins.

Good Cartoon

Oswald this time makes his appearance as a waiter in a restaurant where all the diners demand service in a hurry. The little fellow doesn't know whom to serve first. He runs into some tough customers who become quite saucy when he proves a little slow in filling their orders. All in all, "The Hash Shop" is a filler film to consider for entertainment.

**Audio Review No. 17**

Running Time: 10 mins.

An entertaining filler nicely diversified, with music as its dominant note. Here is a spirited singing of the Dartmouth song "Men of Dartmouth" by the college's glee club, at some gay liming tunes played exquisitely on a pair of pianos, each provided with a double keyboard. A trench invention which brings out a quartet of songs in music, also a bit of aesthetic dancing. The women ought to get quite a kick out of that part of the Review which shows the Piermont Moraga collection of levels, in which is included the famed Hope diamond.

**Western Whoopee**

Time: 6 mins.

**Fools Ape Fable**

This Aesop fable ought to make the most attractive little filler. It is one of the best of the series out to date. It relates the story of a man who gets two goslings from the man who comes to greet the boys. The Western hero, the whole thing is couched in extraordinary invisibility.

**Chills and Fever**

Time: 20 mins.

**Flat Comedy**

In "Chills and Fever," everyone overhears makes a valiant effort to cut humor out of comedy material that is old and flavorless. The story centers on the experiences of a man and his wife in a mountain lodge being used by a group of amateurs rehearsing a show. The two are almost scared to death when they mistake the wildly costumed figures for spooks. Finally they are relieved when the actors doff their disguises. Handled in a frankly slapstick fashion, this comedy might have been productive of some real fun, but as it is it is an extremely pathetic affair. Al Shean is featured. Others in the cast are Evelyn Knapp and Mary Clark.

**Fish, Fowl and Fun**

Pathe

Time: 10 mins.

**Grantland Rice Sportlight**

While "Fish, Fowl and Fun" lacks much of the excitement that characterizes a film-Fish show, it succeeds in attaining a generally high level of entertainment. Again Dave Newell, the noted sportsman, is featured, this time leading his audience through a Florida forest on a quest of fish and feathered game. To the hunterman this short ought to prove a pure delight. The utter lack of self-consciousness on the part of Mr. Newell and the other figures in the narrative gives the whole film a most refreshing quality.

**Sunny Jim in "His Bachelor Daddy"**

Time: 20 mins.

**Human and Amazing**

Again Sunny Jim appears in a short that will please the family trade immensely. The little actor will win the sentiment of every mother who sees "His Bachelor Daddy," that with the tremendous human appeal that he creates in the role of a tot who attempts to attract the affection of a child-hating bachelor uncle who has been asked to look after him while his parents are abroad. All the child's efforts to seduce the uncle go for nothing, until the finally resort to the strategy of feigning illness, which captures the old fellows heart.

**SILENT**

**Sid Saylor in "Step Right Up"**

Time: 17 mins.

**Acceptable Comedy**

In "Step Right Up," Sid Saylor succeeds in generally being funny but only "step right up" to just crazy about the circus. There's another reason why he wants to crash the gate—the beautiful bareback rider whose picture he sees plastered on the fence surrounding the circus grounds. He meets the little lady when he is put to work fetching water for the animals. The difficulties he runs into are good for a number of hearty laughs.

**Bobbie Nelson in "Alias the Bandit"**

Time: 17 mins.

**Fair Western Short**

Though familiar stuff, "Alias the Bandit" is certain of winning the enthusiastic young film-goers because it possesses a considerable quantity of exciting action. The story has to do with the attempt of the villain to take possession of a ranch on which he holds the mortgage. The money covering the final installment is delivered to him by a young messenger (Bobbie Nelson) on the day it is due, but the man refuses to give a receipt for it. Enter the hero at this point, and in the end the villain gets it in the neck.

**Fox Gets Goodee Montgomery**

Goodee Montgomery, niece of Dave Montgomery of the famous old comedy team of Montgomery & Stone, has been signed by Fox Films to a contract.

**Manners Subs for Fairbanks**

David Manners has succeeded Douglas Fairbanks, Jr., in the cast of First National's "When We Were Twenty-one." The reason for the substitution is that Doug will not be able to finish his role in "The Dawn Patrol," the Richard Barthelmess picture, in time to start work in the new film.

**Columbia Signs 4 Writers**

Four writers have been added to the Columbia staff. James Whittaker, Jack Becholdt, Joseph Lilly and Edgar Waite are the men just signed.

**Ruggles to Direct Dix**

Wesley Ruggles has been selected to direct "Cimarron," for Radio. Richard Dix heads the cast.

**TEN YEARS AGO TO-DAY**

German film which would place theaters under community supervision defeated in Berlin Reichstag.

* * *

Pauline Frederick signs with Robertson-Cole for a series of pictures.

* * *

Abe Stern made secretary and treasurer of Universal.

* * *

Loew Enterprises takes over four David Picket houses in N. Y.

New Incorporations

Mason Amusements; Probst & Probst, 276 Fifth Ave., New York; 120 shares common. Gerin Operating Corp., theatrical; C. F. Boite, Buffalo; $10,000.

Okumulge Theatre Co., Inc., of Oklahoma; Swann, Okla.; $25,000.

Managers Change

Bloomfield, N. J.—John Mathews of the Tivoli, Newark, has succeeded H. H. Stoll as manager of the Royal here.

Announcement to EXHIBITORS

Differentiating from the old silent short, the most important factor today is dialogue and story . . .

Your assurance of consistent originality and entertainment value is on the title . . .

BY

STANLEY RAHU

Since January 1st.

(Under supervision Murray Rotb)

1. Broadway is Like That (Ruth Etting) Released

2. "The Master Sweeper (Chester Conklin) Released

3. Absent-Minded (Wally Ford) Released

4. *Keeping Company (Eddie Buzzell) Released

5. The No-Account (Russell Hardy) Released

6. The Head Man

7. Nile Green (Helen Broderick)

8. System

9. The Collegiate Model (Ona Munson, Harry Rosenthal, Roger Pryor)

10. Devil's Parade (Music-Lyrics by Fleeson and Levey)

11. The Malinee Idle (Henry Hull-James Dale)

*Co-Author*
**“Young Man of Manhatten”**

**Paramount**

Time, 1 hr., 15 mins.

UNUSUALLY GOOD PRO-GRAM PICTURE OF NEWSPAPER STORIES, INTELLIGENTLY MADE AND SPLENDIDLY EN-ACTED. OUGHT TO ANYWHERE.

Based on Katherine Brush's current best seller. Story concerns marital experiences of young writers and his wife who write movies and fan-occ. Feature broken into short, independent segments. The story, although structurally original, has been skilfully adapted.

Norman Foster turns in a corking fine performance as the lead, with Walter Huston and Charles Ruggles doing an inebriate newspaperman as in past films, scores repeated. Claudette Colbert, Erna Tandy, Zita Johann, Frank Albertson, Walter Catlett, Richard Keene, "Young Jack Mack" Smith, Dorothy Kilgallen, Charles Judels, Una Casa, Elizabeth Patterson, William Tabbert, Lee Dalridge, Helen Morgan, John Loder, Bruce Mollison, Director, John Blystone; Author, Harlan Thompson; Editor, Harry Robinson; Cameraman, George Schneiderman.

**“The Big Party”**

with Sue Carol

**Fox**

Time, 1 hr., 11 mins.

DIRECTED AT THE BOX-OFFICE AND HITS THE MARK PRETTY QUARREL. CAN’T MISS. CONTAINS PLENTY OF PEP AND FUN.

There’s probably nothing written all over "The Big Party." Which is another way of saying that it will bring plenty of money to the box-office. There is enough pep and youth in this film to suit every devotee of flaying young in the films. "The Big Party" is another one of those pictures that purport to turn the light on the most of living of modern-day youth. Its youthful abandon is a bit overdone, and here and there the picture borders on the indecency through the director’s striving for realism. "The Big Party" has loads of funny lines and laugh-inciting situations. The cast gets into the spirit of the thing. Story is of the five-and-ten store girl who gets a job in a rizzy costume shop, is made ad-venturesome and finally returns to her boy friend penent and convinced that the poor but honest life is best after all.

Cast: Sue Carol, Lee Dalridge, Helen Morgan, Frank Albertson, Walter Catlett, Richard Keene, "Young Jack Mack" Smith, Dorothy Kilgallen, Charles Judels, Una Casa, Elizabeth Patterson, John Loder, Bruce Mollison; Director, John Blystone; Author, Harlan Thompson; Editor, Harry Robinson; Cameraman, George Schneiderman.

**The Film Daily**

**“What the Hell!”**

with Conrad Nagel, Chester Morris M-G-M

Time, 1 hr., 20 mins.

MARRIAGE IN CONTEMPORARY DIVORCE AND UNDING LOVE. STORY, DIRECTION, ACTING, DIALOGUE AND PHOTOGRAPHY ALL TOP NOTCH.

Grippingly dramatic and fast-moving story of a modern couple who marry with no ill intentions be come divorced and divorced as a result of the husband falling for the double-moral standard, and are reunited after their shows prove to be of the eternal type. Based on the book, “Ex-Wife,” invested with intelligently clever dialogue, directed with keen appreciation of values in the story, the tempo that has something doing the time, and given some of the best acting that has come from Norma Shearer and Chester Morris; this picture is sure to click in a big way. Photography also has some unusual touches. A specially gratifying is the way the plot, which keeps the outcome in suspense and brings on the climax with a neat heart interest punch. Cast: Chester Morris, Norma Shearer, Conrad Nagel, Robert Montgomery, Florence Eldridge, Helen Milford, Robert Eクト, Mary Doran, Tyler Brooke, Zelma Sears; Photographers: John Meehan, Director, Robert Z. Leonard; Author, Robert Hoffhines; Editor, Hugh Wynn; Cameraman, Norbert Brodin; Monitor Man; Nature: Dusk. Direction, photography, exceptional.

**“Escaped from Dartmoor”**

(With Cord Nagel) 20th Century-Fox

**“The Bride of 68”**

(German Part-Talker) Tobis

Time, 1 hr., 9 mins.

FIVE DRAMA, INTELLIGENTLY PRODUCED AND SKILLFULLY PHOTOGRAPHED, BUT NOT BOX-OFFICE.

In “Escaped from Dartmoor” Pro Patria can boast of a distinct artistic achievement. The film, directed skillfully by Anthony Asquith, possesses a subtle but deliberate treatment of the silent technique at its best. It is an intelligent effort that will largely please discriminating audiences. The story of jealous passion that causes a barber to attempt the life of the man who comes between him and the girl he loves is rather a strange one, but the situations and the characters may find “Escaped from Dartmoor” a little too grim or perhaps a trifle slow in action. The acting, an outstanding feature of the picture, has been kept away from a gushy tear stage. The few titles the film possesses are among the best we have ever seen; and the camera work is remarkable. A satis-factory part of the picture which makes the film possess the charm of the style.

Cast: Vera Baring, Uma Heaning, Hans Schietow.

**“Girl in the Show”**

with Bessie Love, Raymond Hackett M-G-M

Time, 1 hr., 17 mins.

FAIRLY ENTERAINING BACKSTAGE STORY, INTERESTING “TOM” SHOW ATMOSPHERE IS ITS CHIEF ASSET OR PERFORMANCES BY BESSIE LOVE.

This is one of the first directorial efforts of Edgar Selwyn for the screen, and the stage performer has not done exactly 100 percent by the players and story. Nevertheless its outcome is sufficiently entertaining to satisfy the not too discriminating particularly those with a leaning toward backstage yarns. Background of the story, which deals with a “Uncle Tom’s Cabin” troupe, is somewhat off the beaten path and therefore of chief interest. Bessie Love as a tramp with a heart of gold offers the only, if any, one offering material comfort and the other only promise, gives an acceptance performance. Raymond Hackett, the fellow actor who is also in love, also plays her part well. Jed Prouty, as the rich country boy, and Sterling help in the comedy relief.

Cast: Bessie Love, Raymond Hackett, Ed-war, Fredric March, Erna Tandy, John Loder, Carl Barbour, Virginia Bruce, Lewis Stone, Nancy Price, Lucille Beason, Richard Carlyle, Alice Box, Frank Nelson, Jacob Schumachter, John Loder, Director, Edgar Selwyn; Authors, John Morley, Frank Fenton; Editor, Edgar Selwyn; Dialogue, Edgar Selwyn; Editors, Harry Reynolds, Truman K. Woold, Cameraman, Arthur Hurd.

**“The Film Daily”**

Sunday, April 20, 1929
Janet Gaynor and Charles Farrell in "High Society Blues"

FOX

TIME, 1 hr., 10 mins.

GENERALLY AMUSING AND
WHOLESOME ROMANTIC
TINT WITH KUM STORY FRESHED
BY THE FARRELL-GAYNOR TEAM.

This romantic little story, although
never striking an original note, serves
nicely as a vehicle for the whole
some love-making of Janet and Char-
lie. They appear in the mother-torn
yarn of a newly-enamored family try-
ing modestly to crash into neighbor-
hood society. Director David Butler
has used every sure-fire gag in em-
bellishing the love theme and they
make for comedy which is of a rela-
table brand. Farrell's dad sells his
business for three million and the
family moves into ritzy quarters, with
Janet living next door. She's en-
gaged to the w. k. French count
and the end of it all is that she elopes
with Charlie, horribly embarrassing
exclusive mamma. No fault can be
found with the players, who make a
great job of polishing the gags in
which they are placed. Ukulele fans
will especially like this Farrell chaf-
ing of the demands made upon it.

CAST: Janet Gaynor, Charles Farrell, Wil-
liam Collier, Jr., Halda Hooper, Louise
Fazenda, Lucien Littlefield, Joyce Compton,
Carrie Nye, Patricia Collinge, Lucien
Gaynor, Howard J. Green, Editor, Irene More-
Edwards, William Le Vanway, George Todd.

Direction, ordinary. Photography, good.

"The Furies"

with H. B. Warner and
Lois Wilson

FAIR PROGRAM MYSTERY
WITH SUPERB ACTING BY H.
WARNER AND LOIS WILSON

LACKS A DEFECTIVE
BUT SHOULDN'T PROVE
ATFASIACTIF AS A PRO-
GRAM BILL.

Melodrama. Not much to
the story, but you can count on some
good acting on the part of the prin-
cipals. H. B. Warner again comes
through with an excellent perform-
ance and Lois Wilson does some real
job as the wife of the slain man.
At times the dialogue is stiffed
at the refreshing heroics here and
there. Sourceful H. B. Warner it is
possible to overlook this shortcoming,
the most innocent party is re-
called the murder and the most
suspected person is not respon-
sible for the crime. The love story
is a bit over-loady, but the tele-
pHONE show has kept the audience in
continual suspense as far as
this element of the picture is con-
cerned, and the final outcome is
along the lines that was expected.

CAST: H. B. Warner, Lois Wilson, Meca
Love, June West, Natalie Moorehead,
Mary Carol, Mary Cordie, Arthur Huber,
Robert Breton, Kit Jackson, George H. Haller,
Robert Greig, Brother, Charles W. Godfrey,
Director, Alan Cross; Author, Zor Akin.

Sponsor, Robert Greig. Direction, good. Photography, good.

"He Knew Women"

with Lowell Sherman, Alice Joyce

RKO

TIME, 1 hr., 5 mins.

GOOD SOPHISTICATED COM-
EDY WITH CLEVER LINES
AND COMPETENT ACTING.
LOWELL SHERMAN EXCEL-
LENT.

In bringing S. N. Behrman's play,
"Second Man," to the screen the pro-
cducers have deprived it of little
of the brilliant sophisticated humor
that made it one of the suc-
cesses of several seasons back. Those
who care for intelligent entertain-
ment will find much to satisfy them
in this tale of a writer of mediocre
talent and parasitic nature who is
faced with the dilemma of choosing
between love without money and
money without love. The lure
of wealth being too strong for him,
he decides upon the latter course.
Full of smart dialogue and bright mili-
tary turns, "He Knew Women"
provides some nice diversion. The
film is a very dollars and cents
extremely competent. Lowell
Sherman gives a capital performance
in the chief role.

CAST: Charles Farrell, Alice Joyce, David
Manners, Frances Dade.

Direction, Hugh Herbert; Editor, S. N.
Behrman; Associate, Arthur Huber;
Director, Lucien Littlefield; Main
Director, David Butler. Direction, good.

Sponsor, Film. Photography, good.

"Oakie Picture Starts"

"Queen High" having been com-
pleted at the Paramount Long Is-
land studios, production will be start-
ed during the coming week on "The
Sap from Syracuse," starring Jack
Oakie. Edward Sutherland will di-
rect. Special song numbers have
been composed by the music staff to
fit in with the action.

CAST: Henry Hall and James Dale.

Direction, Fred Keating. Standard
Photography, good.

Klever Kid Komédies

Officials at the Paramount Long Island
studios are very much enthused over
the work of a troupe of five germani-
sed by Lewis McDermott, from the Abbott School,
of Chicago. McDermott and Mort
Blumenstock have just completed
their first shows, featuring these children, and
more are expected to be made, later.

To Direct Second for Columbia

Bert Glennon will direct "Ladies Must Play" for Columbia. He
recently completed "Around the Corner" for the same company.

Spring Previews-

FOR ROXY STAGE SHOW

SPRING PROVIDES THEME
BY JACK HARROWER

FRED KEATING AS M. C.
FOR CAPITOL SHOWING

The Capitol is running a fair stage
show highlighted by Fred Keating, star
of "Almanacs," who entertains
between the other acts with his
clever tricks of sleight-of-hand. His
best stunt is the handcuff trunk bit,
which scored heavily. The presenta-
tion is called "Varieties," and opens
with the Chester Hale Girls in a
nifty routine with fluffy costumes.
The Syndell Sisters did a thrilling
apache and Rosemary, coloratura
ward, did number. The spec-
taculars are wonderful, behind a
screen, with the Chester Hale Girls
in a boudoir setting of filmy drapes
and colored lighting doing slow routine
in a bedtime scene as they prepare
to retire on an enormous bed. An-
other batch of Hale Girls dressed as
male partners enter with lighted
candles, and then A slow fadeout.
The Michon Brothers, the gob com-
edry acrobats, furnished the laughs
with their clever tumbling acts on a
spinning board. Ended strongly with
a beautiful setting for the Hale
Girls in their final routine.
**Week's Headlines**

**AUSTRALIAN THEATRICAL CIRCUIT GOING TALKER**

(Continued from Page 1)

Melbourne, 1,000; Majestic, Adelaide, 1,400; Gaiety, Melbourne, 1,000; His Majesty, Perth.

Fullers also have the St. James, Sidney, 1,800; and Princess, Melbourne, 1,600, on lease to Union Theaters. Other houses of the Fuller chain or affiliated with it include the St. James, Auckland, 2,000; His Majesty's, Wellington, 1,800; Opera House, Christchurch, 1,400, His Majesty's, Dunedin, 1,500; Capitol, Perth, 2,000; Empire, Sydney, 300; Capri, Melbourne, 2,500, and many urban independents. In addition to the Fullers are directors in Fuller, Hayward Theaters Corp., of New Zealand, controlling about 50 houses.

**Company Not For Sale**

H. M. Warner Declares

(Continued from Page 1)

and never has been for sale and, further, that control of Warner Bros. will pass and never pass to any other or group or group without the consent of those who are now directing its business.

No growth of Warner Bros. is almost without parallel in business history. This growth, despite this firm has been regarded upon solid values, honestly earned. The means by which the position of Warner Bros. has been necessary to move swiftly in order to maintain conditions. That announcement of the completion of several deals, negotiations for which has covered many months, should have been made at the same time, was a coincidence. This has resulted in many rumors being set about concerning the future of Warner Bros. activities and plans, to which appear, on their face, to have been in spite of ulterior motives.

"There may or may not be misunderstanding of the conditions surrounding Warner Bros. but I feel it is my duty to our thousands of stockholders that your business associates, should ignore any statement, or his message, regardless of the firm which is not issued with the authorization of this man. I am authorized to state that Warner Bros. is not for sale, has never been up for sale, and that the information which is so placed that it cannot pass to others without the consent of one, more charge for whom I issue this statement."

**Theater Safety Rules Being Revisited in Mass.**

talkers is under way. An order is expected shortly requiring installation of an asbestos curtain between talker apparatus and the auditorium. Fireproofing of draperies and automatic shut-offs for ventilation blowers also may be specified in the new rules.

**Gallagher Joins Columbia as Public Relations Man**

(Continued from Page 1)

vertising, publicity, sales promotion, and exploitation departments. Gallagher, 25 years ago, was associated with Cohn and Joe Brandt in the Hamption Advertising Agency.

**N-E-S-W OF T-H-E D-A-Y**

United States

Midland, Tex.—Yucca and Rita here have merged under the name Midland Theaters, Inc., of which Fred Morley is general manager.

**Foreign**

London—Carreras Lido Entertainments, Ltd., and Carreras Cinemas (Windsor), Ltd., have been ordered by court order to wind up their affairs upon presentation of creditors of the companies.

Paris—Felix Ross has been made chief editor of "Cine-Export-Journal," film trade organ.

Portsmouth, England—Council Joe Davidson has resumed control of the Princes Picture Theater.

**New York**

Harry Buxbaum of the Fox exchange will be tendered a dinner by exhibitors of this territory. However, it is news to Buxbaum, as yet hasn’t been told of the affair.

For the first time in years a Fox picture will be shown at the Colon. The picture is "Double Cross Roads," and goes into the Broadway house April 25.

**Fox Stock Applied on Restricted Basis**

A total of 1,600,000 shares of Class A stock of Fox Film has been approved by the New York Stock Exchange for "restricted registration." This action which was regarded as a move to facilitate the reorganization of the company means that the stock may not be transferred or traded in a ruling seldom applied.

In the present instance, the Exchange will require further details of the reorganized company before the shares are admitted to dealings. The transfer of the stock will be made by means of special certificate stamped "restricted registration." The total authorized amount is 4,990,000 shares of which the 1,600,000 is a part.

**13 Territories Handling "Clancy" Distribution**

Aristocrat Pictures has closed 13 territories for distribution of "Clancy in Wall Street." Companies which are now distributing the picture are Capital Film exchange for Greater New York; Hollywood Films for Boston and New England states; State Film exchange for Ohio; Kentucky; Gulf Service for Los Angeles, southern California and Arizona; All Star Distributors for San Francisco and northern California; Columbia Film Service for Pittsburgh, west Pennsylvania, west Virginia; Buxbaum Film Exchange for upper New York; Capital Pictures for Omaha; State for eastern Nebraska; Gold Medal Film for Philadelph, Eastern Pennsylvania, southern New England; Della Studios, Virginia, Maryland; District of Columbia; Security Pictures in Minneapolis and Chicago; Columbia for North, South Dakota; Mid West Film for Wisconsin and upper peninsula of Michigan.

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**Many Attend Opening of Hollywood at Fort Worth**


Quimby Quits St. Louis Grand St. Louis—R. F. Quimby has quit manager of the Grand Opera House to take over the management of a Denver house. His assistant, Edward F. Kennelly, succeeds him.

**Swanky**

Among those who are to be present at the dedication of the Hollywood on Tuesday are guests of Warner Bros. will be—Ex-Gov. Alfred E. Smith and Mrs. Smith, Mayor James J. Walker, Will H. Hayes, Mayor Mackey of Philadelphia, Mayor Hague of Jersey City, Mayor of Reading, Mayor Tolles of New Haven, and Hon. Albert Conway, representing Governor Roosevelt.
In Step with the Times

THE trend in marketing today is to concentrate—to localize—to do intensive work where most sales can be made at a profit. Sales cost less and more goods can be sold!

In no other publication can you get localized advertising messages, localized editorial service—yet a national medium!

Here is a national service of 10 separate non-duplicating publications maintaining 10 strategically-located publication offices and in addition 21 field editorial representatives.

In each of these 10 different publications the advertiser can run a different advertising message, localized to the special needs of his different trade territories. Local copy in a national medium! A number of the largest national advertisers are taking advantage of this localized service.

The Associated Publications offer an unparalleled opportunity for intensive selling—all of the advantages of national coverage, without the disadvantages. No waste.

Editorially, each publication in the Associated Publications Group serves the sectional requirements of its readers in an intimate, practical way, which only a publication with localized circulation can hope to equal.

ASSOCIATED PUBLICATIONS

BEN SHLYEN, President and Publisher

General Offices: Kansas City, Mo.

NEW YORK TURNS OUT FOR THE BIG PARADE -

Easter!

AT THE

Roxy

JANET GAYNOR
and
CHARLES FARRELL
in the musical-talking successor to Sunny Side Up

High Society Blues

makes ideal clean, wholesome springtime fan fare in the world's largest theatre now, and in yours next week or any week!

with

William Collier, Sr. • Lucien Littlefield
Hedda Hopper • Louise Fazenda • Joyce Compton

Dialog and adaptation by HOWARD J. GREEN
Story by DANA BURNET

Directed by DAVID BUTLER

4 SONG HITS

Written by JOSEPH McCARTHY and JAMES F. HANLEY
and sung by GAYNOR and FARRELL

I'm in the Market for You • Eleanor
Film Industry Now Regarded Safe Investment Field

FOX PLAYHouses TO BUILD 10 THIS YEAR

Producers and Agents to Formulate Code of Ethics

The Mirror
a column of comment

COLOR WILL be used with more restraint in connection with 1930-31 product. That's in the cards as laid down by production executives. During the past year color was flung into pictures to satisfy what was considered a tremendous demand and sometimes it was flung indiscriminately. The policies outlined or the new year are geared more cautiously. Scenes in which color naturally will be given color. Others that are more suited for black and white will get that sort of treatment. No doubt this more painstaking progress will result in more satisfied audiences.

**ONE PIECE of evidence that the film industry is a lively, pulsating institution is its exploitation. Probably no other business in this wide and innumerable world can boast of such progress and of like degree. Comparatively, the stage has marked time. Picture exploitation, which never misses an opportunity to grasp public attention, is determined that the industry continues to ingrain heavy dates with that lovely miss known as Prosperity.**

THE INDUSTRY is showing a commendable disposition to remember its leaders who passed on. At present two plans are under way to commemorate the memory of Marcus Loew and Sam Warner. In these efforts the sponsors are doing a service to the entire industry. The memory of such men of achievement ought to be kept fresh in the industry's mind as an example of initiative and courage.

Rules Are Being Drafted to Cover Mutual Relations

West Coast Bureau, THE FILM DAILY

Hollywood—A code of ethics is reported in process of being drafted to cover relations between picture producers and casting agents.

WARNER BROS. CONFIRM DEAL FOR HARRIS CHAIN

Official confirmation of the Warner Bros. deal for the purchase of the Harris chain, involving 17 houses in Pennsylvania, Delaware and Ohio.

(Continued on Page 2)

Allied Theaters of Mass.
Opens Permanent Office

Boston—Allied Theaters of Massachusetts, Inc., has opened permanent offices at 60 Scollay Square, with J. J. McGuinness, executive secretary.

(Continued on Page 2)

Leading Companies Becoming Stable in Earning Capacity

ST. LOUIS EXHIBITORS TO WAR ON DOG TRACKS

St. Louis—A campaign against competition from dog racing is being inaugurated in this territory by the M.F.T.O. of Eastern Mo. and Southern Ill., with President Fred Wehrenberg in charge. The organization is attempting to keep dog tracks in Missouri some time ago by getting the Attorney General to declare them a public nuisance. Business men aligned themselves with the exhibitor unit in this effort.

$6,000,000 in New Construction Will Add 25,000 Seats

Expansion program now ready to go forward. Picture houses will be added to the 10 theaters within the next year. Six to eight million dollars will be spent on the projects which will have a combined seating capacity of 25,000.

(Continued on Page 2)

Robert Bruce to Produce Another Outdoor Series

West Coast Bureau, THE FILM DAILY

Hollywood—Robert C. Bruce, president of Robert C. Bruce Outdoor Pictures, has contracted to furnish Paramount with a second series of 12 one-reel outdoor subjects. He recently returned from Cuba, where he gathered material for the initial subject of the new series.

Publix Netoco Theaters Chartered in Delaware

Publix Netoco Theaters Corp. has been chartered in Delaware. This in connection with the taking over by Publix of the 40 houses operated by the Netoco circuit in New England. The capitalization of the new incorporation consists of 20,000 shares of common stock.

Joe Leo Not Assumining Fox Metropolitan Post

From two high sources in the Fox organization, THE FILM DAILY is informed that the report about Joe Leo being decided upon for the general management of Fox Metropolitan Playhouses was premature, and that final decision on who is to assume this post will be made in the next few days.

William Goetz Joins Fox

West Coast Bureau, THE FILM DAILY

Hollywood—William Goetz has joined the Fox organization in an executive capacity under Sol Wurtzel.
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**Financial**

Markets Closed Saturday
Securities markets were closed from Good Friday until today.

DeForest at Northwest Confab
Minneapolis—Dr. Lee DeForest, research engineer for General Talking Pictures, will be a speaker at the two-day annual convention of Northwest Theater Owners, which begins tomorrow at the Nicollet Hotel here.

Lewis Warner to Coast
Lewis Warner, son of H. M. Warner, left yesterday for Hollywood. He is expected back in the East within a few weeks, to continue his activities in the New York office.

Harry Arthur Due East; May Get Important Post
Harry Arthur, Jr., of Fox West Coast, is due in New York this week, presumably in response to a call from Harley L. Clarke. Report is that he may be slanted for an important new assignment.

**Color at 5 Cents a Foot in Few Years, Peck Says**

(Continued from Page 1)

plans for a Coast plant, Peck stated. Construction begins within 60 days. Both laboratories will be equipped to handle wide film, he said.

One advantage to be offered will be the spectrometer, color analysis device, which enables to determine true color values in sets and wearing apparel, Peck said.

Peck has perfected a new lamp which, he asserts, can be operated at one-tenth the cost of present lights used in studios. Utilizing this lamp a producer will be required to burn only one per cent more power in color production than he normally uses in making black and white pictures, Peck said.

Color exercises an important influence on human beings, declared Peck, and prophesied that in the future studios the heat intensity increased attention to it as it applies to their players.

Through printing the sound track by the Colorcraft process on the green side of the film, its volume is intensified two and a half times greater than on black and white, tests made by experts show, Peck said.

Through its invention a regular camera can be modified for either color or black and white film, he stated. The changeover process takes only 10 minutes, said Peck.

Colorcraft prints can average 2,000 showings, he declared.

**FOX PLAYHOUSES TO BUILD TEN MORE THIS YEAR**

(Continued from Page 1)

Sites for these projects have all been acquired in various sections of either New York and it remains only for the word to go ahead before construction will begin. The plan now has 140 theaters with a total seating capacity of 2,100,000. Another 1,500-seat house which Meyer Schine is building at Salamanca, N. Y., for the chain, and which, according to the agreement made when the chain was purchased, must be ready by Nov. 1, is not included in Fox Metropolitan program. This house will cost $1,000,000.

Fairbanks to Sail for England
Douglas Fairbanks will sail for England April 30, where he will attend the Walker Cup Tournament. Fairbanks hopes to bring back to America with him Serge Eisenstein, Russian director, whom he is to meet in London.

Adolph Zukor Sails
Adolph Zukor is aboard the Ile de France bound for the other side, where he will join Jesse L. Lasky in a survey of the foreign situation.

**Fine for Railroads**

Chicago — Something like 100,000 persons in Indiana, Wisconsin, Michigan and outlying Illinois towns come into Chicago daily for entertainment, according to statistics compiled by local railroads.

**WATER BROS. CONFIRM DEAL FOR HARRIS CHAIN**

(Continued from Page 1)

has been made by Spyros S. Skouras. Theaters included are the Harris and People, Tarentum, Pa.; Harris South Hills in Dormont, Pa.; Harris Majestic in Findlay, Ohio; Sixth Street Theater in Coshohocken, Ohio; Harris Sewickley, Pa.; Harris Majestic Theater and the Harris Theater in McKeesport, Pa.; Harris Majestic Theater and a new theater now under construction in Butler, Pa.; State and Washington Theaters in Washington, Pa.; Harris in Donorah, Pa.; Harris in Wilmington, Del.; Harris in Etta, Pa., and Harris in Mt. Oliver, Pa.

In addition, Warners have purchased from the Harris interests, land in Monesson, Pa., for the construction of a new theater.

**Allied Theaters of Mass. Opens Permanent Office**

in charge. Allied's membership is now the largest in its 10 years' history, with practically every local theater in Massachusetts enrolled.

The board of directors includes: George A. Giles, president; Thomas Foster, Lothian, K. & E. Theaters, vice president; Stanley Sumner, treasurer; J. J. Fitzgibbons, Ralph Branton, Publicis; Charles Winston, RKO; Albert Munro, Henry Taylor, Shubert; Victor J. Morris, Loew; Mrs. H. M. Ayer, R. A. Somerby, Hershal Stuart, Thomas J. Meehan and Patrick F. Lycett.

The organization will stage a midnight frolic at the Keith-Albee on May 14.

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of Washington

of New York, Albany and Buffalo

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BY THE MAKERS

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FLAME-PROOF

2 IN 1 FILM CEMENT

**The Industry's Date Book**

Apr. 22-23 Annual Convention of Northwest Theater Owners at Nicollet Hotel, Minneapolis.
Apr. 23-24 Nebraska and Western Town theater owners, semi-annual convention.
Apr. 24 Paramount annual meeting (adjourned).
Apr. 25 Universal begins four-day interstate sales confab at the Savoy Plaza, New York.
Apr. 26 Fox annual meeting.
Apr. 29 Opening of "All Quiet on the Western Front" at Capitol, New York.
May 5-8 S.M.E.P. Spring Meeting at the Wardman Park Hotel, Washington, D. C.
May 13-14 M.P.T.O. of Oklahoma, Oklahoma City.
May 16-17-18 Paramount Eastern managers hold annual sales meet at Atlantic City.

3 More Illinois Towns Vote for Sunday Shows

Three more Illinois towns have been victorious in Sunday shows elections. Recent towns to have voted for the issue are Rushville, Mason City, and Vandalia. Rushville reversed its vote of two years ago while Vandalia had been offering Sunday shows despite a city ordinance to the contrary.

Sunday Shows for Evanston, Ill. Reformers have taken a kick. None here with Sunday shows approved by local voters. In a recent referendum the theater men won by a margin of 50 votes.

**Vol. LI No. 18 Monday, April 21, 1930 Price 5 Cents**

**Eastman Films**

J. E. Brulatour, Inc.

Chicago

Hollywood

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Calumet 2491 Hollywood 4121

New York

650 Broadway

154 Crescent St.

BRyant 4712

STIllwell 7840

Fairbanks to Sail for England

Douglas Fairbanks will sail for England April 30, where he will attend the Walker Cup Tournament. Fairbanks hopes to bring back to America with him Serge Eisenstein, Russian director, whom he is to meet in London.

Adolph Zukor Sails

Adolph Zukor is aboard the Ile de France bound for the other side, where he will join Jesse L. Lasky in a survey of the foreign situation.
THE LINKS TO BIG RECEIPTS

Joseph M. Schenck presents
HARRY RICHMAN
"PUTTIN' on the RITZ"
with JOAN BENNETT
James Gleason, Lilian Tashman, Aileen Pringle
MUSIC and LYRICS by IRVING BERLIN
Directed by EDWARD SLOMAN

Joseph M. Schenck presents
HERBERT BRENON'S
"LUMMOX"
From the Best Seller by FANNIE HURST
with WINIFRED WESTOVER
BEN LYON EDNA MURPHY
WILLIAM COLLIER, JR.

Joseph M. Schenck presents
FANNY BRICE
"BE YOURSELF!"
with HARRY GREEN
ROBERT ARMSTRONG
Directed by Thornton Freeland

Inspiration Pictures presents
HENRY KING'S
"HELL HARBOR"
with LUPE VELEZ
JEAN HERSHOLT
John Holland Al St. John

Joseph M. Schenck presents
LILIAN GISH
in
"ONE ROMANTIC NIGHT"
Rod La Rocque, Conrad Nagel, Marie Dressler
and O. P. Heggie — Directed by PAUL STEIN

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

HOLD DATES OPEN FOR THESE BIG ONES

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

RONALD COLMAN
in "RAFFLES"
Samuel Goldwyn's Third All-Talking Box-Office Sensation.

EDDIE CANTOR
in "WHOOPEE"
The first Goldwyn-Ziegfeld All Technicolor musical comedy.

"BRIDE 66"
with JEANETTE MACDONALD
All Technicolor mammoth Arthur Hammerstein-Joseph M. Schenck Musical Production.

D. W. GRIFFITH'S
"ABRAHAM LINCOLN"
with WALTER HUSTON. Adapted by Stephen Vincent Benet. The "Birth of a Nation" of Talking Pictures.

UNITED ARTISTS
THE MARK OF MERIT
JOE E. BROWN
WINNIE LIGHTNER

and

GEORGES CARPENTIER
SALLY O'NEIL
DOROTHY REVIER
BERT ROACH
EDMUND BREESE
ABE LYMAN AND HIS BAND

Adapted from the New York stage hit
by John McGowan and B. G. DeSylva
with music by DeSylva, Brown and
Henderson. Additional numbers by
Al Dubin and Joe Burke. Adapted by
Robert Lord. Dance presentations by
Larry Ceballos.

Directed by ROY DEL RUTH

All Technicolor

SONG HITS
"WHEN THE LITTLE RED ROSES"
(Get the Blues for You)
"SING A LITTLE THEME SONG"
"ISN'T THIS A COCKEYED WORLD"
"TO KNOW YOU IS TO LOVE YOU"

"Hold Everything," L. A.
$34,000 1st Week, $14,000 in Frm.
THINK of the funniest comedy you have ever seen—and then forget it. "Hold Everything" is funnier than that! It is positively the funniest comedy ever made—and when we say positively—we mean positively.

"Hold Everything" is based on the comedy which recently concluded a run of a year and three months in New York.

It has a great story, is full of heart interest, has a great cast of stage and screen celebrities, five real song hits, a chorus of seventy-two unkissed sunkist beauties and more laughs than a studio full of custard pies.

Joe E. Brown and Winnie Lightner head the cast of laugh-makers. You have never really seen either one, until you have seen them in "HOLD EVERYTHING".

"Hold Everything" is funnier than "Gold Diggers of Broadway". It's the best picture ever made by Warner Bros. and the best comedy ever made by anyone. Hold Everything for "Hold Everything"—because "HOLD EVERYTHING" Has Everything!

GRAND OPENING ATTRACTION
WARNER BROS.
HOLLYWOOD THEATRE
Broadway and 51st Street, New York City
TUESDAY—APRIL 22
CONDENSING Plays For Screen
NEWS: Is Held Detrimental

I TAKE it that both director-
ship and play must suffer
where you have to make an actor
do in one hour on the screen
what the stage star has two
hours for. Some one has to go
and of necessity the some one
cannot be the chief character of
the play.

Lennox Pawle, Actor

Says Condition Of Industry

WHAT the calamity-howers
should realize is that the in-
dustry has pulled itself out
of tighter positions than it’s in now;
that panic talk makes the ut-
ter look a fool when his tales
are proven to be untrue; and
that the motion picture business
will still be prospering when, by
economic pressure, the misfits
are weeded out and tossed
into some other field, not of en-
deavor, but of self-stultification.

Gayne Dexter in
"Everyman," Sydney Australia

Television Won’t Mean Death
Of The Theater, is Belief

UNDoubtedly the radio
has hurt the picture theaters in
day. More would come were
they able to receive radio pro-
grams. And yet the better the-
aters seem to be pretty comfort-
ably full. The rather shabby or
even the fairly elaborate neigh-
brhood house may be half
filled, but the downtown theaters
are apt to be crowded. Tele-
vision may have the effect of still
further concentrating the busi-
ness in the downtown amuse-
ment section, but it cannot com-
pletely put the theater out of busi-
ness any more than the radio
did.

Pep U. Sargent in “Zit”

DEAR Ole Lunnon is spilling a lot of editorial praise of Hy
Daab in the columns of the trade papers these days, com-
menting on his appearing in the upcoming punch line that Hy gets into
his advertising copy......of course they don’t say it that way,
but it means the same thing in the Old English they are still
speaking across the pond......"My word, isn’t this blighter
simply topping, eh, what?"

Gangplanking Tuesday from
the Majestic will be P. G. Wodehouse, author and playwright,
looking over the lineup of producers through his monolou to
decide which has the biggest bankroll to give him for his pic-
ture work......

EIGHTH and Ninth Avenues may now merge for Lawrence
Bolognino of Consolidated Amusements controlling the
Eighth Ave. string was seen talking to William Yoost of the
Ninth Ave. circuit........From far-off Karachi in India comes a
letter penned by the manager of the Cosmopolitan Film Ex-
change asking us for the latest dope about a lotta Hollywood
pictures.......so now you know that this Rialto we run ex-
tends to India’s coral strands.......and if we can arrange to
extend our personal credit as far as Times Square we’ll be
happy......

A SELIG informs us that “Journey’s End” was competed with
the church attendance Good Friday and turned ‘em away at
the door........If you want to earn an honest ten-spot The
Music Publishers Protective Association will pay you that for
the apprehension of copyright-song bootleggers........Charlie
Schwartz sez Al Jolson sang “Mammy” to Harry Warner when
he signed his first contract........And what did Al sing when
he signed up with United Artists?........Norman Foster sez that
Paquette Colbert was in N.Y. so they could read to-
gether the swell notices on “Young Man of Manhattan”
Hobart Henley is en route to Hollywood feeling pretty fine with
three big talkie hits in a row......

WARREN NOLAN celebrated Easter with some lofty
thoughts as he flew to Chi with Harry Richman for the
opening of “Puttin’ On the Ritz”........Now that Mort Blum-
enstock is directing juvenile shorts at Paramount’s Longisle
stude, he spends his spare time dangling the neighbors’ kids on
his knee, trying to get a line on the ratiocinations of the in-
nature mind........this film biz is making students out of all
of us........Alex Hague, director of Pathé Indus Theaters,
sends us photographs of his new house just opened in Bombay
with Corinne Griffith in “The Divine Lady”............Those
Indians know how to pick ’em, too......

THE “HERALD” of Palestine, Texas, prints an item about
“Plens for the proposed R. and R. theater”........Wot iss?
Dor Looy maybe is editing mit Mrs. Feltelbaum........Milt
Gross please note........Irre Delroy, musical comedy favor-
ite, was brought out “on a speculation” to Hollywood by War-
ers, and looked so good she landed a nice contract.......But
after scanning Irene’s graphs, she’s no speculation.......Hollywood
race-track fans can now indulge in a new sport, for
the “Big House” features a race with cockroaches......

SAMUEL RINZLER, division manager of Fox Metropolitan
houses, is back at his desk after an illness, putting his usual
pep into the smart little “Rinzler’s Go-Getters”......Out Hol-
lywood way they are arguing as to whether artists can success-
fully play both cinema and stage........Cecil B. De Mille sez
its gotta be one or thether, Edgar Selwyn sez that makes
an actor lopsided, and Martin Flavin opines a man cannot serve
two masters......so take your choice......

FROM Rags to Riches: Your dream—and mine.
A Little from "Lots" by RALPH WILK
Hollywood

"RANE WILBUR, who is with M-G-M, is represented by plays in various parts of the globe. His "The Man Who Plays in England," while his "Molly Malone" is playing in Sidney, Australia. "Romance, Inc." which he also directed, is now springing in New York by William Doyle.

By the way, "Romance, Inc." which is a story of talkies, is the first play dealing with pictures, that does not satirize the talkies. "Rane" Wilbur has also "The State Trooper," which will be produced in New York next fall.

Henry Sullivan, path composer, notes "There's Happiness Over the Hills," the theme song for "Swing High, Swing Low." Sullivan is also the music writer, the copyrights and the songwriting royalties from "I May Be Wrong, But I Think You're Wonderful," which is a big seller.

Do you remember when William Ebenon was the editor of "Col- e"; when Scherly Greer was in the Government, the insurance companies, the Michigan Insurance, the Michigan Automobile; when Graham Oliver was the editor at Vitagraph in the East; when Walter Scott was the editor at The National Graphic?"
United States

Dallas—R. & R. Realty Co. has been incorporated for the purpose of building an addition to the R. & R. chain of theaters at Oak Cliff.

Cleburne, Tex.—A charter has been issued to the Cleburne Theaters, Inc., to operate theaters in this city. The firm is capitalized at $10,000.

Dallas—Plainview Amusement Co. has increased its capital stock from $25,000 to $75,000.

Crystal City, Tex.—Motion picture theater in this city has been reacquired by D. Callahan.

Luling, Tex.—Luling Amusement Co. is to construct a theater here.

Eldon, Mo.—Thomas Goshen is constructing a theater here.

Charlotte, N. C.—Howard Thomas, assistant manager of the Carolina, has been awarded compensation by the North Carolina Industrial Commission for injuries received in a $1,500 robbery of the theater. He is to be paid for medical bills and until he returns to work.

Coalinga, Cal.—Improvements to the Liberty will cost approximately $1,500, Mrs. Frances Hartman, owner, announces.

Elkins, W. Va.—The Grand has been purchased by Frank Shomo from R. H. Talbot.

Big Spring, Tex.—Big Spring Amusement Co. has purchased a site at Runnels St. for the erection of a $300,000 house.

Garrison, N. D.—Ultraphone has been installed at the Garrison and will soon open with its new policy.

Brattleboro, Vt.—Charles F. Ion may have the effect of still further concentrating the business in the downtown amusement section, but it cannot completely put the theater out of business any more than the radio did.

Epes W. Sargent in "Zito"

Pawtucket, R. I.—Harry Storin got his greatest thrill in 10 years he says when he played to standing room on Good Friday, opening with "Young Eagles" at the R-K-O Victory here.

Joplin, Mo.—Plans for the new $400,000 theater to be built by the Joplin Building Corp., of which L. P. Larsen is president, have been approved by the city council. Construction will begin soon.

Foreign

Berlin—Profit of some $1,700 was made by Tobis in its first year, ending June 30, 1929. S. Schenberger, banker of this city, has been added to the board of directors.

Paris—Cinestudio Continental, the company recently organized by Robert T. Kane, has started work on the Spanish version of "The Hole in the Wall." This is the first Spanish all-talker to be made by the organization.

London—Latest figures credit Western Electric with 680 installations in Great Britain.

Paris—Marco de Gastyne is to make "A Fine Lad," a talker based on a novel by Charles Henry Hirsch. The leading role will be played by Gina Mank.

London—"Lord Richard in the Pantry" is being produced in French and English at the Twickenham studios.

New York

New Rochelle, N. Y.—The Little has been opened here.

Jersey City, N. J.—H. H. Stoll, formerly of the Royal, Bloomfield, has been appointed manager of the Stanley.

Westwood, N. J.—The Westwood has been taken over by the newly formed Goldwood Theaters Co., which is a reorganization of the company that formerly operated the house. C. F. Cole is taking charge of the business as managing director. New sound equipment has been installed.

A FILM FACT

COSTING ROOMS: Equipped for sound and silent pictures.
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PARAMOUNT PLANS 20 FOREIGN TALKERS

Columbia Considering Production of Stage Plays

A Film Census

—of information and why not?

— By JACK ALICOATE

JUST AT THIS time representatives of that rather comprehensive and far-flung business organization headed by Herbert Hoover and labeled the U. S. A. are making social calls here and there throughout the land. They ask the darndest questions and get away with them. How many children have you? The date of your first marriage? Have you taken a blindfolded test? What sort of radio bothers you most? etc., etc. As long as this census thing goes on in the air and becoming chronic why not one for the film business? We suggest it seriously. Every theater in the country, large or small, is reached by film salesmen who can act as emissaries for producers and casting agents could take care of the production end. Fostered by the Hays organization and backed by the producers and directors no end of accurate and important statistical information would be obtained. Censorship, public relations, background, patron likes and dislikes, in fact a hundred and one interesting questions might be collectively answered. However, its only a rainy day thought and we are going to say no more about it one way or the other.

A Good Sign

IF YOU BELIEVE in signs and omens, don’t give the merry up and down to the new one atop the Warner brothers Hollywood theater in New York where Broadway crosses Fifty-third street. Here, as far as this office is concerned is the champ sign (Continued on Page 2)

Would Back Legit. Shows As Likely Material for Pictures

Columbia may join the swelling ranks of film producers who double in Broadway stage productions. The company is considering plans for producing plays as a preliminary to converting them into talkers. Plays embracing screen angles will be acquired and providing they click before legitimate audiences they will be filmed. The Columbia program for 1930-31 largely comprises Broadway stage successes.

18 CAMERAS BEING ADDED TO TECHNICOLOR FLEET

Eighteen new cameras, one of the largest individual camera contracts ever placed, will be added shortly to the fleet of 35 already doing service for Technicolor, it is announced by Dr. H. T. Kalmus. Less than a year ago there were only 9 Technicolor cameras in existence.

Alfred Cohn Again Heads Screen Writers’ Guild

West Coast Bureau, THE FILM DAILY

Hollywood—Alfred A. Cohn has been re-elected president of the Screen Writers’ Guild. He is now supervising and writing features for Al Christie.

Musicians, Dance Directors May Be Taken In by Academy

NO PATHE MERGER ON, SAYS JOSEPH P. KENNEDY

West Coast Bureau, THE FILM DAILY

Hollywood—Plans are being considered by the Academy of M. P. Arts and Sciences whereby musicians and dance directors would be admitted to membership in the organization. This step has been occasioned by the greatly increased importance of musicians and dancers in pictures.

Want to Unload

Independent theater operators are flocking daily to the B. S. Moss office in hopes of unloading their houses into units in the chain being formed. One estimate puts the exhibitors up to 150 daily. Moss, in a statement issued yesterday, said that he is only in the market for new houses, some of which he'll buy and others build.

HEAVY SPRING SCHEDULE UNDER WAY ON F. N. LOT

West Coast Bureau, THE FILM DAILY


W. K. Kupper has been appointed assistant to J. R. Grainger, general sales manager of Fox. The promotion is in recognition of 11 years of efficient service with the company.

French, Spanish, German Features to be Made Here

Paramount’s facilities for the production of talking films in French, Spanish and German are in such shape that the company plans about 15 features in those languages for export this year. The pictures will be made in Hollywood and at the Long Island studios.

Making a noise abroad, particularly in France, where the Robert T. Kane producing unit has been established, will be given consideration by Adolph Zukor, Jesse L. Lasky and other Paramount officials who will confer shortly on the other side.

Before sailing last week, Zukor stated that plans were afoot to en- (Continued on Page 7)

DECISION RESERVED IN FILM STORAGE TEST CASE

A test case to determine what constitutes storage, as applied to film kept in New York theater projection booths, was heard yesterday in Municipal Court before Judge Meun.

SEVEN FOX PRODUCTIONS COMPLETED LAST WEEK

Fox completed work last week on seven productions. The pictures are "Movietone Follies of 1930," "The Arizona Kid," "Born Reckless," "Rough Romance," "She’s My Woman," "Not Damaged" and "Cheer Up and Smile."

Block Selling

Although the 5-and-10 stores advertise stockings and gloves for sale at 10 cents each, you must buy them in pairs or you can’t buy them at all.
A Film Census
—of information and why not?
(Continued from Page 1)
of the universe. It is as big as a
Zep, stands out like the Washington
Monument and has more changes
and color combinations than a Palm
Beach deb. And it costs more to
keep it lit than the average small
town in the United States.

Thank You!
"THE BEST TALKIES of British
life are made in America." No, this
rather direct and uncontroversial
statement does not come from the
vicinity or New York or Hollywood
but from none other than the Federal
Censorship Board of Australia in its
annual report. It further states "our
experience with British films gen-
erally is that they are below the
standard of foreign films." The
report as a whole releases films pro-
duced in Great Britain require more
censoring than those made in other
countries. This is not intended as a
dig in the general direction of our
production brothers across the pond
but rather another answer to their
continual query of why British pic-
tures are not received more ener-
siastically away from home.

Film Exchange Buys
Cartoon World Rights
World rights to the series of 26
"Bonzo" synchronized cartoons have
been bought by the Film Exchange.
The exchange also is negotiating for
other product and will continue in the
independent market.

Morrison on Agents’ Committee
West Coast Bureau, THE FILM DAILY
Los Angeles—C. B. Morrison has
been added to the agents' commit-
tee with is conferring with produc-
ers on relations between two bod-
ies. Morrison will represent the
viewpoint of New York agents.

Laemmle at End April 28
Carl Laemmle, accompanied by
Lewis Milestone, John Wray and
Ira St. Johns, will arrive in New
York April 28.

Publix Getting Norwalk Houses
Norwalk, Conn.—Publix will take
over the Empress and Regent here
on May 1.

Paul Whiteman in Town
Paul Whiteman and his orchestra
have returned to New York after six
months on the Coast making "King of Jazz" for Universal.

Peekskill Officials Lift
Ban on Sunday Pictures
Peekskill, N. Y.—Ban on Sunday
pictures has been officially lifted
here in accordance with the result of
the recent referendum. After two
years the theaters of this city will
again give Sunday performances be-
ginning June 1.

A. C. Stearns to Manage
Congo U. S. Headquar ters
West Coast Bureau, THE FILM DAILY
Hollywood—Appointment of A. C.
Stearns, Jr., as general manager of
the American headquarters of Con-
go Pictures, Ltd., in this city is an-
nounced by Nat. H. Spitzer, presi-
dent of the company.

Max Weiss Back from Europe
Max Weiss, of Windsor Picture
Plays, is back from a four months'
trip abroad. While in Europe he
arranged with United Artists and
Harry Gilson, of Windsor, whereby
the U. S. British sales branch will
distribute "Her Unborn Child" in
England.

"Song of Flame" Well Received
West Coast Bureau, THE FILM DAILY
Los Angeles—"Song of Flame,"
new First National musical, received
one of the warmest receptions ever
accredited a picture here in its debut
at the Hollywood.

Friedman J oins Columbia
Joe Friedman, formerly foreign
manager for Universal, is now asso-
ciated with Columbia Pictures Corp.,
as German representative.

Another for Warners in Ohio
Youngstown, O.—Work begins this
month on the new Warner 2,600-seat
house which is to cost $1,000,000. It
will be of the French Renaissance
period.

ELMER PEARSON
Business Counsel and
Producers’ Representative
17 EAST 45TH STREET N. Y. C.

The Industry’s Date Book
April 22 Opening of Warner Holly-
day Theater in New York.
April 22-23 Annual Convention of N.
west Theater Owners at No.
hotel, Minneapolis.
April 23-24 Nebraska and Western
theater owners, semi-annual
veneration, Hotel Loyola, Omaha.
April 24 Paramount annual meeting
(Financials)
April 25 Universal begins four-day
nation sales confab at the S.
Plaza, New York.
April 26 Fox annual meeting.
Apr-29 Opening of "All Quiet on the
Eastern Front" at Central, New
York.
May 1 First Annual FLICKER PRO
of the Motion Picture Club at
Liberty Theater, N. Y.
May 13-14 M.P.T.O. of Oklahoma,
Columbia, Mo.
May 15-16 Paramount Eastern
grand national annual sales meet-
Atlantic City.
May 19 RKO sales convention opens
at Atlanta.
May 21-22 Pathe regional sales
Ambassador, A. C.
May 24-25-26 Pathe regional confab
at cago.
May 26 Fox annual sales convention
at Movietone City, C unions.
May 24-26-27 Paramount Western
annual sales convention at
San Francisco.
May 29-30-31 Pathe regional con-
fab Atlantic City.
June 2-7 International Cinema Congress,
Brussels.

Handling "Cascades" Short
Al Bondy is distributing "Cone of the Cascades," General Elec
short recently shown on Broad-

Wanted Theaters
For Sale or Lease
Adolph Soffertman
1160 Broadway—New
Established 1906 Tel. Bryant 3067

THE FILM DAILY
Tuesday, April 22, 1930

New York Stock Market

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*Last Price Quoted*
Mr. Phil Meyer,  
Tiffany Productions, Inc.  
630 Ninth Ave., N.Y.C.

April 4th, 1930.

Dear Mr. Meyer:

I have just screened "Journey's End" and I do not know when I have been so moved. In my humble opinion, it is a masterpiece. Every Englishman, as well as any other red-blooded person, will feel a thrill of pride after viewing it.

I sincerely congratulate you and everyone associated with the Company that is responsible for such a great picture.

Sincerely yours,

S. L. Rothafel

TIFFANY presents 

JOURNEY'S END 

WORLD PREMIERE 
GAIETY 
THEATRE N.Y. 
APRIL 8th.
UNIFORMLY

DISCS
FROM the single reel Vitaphone Varieties to the most elaborate Technicolor production, Vitaphone Discs satisfactorily meet every demand of exhibition. • • • Vitaphone Discs have passed the acid test of performance under every condition and have definitely proven their superiority over any other method of sound recording and reproduction.
ALONG THE RIALTO

with

Phil M. Daly

IN ACKNOWLEDGING the fact that the Los Angeles division of the West Coast theaters has set aside May as Harold B. Franklin Month, the gentleman so honored said: "I know your activities for the month of May are going to be enormously successful, not because of the name you have placed on it, but because of the kind of men you are." Which helps to explain why Harold B. Franklin is where he is today....

Incidently, this circuit's house organ, "Now," edited by Eddy Eckels, contains a double page of summer "keep cool" stunts that every theater manager should consider.

DOUG FAIRBANKS springs a new one. He sez: "I want to make more pictures.".... Echoes from a million voices in Hollywood: "Me too!" Says, Harry Aiken wonders why the transatlantic lines are having trouble filling their sea-going gondolas.... probably the main attraction for "The Big Pond" these days is Maurice Chevalier over at Para's Longisle studio.... Arthur Caesar, out Hollywood way, has taken up polo, and several gents are much relieved, figuring Arthur will be too busy riding his horse to ride them.

HARRY TIERNEY, writing melodies for "Dixiana," telephoned a new tune to his lyric writer, Ann Caldwell, in Hollywood... would you call that wiring for sound?.... Little Billy, the midget, sings "Do You Think That I Could Grow On You?" in Pathe's "Swing High".... sounds like barber shop propaganda for whiskers.... Moe Mintz's company, Affiliated Sound Recordings, is clicking with a genuine idea... they are supplying small radio stations, which can't afford talent, with half-hour canned programs.

NOW WE have the current Broadway shows in story form: The vagabond king was singing the rogue song under a Texas moon, thinking it a song of the west, when along came a free and easy young man of Manhattan puttin' on the Ritz and yodeling high society blues until maam swooped down on 'em like the furies and told 'em to hold everything while she sang sway to my heart as Paramount on parade passed by.... a free excursion trip on the Weehawken ferry to any bright boy or girl figuring out the 13 shows herein mentioned.

ROD LA ROCQUE is co-inventor with Robert Frazer of a self-answering telephone, and we asked the boss to put in our order right away.... When Harry Beaumont, directing "Our Blushing Brides," took over a Los Angeles department store for the interior sequences, all the girls in the cast automatically lined up at the bargain counter.... Now we will see a real color artist at work, when Flo Ziegfeld employs technicolor in "Whoopie".... for sound, he should use a coloratura soprano.... or we don't care much for it, either.... Have you a problem better? (challenge)...}

THE OLD job of location-hunter is in a fair way to be killed.

With talks today, outdoor scenes must be safeguarded from interruption by noisy touring autostopppers, keeping on the highway to watch the company work. So King Vidor has taken his location for "Billy the Kid" on the Porter estate far from a highway.... Now if they want to take those popular Times Square scenes they'll have to put gates up at both ends....

J. Louis Geller, the demon handball player, has taken his hand out of bandage, and the other two Jays of Consolidated Theaters, J. Arthur Hirsh and J. J. Rosenthal, are again betting their choc soda money on him.

BLANK VERSE: ---/---/!! --- blankety blank!

A FILM FACT A DAY

Mary Pickford made her picture debut in 1909 in "The Violin Maker of Cremona."
Silent Haven
Springfield, Mass.—Starting this week the State will adopt a policy of showing silents exclusively. The house will present pictures not previously exhibited here.

No Pathe Merger, Says Joseph P. Kennedy
(Continued from Page 1)
DAILY yesterday. He made it clear, however, that this does not mean that the company may always steer away from affiliations.

What is considered the most pretentious picture on the Pathe 1930-31 program of 20 features has just been placed in production at the Coast, he said. It is "Beyond Victory," a war picture which John S. Robertson is directing. Color will be used sparingly in new year product, said Kennedy.

Al Fourmow Now Heads Publix Abilene Houses
Abilene, Tex.—The three local Publix houses are now under the management of Al Fourmow, who has succeeded Milton Overman, recently transferred to Denison, where he is in charge of his chain of theaters. Fourmow will also have supervision of the new Paramount which opens some time in May. Present houses under his management are the Majestic, Rex and Queen.

Seek To Block Fox Plan
A suit to block the new Fox re-financing plan and to compel adoption of the former Bancamerica proposition was filed yesterday in Supreme Court by Stanley M. Lazarus on behalf of a group of minority stockholders.

Greenberg Now Managing Director Springfield, Mass.—Ben Greenberg has been appointed managing director of the Paramount. He was formerly house manager and succeeds Herbert Chatkine, who was recently promoted to district manager.

Publix Promotes Miller Rochester, Minn.—A. E. Miller, manager of the Lawler, has been promoted by Publix and called to New York for an assignment. His successor at the local house has not yet been named.

$1,500,000 Fox House for L. A. Los Angeles—Alexander S. Kempner of the Los Angeles Roadster Club, the erection of a $1,500,000 Fox West Coast theater in Los Angeles, and the early completion of this project, here on Broadway between 6th and 7th Aves.

New 3,000 Seater for Publix Lawrence, Mass.—In conjunction with Publix the Salm Realty Co. will erect a 3,000 seat theater and building in the heart of the business center.

Foreign Dept. Planned by Affiliated Sound
Affiliated Sound Recordings, Inc., is planning to establish a foreign department to handle the increasing amount of recording that is expected from this field, it is announced by M. J. Mintz, head of the company. Affiliated now has several foreign made productions to which English dialogue is being recorded. With the aid of the company's technical staff, films made in any country and any language are converted for English audiences, while American pictures are given dialogue in any foreign language.

Heavy Spring Schedule
Under Way on F. N. Lot
(Continued from Page 1)
Devil's Playground" and "The Bad Man." Among the pictures ready to be filmed are "Sweethearts," starring Marilyn Miller; "Little Caesar," "Mother's Cry," "Heart of the North," "Forever After," "God's Country and the Woman," "Captain Blood," "The Fortune Teller," and a picture as yet unnamed in which Otis Skinner will star. Jerome Kern and Otto Harbach also are working on an original musical play.

Studies Oppose Fire Rule
Due to Expense Involved
Contending that the expense of applying fireproof coating to draperies and other studio fabrics, as called for in a new fire department regulation would be so great that most studios could not operate under such conditions, Paramount, Warner and other companies producing in the East are preparing to oppose the new order.

Barrett Leaves Detroit "U"
Dexter—Sam Barrett has resigned as assistant manager of the Universal office to become booker for Cooperative Theater Service Corp. Joe De Mayo from Universal's home office succeeds Barrett.

Loew Midwest Division Moving
Cleveland—Midwestern division of Loew's, Inc., will be moved to this city from Pittsburgh on May 15, E. A. Schiller announced while here attending the Loew managers' convention.

Trop Distributing Western
J. D. Trop has secured world distribution rights of the all talking western feature "Romance of the Wild West," which stars Jack Perrin and his horse Starlight.

Seattle Holdup Nets $1,700
Seattle—In a daring holdup one morning last week, two bandits robbed the safe of Fox West Coast's Coliseum of $1,700 in cash.

Sky High Prices
Actual and rumored theater building plans have the prices for Broadway real estate to perhaps the highest peak in the history of the Main Stem. Whenever an expectant theater builder begins to talk sites he finds that the valuation of the desired plot has almost doubled.

Paramount Planning 20 Foreign Talker Pictures
(Continued from Page 1)
list the aid of the leading U. S. producing companies in coordinating and pooling their resources for the foreign market. Such an agreement, Zukor said, would strengthen the American position abroad and result to great economies all-around.

Putnam Elected President Lew-Charles Amusements
Troy, N. Y.—C. W. Putnam has been elected president and general manager of the Lew-Charles Amusement Corp. Other officers include C. V. Dery, vice president and booker, and Mary A. Graham, treasurer. At the same meeting Lawrence E. Kriegs was appointed to succeed Lew Fisher as manager of the New, Hoosick Falls.

Mulligan Promoted
Seattle — Bernard Mulligan, formerly house manager of the Blue Mouse, has been appointed assistant to Vic Gauntlett, publicity and advertising director of the Hamrick circuit.

Rename Providence House Providence — When the Strand, closed for alterations which will increase its seating capacity from 2,100 to 2,500, reopens under Publix management soon it will be known as the Paramount.

Sunday Shows for Everett, Mass.
Everett, Mass. — Announcement from the mayor's office assures this city of Sunday motion pictures.

Ten Years Ago To-Day

Omaha exhibitor files suit for $750,000 against the Omaha Film Board of Trade and 38 other defendants on a charge of restraint of trade.

William A. Brady arrived yesterday on the Mauretania, looking for equipment for a European studio.
$7 a day pays for Western Electric Quality

The smallest theatre can equip profitably with Western Electric.

New equipment—new plan—new prices—starting as low as $2950, no down payment, average weekly rental $42.28, including service—bring the highest quality sound within the reach of every theatre.

Western Electric's new equipment upholds the same standard for quality and uninterrupted programs, set in theatres now giving 150,000 performances weekly.

Prices now in effect cannot be lowered unless quality is sacrificed—and this will not be done.

Don't be misled into waiting. Get your share now of the increased attendance Western Electric Sound Equipment brings—as proved day after day in 5500 theatres.

For full information and survey—mail the attached coupon.

Western Electric

Only a few more patrons a day needed to pay for it.

Northern Electric in Canada

Distributed by

Electrical Research Products, Inc.

250 W. 57th Street, N. Y.

Send details on new sales plan.

Name

Address
Warners' New Hollywood Makes Dazzling Debut

BACKSTAGE PROJECTION BEING DEVELOPED

Seven Eastern Studios Alive With Productions

Warner Bros.

By JACK ALICOTE

As distinguished an audience as has silk-hatted its way into a Broadway playhouse opening in many a moon. An ultra-modern theater is a picture of size, location and importance. A roll of some, big, all-around bit of entertainment in the technicolored musical "Hold Everything" and ast, but of unusual significance, an evening consecrated as a beautiful and fitting tribute to the memory of Sam Warner. The foreshadowed pictures in headings are but highlights of the doings around Broadway and 51st St., last night.

The Theater

It is appropriately called "The Hollywood." The theater is eye-wrestling. The color scheme is dull gold with overtones of red and blue skillfully blended into a background of the French Baroque period. The stage is enormous and could easily house the biggest of legitimate attractions. The foyer and grand staircase are distinguished. The theater is not large, seating only 1,608.

The Audience

Seldom does one find as select and distinguished a first-night gathering. Those high in cinema circles from as far away as Los Angeles and London were on hand. The city and state of New York were officially represented. A complete list of those attending would read like a who's who in motion picture, stage and official circles.

The Picture

"Hold Everything" was the picture. It was the first teaming up of Joe Brown and Winnie Lightner and is not only good entertainment but sure box-office. The story is slight but it discharges laughs like

Activity on the Increase Among Studios in New York Area

Eastern production has reached its highest peak in a number of years, with seven studios, including such major company plants as the Paramount New York and the Eastern Vitaphone, operating at present. Other studios include the Ideal and Metropolitan at Fort Lee, Caraval and Audio Cinema on Long Island and Hollywood—Empire. Rumors persist that Cosmopolitan (Continued on Page 9)

WARNERS BUY INTEREST IN FILM, RADIO PATENTS

A substantial stock interest in the Nakken Patents Corp., controlling basic rights on sound-on-film, television, and transmission of pictures and facsimile messages by wire and radio, has been bought by Warners (Continued on Page 9)

Seats Placed on Sale for First Flicker Frolic

Tickets were placed on sale yesterday at the office of the Secretary in the M. P. Club for the First Annual Flicker Frolic to be held on May 11 at the Liberty for the benefit of the M. P. Relief Fund. Plans have been (Continued on Page 9)

Array of Notables Attends Opening of Broadway House

Before a brilliant audience and with brief but fitting ceremonies the new Hollywood was formally presented to Broadway last night by Warner Bros. Built in memory to the late Sam Warner and designed to combine the utmost in luxury and the last word in practicability and the most elegant appointed showhouse won the enthusiastic admiration of the premiere crowd.

Long before the theater's opening

EMPLOYMENT TO START WITH REHEARSAL CALL

West Coast Bureau, THE FILM DAILY—Employment for freelance players hereafter will start with the first call for rehearsal, and no producing company is to work actors

Conducting 'Em

Ottawa—Street car conductors here are advertising the Avalon for P. J. Nolan, proprietor, by calling the name of theater instead of the street intersection for the regular tram stop.

ARTHUR IN ADVISORY POST WITH FOX METROPOLITAN

Harry Arthur, Southern California district manager for Fox West Coast, is joining Fox Metropolitan in an advisory capacity, Harold B. Franklin told THE FILM DAILY yesterday upon his arrival from the Coast. Charles Cabellero, head of the West Coast purchasing department, goes with Fox Films and Fox Theaters as general purchasing agent. Franklin, who said he came East on routine business, asked if he would change his duties owing to the move. Franklin said he (Continued on Page 9)

Howe and St. John Get Higher Universal Posts

Hollywood—Milton Howe has been appointed Universal studio publicity director, succeeding Ivan St. John, who becomes assistant to Carl Laemmle, Jr.

SOUND-ON-FILM DEVICE DEVELOPED BY PACENT

A new all-frequency method of sound-on-film recording, said to combine the best features of both area and variable density recordings now in use, has been developed by Pacent, it is announced by Louis Gerard Pacent. The heart of the new system is a revolutionary lamp. Other features include great reduction of background and extraneous noise, and it is claimed that, from the theater standpoint, the new device represents a great step forward in effecting lifelike reproduction.

New Developing Machine Invented by Roy Hunter

A new developing device for negative and positive film, described as an improvement which greatly clarifies sound, has been invented by C. Roy Hunter, director of sound (Continued on Page 9)

Ouch!

Add list of voluntary arbitration cases postponed for queer reasons. An exhibitor asked the secretary of the Dailas board to postpone the matter owing to the fact that he collected some pistol wounds in an argument. P. S.—An exchange man did not do the shooting.
Warner Bros. — open the Hollywood

(Continued from Page 1)

a machine gun and that’s what counts with the paying guests. Roy Del Ruth did a firm bit of directing.

A Beautiful Tribute

THE EVENING was dedicated and given over as an inspiring, fitting and beautiful tribute to the memory of Samuel Goldwyn, by a friend, the writer, always the same, in wealth or adversity. He was a dynamo, but filled with human understanding and sympathy, a driving force, but carried forward by the milk of human kindness. It is the sincere and not clouded opinion of this writer that M-G-M coast and Warner, more than any other individual, was responsible for the irresistible international success of the talking picture of to-day.

WARNERS DICKERING FOR SIX MORE PENNA. HOUSES

Warner Bros. is negotiating for the Columbia Amusement Co. houses in Pennsylvania. Houses included in the chain are: Columbia, Erie, Penn., Westleyville, and Library, Warren and Columbia, Warren. The Columbia in Sharon, part of the Oil City and Sharon Amusement Co. but controlled by Columbia Amusement, also is mentioned in the deal. O. W. Potter, manager of the Columbia in interests, arrived in New York yesterday from Erie to confer in the matter.

Mrs. Kalmus Improved

West Coast Bureau, THE FILM DAILY

Hollywood—Mrs. Natalie Kalmus, head of the Technicolor art department, is gradually improving at the Good Samaritan Hospital, where she has been for two weeks following a breakdown caused by overwork.

Wodehouse in New York

P. F. Wodehouse, author, arrived from Europe on the Majestic yesterday and will soon leave for the coast studios where he will write original stories for the company.

Pathe Speed

Pathe News delivered first pictures on the Ohio penitentiary disaster to Broadway theaters, including the Paramount and Palace, at 3 o’clock yesterday afternoon, less than 24 hours after the fire took place.

MAKEUP, SCENIC ARTISTS DEMAND FIVE-WEEK DAY

Demands for a five-day week, made by the makeup artists’ union and the Allied Scenic Artists, are under consideration by producers working in the East. It is extremely unlikely, however, that they will be granted. Makeup men are also asking for a minimum of $25 per day and would effect this rate, along with the proposed five-day week, on May 1. At present makeup men are receiving from $15 to $25 per day in the East.

Academy Picks Committee for ’29-’30 Merit Awards

West Coast Bureau, THE FILM DAILY

Hollywood—A committee consisting of Helen Ware, Roy Pomeroy, Walden Young, Reginald Bickford and Harry Rapf has been picked by the Academy of M. P. Arts and sciences to select the merit awards for the year ending July 31, 1930.

Vitaphone Turns Out 18 Shorts in 10 Days

Eighteen Varieties have been turned out in the last 10 days by the Vitaphone studios, which have been operating at an unusually rapid rate. Murray Roth, chief of the Eastern plant, has Arthur Hurley and Harry Mack assisting him, while Bryan Foy, in the West, is being helped by Artie De Haven and Herman Raymaker.

U. A. Sales Meeting

Second sales meeting of United Artists will be held at the Stevens Hotel, Chicago, beginning April 26 and ending April 28. District, branch and offices managers, as well as salesmen, of branches east of Denver and Canada will attend. At Lichtman will preside.

Let Us Solve Your Problems!

Over 20 Years of Experience Qualifies Us as Specialists in

MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES

INCORPORATED

1540 B’WAY N.Y.C. TELEPHONE BRYANT 3040

The Industry’s Date Book

Today: First of two-day Annual Convention of Northeast Theatres, Owls at Nicollet Hotel, Minn.

Apr. 23-24 Nebraska and Western Independent theatre owners, semi-annual convention, Hotel Loyola, Omaha.

Apr. 24 Paramount annual meeting (concluded).

Apr. 25 Universal begins four-day International sales conclave at the Salvation Army, New York.

Apr. 26 Fox annual meeting.

Apr. 29 Opening of “All Quiet on the Western Front” at Central, New York.

May 5-8 E.M.P.E. Spring Meeting at Wardman Park Hotel, Wash., D.C.

May 11 First Annual FLICKER FROL of the Motion Picture Club at Liberty Theater, N.Y.

May 13-14 M.P.T.O. of Oklahoma, Oklahoma City.

CINEMA

Write For Trial Sample

TALKING NEEDLES

WALL-KANE NEEDLE MFG. CO., Inc.,

514 E. 14th Ave., N. W.

Draperies

Decorations

Magnascopic Screens

340 W. 41st St.

Settings

Acoustics

Banners

New York C

AD-VANCE-AD

“I have been using your trailer service for several months and I can truthfully say that I am more than satisfied with it.”

NEW DREAM THEATRE

Redwood Falls, Minn.

“WE NEVER DISAPPEAR”

CROMWELL FILM LABORATORIES

INCORPORATED

220 WEST 26TH STREET

NEW YORK

Phone: WISTons 6876

ALLAN A. LOWENS, C.E., MGR.

Eastman Films

J. E. Brulatour, Inc.

Chicago

Hollywood

1727 Indiana Ave.

6700 Santa Monica

Bldg.

CALumet 2691

HOLlywood 4121

NEW YORK STOCK MARKET

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NEW YORK CURB MARKET

| Bal. & Kat.    | 693  |
| Columbia Pets. | 425  |
| Fox The.      | 154  |
| Intern.       | 27   |
| Skys. Div.    | 25   |
| low.          | 15   |
| Nat. Sc.      | 10   |
| Nat. Sup.     | 25   |

NEW YORK BOND MARKET

|                 | 124  |
| Low. 61/4      | 124  |
| Low. 61/4      | 124  |
| do      | 124  |
| Paramount 67   | 109  |
| Paramount 67   | 109  |
| Par. 75/8      | 101  |
| Par. 75/8      | 101  |
| Pathe 75/8     | 65   |
| Pathe 75/8     | 65   |

LAST PRICE QUOTED

New York 1540 Broadway 1540 Broadway St.
BRYant 4712 STillwell 7940

Eastman Films J. E. Brulatour, Inc.

Chicago Hollywood

1727 Indiana Ave. 6700 Santa Monica

Bldg. CALumet 2691 HOLlywood 4121
**ALONG THE RIALTO**

with

Phil M. Daly

**Timely Topics**

A Digest of Current Opinion

Unlimited Power of Screen & Diffusing Thought

**W**HETHER discussing silent or talking films the thing that should be considered is the unlimited power of the medium offered us for the representation of life and the world and for the pictures of thought. Today it is through the films that one is taught history; it is through the films that one comes to understand human nature; it is through the films that one learns geography and the sciences; the suffering of the spirit, like the stream of the spirit, shall more and more be sought there.

—Jean Mourot in "Le Cinéaspe," Paris

**Allies Will Increase Scope of Theater**

**T**ALK is added to pictures, and the effect not to create a likeness to a stage production, but to emphasize a difference. In other words, the talkies will not supersedes the plays. It is more than likely that they will increase the popularity of the theater, while increasing their own, just as broadcasting conferred a blessing on the gramophone.

—Kinematograph, London

**Influence of Films in Children**

I THINK it is a very serious mistake for parents to allow their young children to go to the average moving picture show or to see any picture which they themselves, or people they trust, have not seen beforehand. Forty or fifty per cent. of the feature pictures today have some intentionally indecent scenes in them.


**A FILM FACT A DAY**

The initial picture directed by D. W. Griffith was "The Advenchures of Sally," shown at the old Biograph studio at 11 E. 14th Street, New York.

**EXPLOITETTES**

A Clearing House for Tabloid Exploitation Ideas

Magazine Tie-Up on "Devil May Care"

ARRANGEMENTS were made by M. A. Malaney of Loew's Allen, Cleveland, with the Dunn News Company, distributors of the Liberty Magazine, to place a duplicate page of the revue in the current issue, where it was given four stars. One of these pages were placed in each Liberty Magazine and delivered to the homes and newstands in Cleveland.

—M-G-M

**Monster Telegrams for "Show Girl in Hollywood"**

ONE of the most effective exploitation stunts at the Olympic, Boston, was the enlargement of a telegram sent by Alice White to the Boston Chamber of Commerce congratulating the people of Boston on obtaining the world premiere of "Show Girl in Hollywood." Through an arrangement with the Postal Telegraph, enlargements of this wire, 12 feet high, were carried by forty boys through the main streets of Boston to the Chamber of Commerce. All the Boston newspapers carried stories and pictures of the boys carrying the telegram enlargements.

—First National

**MANY HAPPY RETURNS**

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

April 23

Duncan Renaldo
Elvie Hitchings
Roscoe Norwalk
Monday at 6 P.M. the disaster at the Ohio Penitentiary broke out. Tuesday at 3 P.M. Broadway saw full scenes of the catastrophe in PATHE NEWS.

and again with

PATHE

COLUMBUS

IT'S ALWAY
DISASTER

Monday at 6 P.M. the disaster at the Ohio Penitentiary broke out. Tuesday at 6 P.M. Broadway saw and heard the catastrophe in PATHÉ SOUND NEWS.
“For the Defense” Gives Powell New Type Role

William Powell’s next film for Paramount will be “For the Defense,” in which he will have the role of a former district attorney who rallies to the defense of criminals after he sees his only son imprisoned in an electric chair. The film is based on a story by Charles Furthmann, associate Paramount producer. John Carradine will direct it and Kay Francis will play opposite the star. Oliver H. P. Garrett is responsible for continuity and dialogue.

Synchronizing Griffith’s “The Birth of a Nation”

The Triangle Film Co., owners of the rights to “The Birth of a Nation,” are understood having the old silent version of the D. W. Griffith masterpiece synchronized with sound effects. This is believed the first of the Griffith series to be modernized for present day distribution.

Sidney Blackmer in “The Bad Man”

Sidney Blackmer has been given a prominent part in First National’s production of “The Bad Man.” Other members of the cast are Walter Huston, Dorothy Revier, James Rennie, O. P. Heggie and Marion (“Peanuts”) Byron.

Brent in “Silver Horde” Lead

Evelyn Brent has been given the lead in RKO’s “Silver Horde,” the Rex Beach story.

Warners Signs Leon Janney

Leon Janney, boy actor, has been signed to a long-term contract by Warners.

Columbia Signs Jason Robards

With the signing of Jason Robards to the cast, Columbia’s production “Sisters,” starring the two sisters in real life, Sally O’Neil and Molly O’Dwyer, goes into production under the direction of James Flood.

“Good Bad Girl” as Talker

Talking picture rights to Winifred Van Dusen’s “The Good Bad Girl” have been obtained by Columbia.

“All Quiet on the Western Front”

Universal’s “All Quiet on the Western Front” made a very favorable impression on its Coast premiere. It is a powerful docu-drama of the first world war with moldering direction by Lewis Milestone, some of the most realistic battle scenes yet screened, with effects heightened by sound, and excellent acting by a cast headed by Louis Wolheim, Lew Ayres and John Wray.

A Little from “Lots”

HUGH TREVOR has established a little record of his own. During the past three years, he has played the featured lead in 31 pictures. He is under contract to RKO.

* * *

Possible Hollywood conversation.

“What do you think of the new pictures?”

“Ooh, I’m between dailies.”

* * *

Harry Green was still smiling ’ofter. He had just read a trade paper, which had given him credit with being the father of Mitzi Green, Paramount’s clever child actress. Mitzi is the daughter of Joe Green of Keno and Green, a standard vaudeville act. And to keep the record, we must further state that Harry Green has no children.

* * *

En route to Hollywood, Frances McCoy, Broadway actress, stopped off to see the Grand Canyon. “Gee, they do everything in technicolor out here,” said Frances, as she peered into the canyon.

* * *

Owen Marks, who has been editing for Warners for the past nine months, is doing the cutting on “Sweet Kitty Bellairs.” He also edited “Disraeli” and “Mammy.”

* * *

Do you remember when Joe Schenck was a drugstore clerk? When Harry Brandt was a sporting editor; when Sam Taylor worked for Vitagraph; when Thornton Freeland lived in North Dakota; when Warner was a reporter; when Arthur Zeller was in charge of the viola Duna and Alice Lake units at the old Metro studio, in New York?

* * *

Irving Berlin’s refrain, “Oh, how I hate to get up in the morning,” does not apply to Michael Viaroff. Easily the bigger writer in the unit, he received a rush call from the Universal studio to play the role of “Grand Duke Dimitri” in “The Flame of the Flesh,” which Sam Taylor is directing.

* * *

A few Lewys—Lipton, Schreiber, Leslie, Cody, Maren, “Honolulu,” Tis a wise producer, who “no’s” his own relatives.

* * *

F. Hugh Herbert, the seerist, is the proud father of a baby girl. John Stone and Howard J. Green are the other writers who recently became fathers.

* * *

Lee Zahler, musical director for Larry Darmour Prods, wrote the score for “The King of the Cowpens” and the music for its theme song, “Love Thoughts of You.” He also wrote “Crazy Melody,” which has been associated with M-G-M, Tiffany and Universal. He will write the music for the Charles Murray and George Sidney series of comedies, which will be directed and produced by Nat Ross.

* * *

Emile de Recat, head of the Pathé studio’s foreign department, has entered a sketch, which will serve as a prologue to the Spanish version of “The Grand Parade.” Fred Scott, Helen Tuveltreenes, Rachel Haywood, who handled the original sketch, which was written and directed by de Recat, who also directed the Spanish version of “Grand Parade.”

* * *

Our Passing Show—Jack Eaton, Al Mannan and Elmer Clifton confer at one-stick; Ralph Murphy, Broadway playwright and stage director, busy at Pathe; Endre Bohem motoring to the fox studio.

* * *

Paul Detlefson, one of the magicians in the camera, is a busy member of the production department. Detlefson, who has been with United Artists, Pathé and First National, did the miniature work on Douglas Fairbanks’ “The Iron Mask” and also did some of the trick work on “The King of Kings” and “The Volga Boatman.” He also handled the special photographic effects on “The Lover’s Oath,” which was Raman Novarro’s first important picture. Ferdinand Huene Earle was the producer.

* * *

Ned Waghurst, noted stage producer and dance director, is considering an offer to stage talkers. He directed the dialogue, staged the numbers and provided the continuity for a recent 600 profit production and amateur productions he produced. He was the director of the Ziegfeld “Follies” for several years.

* * *

Gene Towne is all smiles these days. He sold his original, “The Pajama,” to the James Cruze organization. For his next director he will also write the picture version and dialogue. He is now completing the screen play of the dialogue for “The Little Accident,” which will be made by Universal. “The Pajama” will serve as a starring vehicle for Lola Lane.

* * *

William de Mille has been chosen president of the tennis club formed by members of the film colony. Cedric Gibbons is vice-president and Crawford Kent secretary. The initial tournament will be held at the Los Angeles Tennis Club, starting May 25.

* * *

George Rosener is writing the screen play and dialogue for “Penny Arcade,” which will be made by Warner Bros. Rosener’s play, “She Got What She Wanted,” was the picture story of the Rosener’s play, “The Love Omen.” The picture was made by Fox. “Lola Lane’s Laches” was also written by Rosener, which was produced on the Coast.

Nat Ross Signs Writers for Sidney-Murray Series

A number of important comedy writers have been gathered by Nat Ross to produce a new series of comedy plays which Universal is to release. Among them are Dick Smith, Gil Pratt, Edward R. Luddy, James Milhase and Nat Carr. All dialogue and continuity will be done by Hamilton Del Ruth.

Fox Signs Georgia Caine

With the signing of Georgia Caine, the cast of Fox’s “Good Intentions” has been completed. William K. Howard is author as well as director.

Walton Tully Expected Soon

Richard Walton Tully, playwright-producer, is expected in Los Angeles soon to arrange for the production of “The Bird Paradise” for the screen.

“Manslaughter” Begun

Work has begun on “Manslaughter,” in which Claudette Colbert has the lead under direction of George Abbott.

Churchill Lead in Fox Film

Marguerite Churchill has been awed as the leading romantic role in “The Oregon Trail,” which Raoul Walsh is directing for Fox.

Collier for “Rain or Shine”

William Collier, Jr., will make his first picture in a 1930-31 production in Columbia’s “Rain or Shine.” Collier has been signed for the juvenile role in support of Joe Cook.

“Dancing Mothers” as Talker

Edmund Goulding is preparing a talk version of “Dancing Mothers,” previously made by Paramount as a silent.

Warner For Two Fox Films

H. B. Warner will appear in two Fox pictures, the first with Irene Rich in “On Your Back” and the second in “Road House.”

Belmore and McClatchie Cast

Paramount has cast Lionel Belmore and Claude McClatchie for parts in “Ladies Love Burtles.” Ernest Lubitsch will direct.

Hobart in “Lilion”

Rose Hobart arrives at the Fox studios today to begin work in “Lilion,” under direction of Frank Borzage.

Begin “Inside the Lines”

Work has started at Radio on “Inside the Lines.” All star cast will be featured.

Get Roles in “Road House”

Frank Albertson, Frances McCoy, Bobby Callahan, Joyce Compton and Richard Keene have been assigned feature parts in Fox’s “Road House,” in which Sharon Lynn will have the feminine lead.
“THE HIGHEST HONOR THAT OUR INDUSTRY CAN BESTOW”

Academy of Motion Picture Arts and Sciences, representing the entire industry, picks “The Broadway Melody” as the year’s Finest picture.

THIS TROPHY GOES TO METRO-GOLDWYN-MAYER!

and here’s a prophecy—
THE LOGICAL CONTENDER FOR NEXT YEAR'S "FINEST PICTURE TROPHY"—

Norma Shearer

THE DIVORCEE

AGAIN and again exhibitors of M-G-M product recognize that this choice of service is unfailing! Again and again the high honors and the high grosses go to theatres playing M-G-M. Box-offices which have just thrilled to the clink of Greta Garbo-Anna Christie business will now know the delights of another towering triumph, Norma Shearer in "The Divorcee." No other company may point to such a consistent year-after-year record of hit-delivery!

Based on a story by Ursula Parrott
Director, Robert Z. Leonard

Chester Morris, Conrad Nagel, Robert Montgomery

Metro-Goldwyn-Mayer
The Greatest Star on the Screen
WARNERS' HOLLYWOOD MAKES DAZZLING DEBUT

By HARRY N. BLAIR

VITAPHONE sales executives are highly enthused over the fancy spring product Sam Sax is sending them from the Eastern Vitaphone studio. The staff of the old Sax office is working its box-office magic.

"The Sap From Syracuse," now a production at the Paramount New York studios, was adapted from the stage play of the same name, by Monte Katterjohn and Jack O'Connell.

Roy Mack has just completed his second directorial assignment at the Eastern Vitaphone studio, this being "The Stall Alarm" a hilarious sketch introduced in "The Little Show," with Clifton Webb and Fred Allen enacting their original roles.

Lucille Browne, a blonde beauty recently signed here by Fox, received first picture press notice in this last Fall at which time we mentioned her as being most promising of a group of extras then preparing in an R-I-O comedy, at the Granamery studio.

Another youngster who will bear watching in Lew Fields, is his caption, who has just completed a one reel short entitled "The Duel," at the Eastern Vitaphone studios, under the direction of Arthur Harter, Lew has only been in the business forty years and says he still has a lot to learn.

Mort Blumenstock is preparing to direct Smith & Dale, stage comedians, in a two-reel comedy, "La Schnapps, Inc." which will have a large supporting cast besides being elaborately mounted.

Directors may come and directors may go, but Phil Quinn, the staff assistant director at Warner Bros. Vitaphone studio here, goes on forever. In the past year or half, "Phil has assisted over 300 talkie shorts and proudly asserts that he hasn't had a fight yet."

Assistant directors are kept stepping as illustrated in the case of Sam Bloomfield who has helped turn out a round dozen of short subjects since coming to the Paramount New York studio last October, from Chicago.

New Executives at Sound Studios

Two new executive appointments have been made at the headquarters of New York, Inc., by president A. J. Kendrick. John Valentine was installed as Assistant Sales Manager and Charles Hathaway, Account executive.

Wednesday, April 23, 1930

Short Shots from New York Studios

Grief Over Titles

Producers are experiencing much difficulty in clearing titles to be used for pictures, owing to the fact that many plays are being acquired for tailor purposes. This situation will eventually lead to the increased use of the original story, in preference to produced material, according to one big company executive.

Seven Eastern Studios Alive with Productions

(Continued from Page 1)

New Developing Machine Invented by Roy Hunter

(Continued from Page 1)

Backstage Projection Now Being Developed

(Continued from Page 1)

on the sound reproduction possibilities of machines installed on the stage, with a view to eliminating the horns. The cost of installing the wide-angle lens and new daylight screen is nominal and will be a money-saving proposition for the FILM DAILY. January 26th, "Fire hazards are controlled by taking a 16x22 inch screen, and the new daylight screen will permit showing pictures in fully lighted theaters, eliminating the sex question which has become so disturbing to many exhibitors."

Furher also said that the new screen will be appropriate for houses with 16 foot screens, or less, and is not particularly suited for the drive-in house. He said it will eliminate distortion because there is no need for enlarging the pictures in present day projection. While he does not claim the machine to be perfect, he does state that it will be an advanced step to that end.

The new screen and wide-angle lens will not be available until demonstrated in Furher's privately owned 16x22 inch studio, he said. However, an 18 x 22 inch screen installed at the RKO is ready for testing and, when necessary, Furher claims, there is no eye-strain and a more pronounced picture. A better definition is given to color films with this Trans-Lux screen, according to the company, because of its green and blue composition.

Arthur in Advisory Post with Fox Metropolitan

(Continued from Page 1)

Warners Day Interest in Film, Radio Patents

(Continued from Page 1)

Bros., it was announced yesterday by Harry M. Warner, the film recording patent covers reproduction of a sound on a series of gramophone records on a film, which includes sound record on film and sound-on-film phonographic reproduction of sound.

By the terms of the deal, Warner acquires a royalty free license to use all of the Nakken patents in all of the fields whenever it sees fit to do so.

DINE AND DANCE

at CHEZ PANCHARD

on the Merrick Road

Famous for Chicken—Duck—
Lobster Dinners. Also
a la carte.
News of the Day

United States


Lakeview, Ore. — A theater to cost $50,000 is to be constructed here. A large screen and sound equipment will be installed.

Baltimore — Astor is to be enlarged to provide for a 2,000 seating capacity.

Colton, Calif. — Colton is being completely made over for the showing of talking pictures. The seating capacity will be 700.

Brocton, Mass. — Theater seating 2,500 is planned for a site on Main St. here.

Nashua, N.H. — Commonwealth Amusement Co., Inc., has taken lease to the Park in this city. The theater, unused for two years, is being remodeled to seat 1,200 and will have sound equipment installed.

Waterbury, Conn. — Fox New England Theatres, Inc., has leased the Strand here to the Cameo Theatres, Inc., for five years at a total consideration of $175,000.

Madill, Okla. — T. Miller Davidge has sold the Queen to W. H. and H. E. Lawrence, owners of the Majestic in this city.

Palestine, Tex. — Plans have been completed for the $100,000 theater to be built here by the R. & R. circuit.

Monterey, Calif. — Golden State circuit is redecorating the Golden State, Monterey and Grove in this city.

Providence, R.I. — The Albee, after running stock for over twenty-nine years has given way to Carleton's Theater which has undergone complete redecorations under the supervision of the Variety Scenic Studios and will open soon with an Ed Fay dramatic stock company. Many other theaters on the Ed Fay string of houses are undergoing elaborate summer changes in décor, designed by H. R. Bassett of this studio.

Hillsboro, Ill. — Sunday shows will begin here shortly as a result of the city council voting 4 to 1 in favor of the issue.

Detroit — Freddie Bonnen, Pathe salesmen, and his bride are now honeymooning in the East.

Seattle — Andy Gunnard is now manager of the Columbia, key house in the Danz downtown second-run chain.

Cincinnati — M. O. Mathen, general manager of Film Sound Corporation, Cleveland, manufacturers of Wonderphone disc and film reproducer, has named the Rapid Film Company, of this city, distributors for southern Ohio and Kentucky.

Springfield, Mo. — Fixtures of the Muliken have been sold at public auction in order to satisfy a judgment of $2,900 for film rentals.

Independence, Kan. — Mr. and Mrs. Carl Butler have purchased the Best.

Weymouth, Mass. — Theater owners here have won their fight to show pictures on Sunday.

Manchester, N.H. — Crown Theaters Realty Corp. and the Crown Theater of Manchester, Inc., have been organized here, with Anna L. Couture as president and Alphonse L. Couture as treasurer. The latter is also serving in a similar capacity with the newly created Star Theater Realty Corp. and Star Theater of Manchester, Inc., of which Victor G. Charas is president.

Liberal, Kan. — Fox West Coast will build a 1,000-seat house here.

Cleveland — George Jeffreys has resigned as Columbia district manager covering the Cleveland, Cincinnati, Indianapolis, Detroit and Pittsburgh offices.

Elkhorn, Wis. — Dan Kellisher is enlarging the stage of his theater here.

Pratt, Kan. — The Barron opened here recently. The house costs $100,000 and seats 900.

Danville, Pa. — Comerford chain may erect a theater in this town.

Cleveland — Herbert Ochs, formerly local branch manager for Sono Art World Wide Exchange, is now located in San Antonio, as resident General Electric sales representative.

Santa Fe, N.M. — A theater will be built here by Nathan Salmon.

Akron — Jake Stein, lessee of the Penn Square, Cleveland, has purchased the Paramount and Spicer theaters of this city. His son will manage one of the houses.

Foreign

London — Petition for the liquidation of British Talking Pictures, Ltd., has been dismissed with the announcement of plans looking to an adjustment with the company creditors.

Paris — Profits of Etablissements Aubert in 1929 were $493,500 as against $152,000 the preceding year.

London — As a result of recent discussion the conduct of the company's affairs, stockholders of British Phototon have decided to go ahead with liquidation proceedings.

Trans-Lux Earnings Show 40 Per Cent Increase

Report of earnings for the Trans-Lux Daylight Picture Screen Corp., for the quarter ended March 31, showed a net profit of $121,844, against $88,071 for the corresponding quarter of last year, an increase of nearly 40 per cent.

Pinanski and Lourie Remaining with Netoco

Boston — Samuel Pinanski, president, and Jacob Lourie, treasurer of the Netoco chain of 35 houses, merged with Publix on a half interest basis, are expected to remain in their respective positions at the Publix-Netoco staff.

London — In the wake of its recent announcement of reduction prices, the Klengfilm organization has started an intensive sales drive in Great Britain.

London — World distribution rights to "Piccadilly Nights," British musical film, have been obtained by F. B. O.

Paris — Melotone Superieur, owned by the Melotone Corp. of America, has been placed on the French market.

Luton, England — Wiring of the Wellington leaves High Town to the only silent house in this town and environs.

Prague — Producing organization has been formed here under the name of the First Association for Czech Films. Karl Lamac, Czech citizen, is among the founders of the company, which plans to build a sound studio.

Paris — Etablissements Gaumont which recently combined its interests with those of Aubert-Franc Film and Etablissements Continental, has increased its capital by some $2,700,000.

New York

The annual golf tournament of the R-K-O Golf Club will be held at Westchester Country Club, Rye, N.Y., on May 8th and 9th. Entries close April 30.

Tom Murray, formerly Brooklyn branch manager for Paramount, now associated with the A. J. Schwartz circuit.

Cortland, N.Y. — A $200,000 theater and office building is to be built here for the Schine Theatrical Enterprises, Inc.

Ten Years Ago Today

Adolph Zukor returns from Europe.

Goldwyn secures "Return of Tarzan" from Numa Pictures Corp.

Two Spanish companies combine to control production and exhibition.

$30,000,000 Debentures

Initial Fox Financing

An issue of $30,000,000 in 6 per cent 10-year debentures of General Theaters Equipment was announced yesterday as the initial public financing in connection with the rearrangement of the Fox affairs.

Proceeds, which have been underwritten by a group consisting of Chase Securities Corp., Pynchon & Co., Halsey, Stuart & Co., Lewis & Co. and W. S. Hammons & Co. will provide in part the funds required by the company to cover its obligations in connection with the purchase of 50,000 shares of class B common stock and not less than 35,000 shares of class A common stock of Fox Film, as well as all outstanding shares of class B common stock of Fox Theaters.

The debentures will be convertible after January 1, 1931, into common stock of the company on the basis of 21 shares of such stock for each $1,000 debenture.

Earnings of the Film Shop Inc.

1929 Half Year

The Film Shop Inc., a subsidiary of Filmac Inc., reported earnings of $35,145.12 for the six months ended June 30. This includes all earnings since incorporation of the company in December, 1928.
High Salaries, Long Term Contracts, on the Wane

MAPPING WIDE FILM ROADSHOW PROJECT

15,000 U. S. Schools are Potential Film Users

The Mirror
— a column of comment

VO STANDARD exhibition contract problems vitally affecting the conduct of the industry remain to be solved at the forthcoming 5-6 con-

One, involving the setup of a new arbitration system, will be ap-

and the drafts of rules under which the parties are to function. Disagreements may occur on some points, as there is every reason to believe that the parties desire to function fairly and reasonably in abiding by the rules of the self-censorship in the industry.

Big Market for Equipment
and Pictures in Educational Field
Washington Bureau of THE FILM DAILY
Washington—A vast market for projection apparatus and for pictures to be used in visual education is indicated in the school field, with preliminary reports of the Department of Commerce showing that there are about 15,000 schools in the U. S. having auditoriums seating an average of 500. The growing interest in the use of both talking and silent pictures for classroom purposes is looked upon as placing all schools in the position of potential users of equipment and films.

Self-Censorship
Northampton, Mass. — In a protest against a local censor-

CODE WON'T RETARD ART,
MILLIKEN TELLS WOMEN
Washington Bureau of THE FILM DAILY
Washington—No retarding influences on the development of the artistic side of films will be exerted by the code of ethics recently adopted by the industry, Carl E. Milliken, of the Hays office, told the League of American Pen Women here last night.

An appeal to a higher body, most likely the American Federation of Labor, is being planned by the man-
ufacturers of theatrical lighting fixtures to end the deadlock which has existed in New York for more than 30 years.

Warner Bros. to List
$15,759,000 New Bonds
An additional $15,759,000 in 6 percent convertible debentures, making a total of $35,622,000 which will be outstanding, is to be listed on the

Technicolor Capacity
Up 700 Per Cent in Year
Los Angeles—When the printing capacity of the Technicolor plant reaches 8,000,000 feet a month, which is

Producers are Cutting Down Contract Length and Salaries
West Coast Bureau, THE FILM DAILY
Hollywood—Signing stars and feature players by the picture or series of pictures, rather than on long-term contracts, is being practiced more widely by producers, who consider this arrangement more economical than having to carry the high-salaried players between pictures. The day of $10,000-a-week salaries also seems to

EXHIBITS LINE UP AGAINST 24-HOUR RELIEF MEASURE
Buffalo—Exhibitors here and in Rochester are making a concerted effort to kill Bill 400, now in the hands of Gov. Roosevelt, providing

Erlanger, Weeks, Hughes
Reported Involved in Big Deal
A plan for the making and road-
showing of wide-screen pictures is being worked out at a series of meetings being held in New York by representatives of the Erlanger chain and George W. Weeks. A wide-screen de-
vice controlled by Weeks, executive vice-president of Sono Art World Wide, will be used, provided the deal goes through. Erlanger houses will furnish the exhibition spots.

HAT “INTIMATE TOUCH” is
an effective means of provi-
ding a compromise agreement that will probably be reached in the matter of sound recording. The matter of the intangible property is a difficult one and will require a great deal of discussion. The Beute organization has been working on this problem for some time and is expected to have a solution in a short time.
Big Bargains in Amusement

Minneapolis—RKO’s Orpheum and Seventh Street here are giving customers two of the biggest bargains in amusement witnessed here in a long time. Through a tie-up with local stores, two-for-one tickets are being distributed whereby for 17½ cents in the afternoon and 25 cents at night the Orpheum patrons may see five acts of RKO vaudeville, a first-class talking picture and several short subjects. At the Seventh Street for 20 cents at night folks can see such features as “High Society Blues” (Ghaynor-Parrell) and a list of shorts.

H. B. Franklin Remains Head of West Coast Chain

Harold B. Franklin, now in New York conferring with Fox officials, is to remain as president and general manager of Fox West Coast Theaters and will continue his activities to the management and expansion of that circuit alone.

J. H. Hoffberg Takes Over Four Pictures for China

J. H. Hoffberg Co., Inc., has acquired the Chinese distribution rights to “The Great Gabbro” from the Ameranglo Corp. and to “Clancy in Wall Street” from Aristocrat Picture Corp. The company has arranged with Talking Picture Epics for the distribution in Japan and Korea of “Across the World with Mr. and Mrs. Martin Johnson” and “Hunting Tigers in India.”

Universal Foreign Men Here to Attend Meeting

Five European officials of Universal have arrived in New York to attend the International sales meeting which begins tomorrow at the Savoy-Plaza hotel. They are: James H. Byron, of London; Al Szekier, of Berlin; S. Frank Ditcham, of the United Kingdom; William Janes, of London, and Herbert Crisp, British exhibitor.

The South American contingent, headed by Monaco Ise, arrive from Buenos Aires today, while Hec Mc-Ilroy, of Australia, will come via airplane and train from San Francisco to attend the meeting.

Cabellero to Handle All Fox Purchasing

C. A. Cabellero, formerly general purchasing agent for Fox West Coast Theaters, has been appointed by Harley L. Clarke to the post of general purchasing agent of Fox Film and Fox Theaters with full control of all purchasing, including maintenance, construction, etc. Cabellero has been with West Coast for seven years.

Previews for “The Cuckoos”

RKO will hold preview shows of “The Cuckoos” at the Globe tonight at 10:30 and 12:45.

Boston Road Robbed

Leo Brecher’s Boston Road was robbed of three day’s receipts amounting to $1,800 when a gunman held up a Louis Gans, manager of the house, and made his escape in an automobile.
30 Hollywood Stars
In Wow B'Way Party!
Started Last Sat.,
Bigger by Minute!

New York Crashing Big Film Frolic by Thousands!
Newspaper Guests Rave About Wonderful Time!

"Paramount On Parade' Sets New Standard On The
Screen. A continuous riot of song, dance and laughter in which
every star of Paramount appears. Genuine humor and intimacy."
—William Boehnel in New York Telegram

"A Big Show. A Good Show. I Had A Swell Time. I
recommend that you go to the Rialto and enjoy it."
—Quinn Martin in New York World

"The Rialto Should Keep 'Paramount On Parade'
for many weeks. A continuous march of box office figures."
—Julia Shawell in New York Evening Graphic
"ALL STAR FROLIC WITH SMARTNESS, SOPHISTICATION AND showmanship. The total talent of Paramount at play. Quick-witted entertainment." —Thornton Delehanty in New York Evening Post

"A BIG HIT. GRAND ENTERTAINMENT. SMARTLY PRODUCED, cleverly devised. Songs tuneful, dances snappy, material bright."
—Rose Pelswick in New York Journal

"SOMETHING TO MEET ALL TASTES IN 'PARAMOUNT ON Parade.' No matter who your favorite Paramount star is, you'll get a glimpse of your idol."
—Regina Crewe in New York American

"TALKIE CELEBS SCORE TRIUMPH. COLORFUL, HAPPY, hilariously funny. The audience gets an eyeeful and an earful. Smart as well as beautiful. Don't miss it."
—Irene Thirer in New York Daily News

"ARoused GENUINE APPLAUSE. BRIGHT AND IMAGINATIVE. Thoroughly enjoyable film frolic. Beautifully staged and virtually all is endowed with wit, surprises, competent acting and tuneful melodies."
—Mordaunt Hall in New York Times

"LAVISH IN ITS OFFERING OF PLAYERS. MOVES ALONG rapidly, is skillful and sophisticated."
—New York Herald Tribune

"WHAT PEOPLE BOB IN AND OUT OF ITS PARTLY TECHNICOLOR sequences! What people! Funny sketches. First rate songs."
—John S. Cohen, Jr. in New York Sun

"PARAMOUNT ON PARADE"

Supervised by ELSIE JANIS
Dances and Ensembles directed by David Bennett
Sequences in TECHNICOLOR

Is hanging 'em on the chandeliers at world premiere, long run engagement Rialto, N.Y.
AL LICHTMAN decided he wanted a vacation to get some of that alleged California sunshine. So Al went into a mental huddle with himself. As a result, he emerged after a week with a plan which he sprung on his fellow-members of the Motion Picture Club (formerly the Market Players Club, title abandoned when they discovered it was easier to play pictures). Al’s plan was for an Annual Flicker Frolic to be held on May 11 at the Liberty for the benefit of the M. P. Relief Fund. So he gets himself appointed president, and goes to Hollywood to secure a pre-view picture as the main attraction for the event. Yesir, ideas count in this biz...but the plan is a wow, and already May 11 looks like a gala night.

THAT POPULAR scout exhibitor, M. Louis Machat of Chi, was here in New York recently and introduced a new Scotch comedian. When anybody hear “the” cigarette from him,成熟 lit it...and took several puffs himself...just to make sure it was properly lit, as Louis explained. Theater equipment note: The new theater in Bombay of the Pathé India Theater, maintains in back of the lobby...In “The Fall Guy,” a scene calls for Tom Kennedy to throw Ned Sparks right through a closed door. After several tries, Ned crashed the door off its hinges. “Fine,” sez the director, “let’s get a new door and play it over more;” pleads Ned as they carried him out on a stretcher.

AL ZIMBALIST and Sid Rechtenik are editing the Warner Club “News,” and they also handle layout, scout for news, work up publicity and chisel the ads...so they have deep respect for us trade paper fellers...and Mrs. Isabel Turner, supervising the co-op buying system for Warner employees, was given three cheers and a huzzah for landing a 10 per cent discount to members on General Motor trucks...Another understudy was disappointed when Rin-Tin-Tin showed up for the Palace performance while Lo-Bo, the police dog, was all set to go on.

REMEMBER WHEN—M. Whitmark & Sons published their first song, “I’ll Answer That Question Tomorrow,” written by Isadore Whitmark for Mlle. Renée, popular star of the early nineties...she became the wife of William A. Bradlee, the mother of the famous Alice...Then came Whitmark’s phenomenally successful “The Picture Turned Toward the Wall,” a sentimental ballad that had everybody weeping...Since then the Whitmarks have published a few other hits, a few hundred...so in celebrating their 45th year in the music pub biz, they have something to reminisce about.

AT THE Hollywood opening, the Warner boys set a record for modesty by refraining from coming on the stage and taking a bow. Real silk-hat night, handled just that way...outside of the brief dedication by Hizzoner Jimmy Walker and a few words from Mayor or Stickey of Philby, there was no stage pyrotechnics...with so many celebs in the audience, any on the stage would have been excess baggage...and wotta night it was for A. P. Waxman...Albis: In a scene in Para’s “Follow Through,” Zelma O’Neill required to be repeatedly doused with perfume, and a married gent in the cast was so saturated he was afraid to go home to the missus...so the director obligingly issued him a card stating: “This is to certify that Soando was at work on sound stage No. 2 and that the perfume you smell was contracted in proper line of duty.”

FIVE FLOWER-LIKE Japanese young ladies, here as ambassadors of good-will, called on us and extended good wishes from Jiji Shimbo...“Thanks,” we sez, nonchalant like, “and tell Jiji, the old scout, to send us some gags for the column.” So the morning postet a copy of a Tokio newspaper...it is called “Jiji Shimbo.”

W/HY DOES an assistant director live in the past? Because his days are all yes-terdays.

EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Got School Teachers for a Fashion Show
TOM BERtha used school marns for his fashion models when he put on a show at the Fox-Grand, Rock Springs, Wyo. Small towns people are apt to talk about models. So Bertha got the owner of the store with which he was collaborating to use school teachers for models, and they modeled everything from millinery to lingerie and not a kick in the carloads of audience. Cost 18.00 and boosted business 0478.
—Epes Sargent in “Zita”

Missouri Theater Stunt Boosts “Song of the West”
CREDIT for an excellent stunt goes to Harry Niemeyer of the Missouri, St. Louis. The picture was scheduled for the day following the St. Louis Historians’ celebration of the departure of the first covered wagon over the Oregon trail. In this connection the Historians sponsored a regular covered wagon procession that went through the downtown section of the city. Niemeyer arranged to have boys precede and follow the parade, with posters, giving the impression that it was a “Song of the West” tie-up.
—Warner’s

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

April 24
Marceline Day
S. Edwin Graham
Frances Cary Richardson
Lyndey Singerman
WARNER BROS. Present

"HOLD EVERY"

The Laughing Successor to
"Gold Diggers of Broadway"

with

JOE E. BROWN
WINNIE LIGHTNER

Georges Carpentier, Sally O'Neil, Dorothy Revier, Bert Roach, Edmund Breese, Abe Lyman and his famous band. From the Stage hit by John McGowan and B. G. DeSylva with music by DeSylva, Brown and Henderson. Additional numbers by Al Dubin and Joe Burke. Adapted by Robert Lord. Dance presentations by Larry Ceballos. Directed by ROY DEL RUTH.

ALL TECHNICOLOR

"Vitaphone" is the registered trade-mark of The Vitaphone Corporation designating its products
Box-Office Swamped  
In Triumphant Opening!  

Warner Bros.  

HOLLYWOOD THEATRE  
Broadway & 51st Street, New York City  

No picture in years has scored such an overwhelming hit. Advance ticket sale unparalleled in history of Broadway $2.00 attractions. Available to you Day and Date with Broadway.  

Hold Everything for  
"HOLD EVERYTHING"  

THING  

has everything  

SONG HITS  
"WHEN THE LITTLE RED ROSES"  
(Get the Blues for You)  
"SING A LITTLE THEME SONG"  
"ISN'T THIS A Cockeyed World?"  
"TO KNOW YOU IS TO LOVE YOU"
Lonsdale to Supervise Dialogue for Paramount

Frederick Lonsdale, the British playwright, has been placed under contract by Paramount to supervise the dialogue of “Spring Cleaning,” and “New Morals.” The latter, to be produced first, will have Ruth Chatterton and Clive Brook in the chief roles.

Stahl to Resume First
at Universal Studios

John M. Stahl, who has been given a long-term contract by Carl Laemmle, Jr., will be the first director to start work after Universal City resumes operations. Stahl has been assigned to direct the talkie version of John Erskine’s book, “Sincerity.”

Cyril Maude in Hollywood

Cyril Maude has arrived in Hollywood with Mrs. Maude and started preparations for his first talking picture “Grumpy,” adapted by Vincent Lawrence and Doris Anderson. Richard Arlen will play the leading juvenile role.

Roles for Friderici, Boteler

Blanche Friderici and Wade Boteler have been signed to important roles in “Soldiers and Wives,” which Edward Sloman is directing for Columbia.

Rex Lease in “So This Is Mexico”

Rex Lease, Tiffany player, will make “So This is Mexico,” before the “Balloon Buster of Arizona.” Music and lyrics are by Will Jason and Val Burton. Richard Thorpe will direct.

Two Signed by Warners

Warner has signed Betty Lawford and Reginald Sheffield to appear in next year’s productions.

Dot Janis to Tour Orient in Play

Dorothy Janis is giving up picture work to tour the Orient, in the Harry Garson play, “Ourang.”

Frances Dade Gets New Contract

Samuel Goldwyn has taken up his option on the services of Frances Dade, the young Philadelphia girl whom he sent to Hollywood last September for a screen test.

M-G-M Signs Betty Healy

Betty Healy, musical comedy star, has been signed by M-G-M to appear in “The March of Time,” which Charles Riesner is directing.

Frances McCoy Opposite Healy

Frances McCoy will play the leading opposite Ted Healy in the story written especially for the comedian by Rube Goldberg, titled “Soup to Nuts.” Benjamin Stoloff will direct.

A Little from "Lots"

FLORENZ ZIEGFELD, now in Hollywood, recalls that his first visit to the Coast was in 1893 and was made in a stage coach. At that time, he was presenting Sandow, the strong man, his initial theatrical venture. At a recent press party tendered in his honor, the producer entered into the spirit of the affair. He, Howes sang a song, and a few practical jokers had no trouble in inducing Ziegfeld to tender Hal a “contract.”

Tom Patricola, Paul Page, Louis Mann, S. N. Behrman, David Kirkland and Lee Tracy were among those who might have gotten a contract, so that they might gain vantage points, at the Easter services in the Bowl.


Hollywood fable—Once upon a time a press agent wrote an article, which did not include any adjectives.

Johnny Grey, Larry Darmond scenarist, is an enthusiastic polo player. He is also coaching the University of Southern California polo team.

Roy Pomeroy has started the direction of his first RKO picture, “Inside the Lines.” His cast is headed by Betty Compson and Ralph Forbes.

Howard Estabrook, who recently completed the screen play and dialogue for “The Bad Man,” is now writing at RKO. During the past two months, he wrote an original, “Under Western Skies,” for which he wrote the picture version and dialogue, in addition to writing the screen and dialogue versions for “Kismet.”

Joseph Santley is mighty pleased over the audience reaction to “Swing High,” his feature of direction for Pathé. It was previewed the other night at San Bernardino.

Ralph J. Dietrich, who edited “Crazy That Way” and “Cheer Up and Smile,” for Fox, will also cut “On Your Bark.”

Katherine Wilson, who attracted much attention by her work in “American Tragedy,” will play the role opposite Ralph Bellamy in the story written especially for the comedian by Rube Goldberg, titled “Soup to Nuts.” Benjamin Stoloff will direct.

Two Musical Features
Completed by Tiffany

Two musical features have been completed by Tiffany. They are “Under Montana Skies” and “Hot Curves.” Violinsky and Harry Tobias wrote the music for both. Kenneth Harlan, Dorothy Sullivan, John Summerville, Nita Martan, Ethel Wales, Harry Todd, Christian J. Frank and Lafe McKee are in the cast of the first, while the players in the second include Benny Rubin, John Ince, Moe Donlin and Natalie Moorhead. Earl Snell is responsible for the adaptation of “Hot Curves.”

Pollard to Direct Crawford

Harry Pollard, recently placed under contract to M-G-M, will direct Joan Crawford in “The Great Day.” Production is by William Cary Duncan and John Wells, with a Vincent Youmans score. The adaptation is by James Montgomery.

Vitaphone Finishes “So Big”

Vitaphone has completed the two-reel talking short of Edna Ferber’s “So Big.” Beatrice Van made the adaptation and Richard Weil wrote the dialogue. Bryan Foy directed. Helen Jerome Eddy has the role of Selina and John Litel that of Dirk (So Big) her son. Gardner James is cast for the part of Rool Fred. George Irving is the Gen. Goguet. Marilyn Morgan is the Dallas and Isabel Keith the Paula.

Gershwin Start Film Work

The Gershwins, George and Ira, have started work on their first production under their contract with Fox.

Beery Gets Long Contract

Wallace Beery has been placed under long-term contract by M-G-M.

Film Title Changed

“The Solid Gold Article,” which marks Chandler Sprague’s debut as a director, has had its title changed by Fox to “Not Damaged.”

“High Road” Now “Lady of Scandal”

“The Lady of Scandal” is the final title for M-G-M’s adaptation of Frederick Lonsdale’s play, “The High Road,” starring Ruth Chatterton, with Basil Rathbone, Cyril Chadwick and Ralph Forbes in important roles. Sidney Franklin directed.

Nancy Carroll, Coming East

Nancy Carroll is coming East soon to test talking picture parts in the Paramount Long Island studio. It will be “Laughter,” an original by Harry D’Arrast, who will direct the production. Fredric March also will leave Hollywood to be Miss Carroll’s leading man in “Laughter.”

FILM DAILY

Thursday, April 24, 1935

Coast Wire Service

Latest Hollywood Happenings

Paramount has completed the picture, which will support Jack Oakie in “The Sap from Syracuse,” to be released by the New York producer, which comprises Ginger Rogers, Bebe Daniels, Verree Teasdale, Gracie Fields, Sid Yapig, Jack Ralffe and Ruby Keeler. Juli Edward Sutherland will direct.

William Reinhart has completed camera work on an industrial at Macey’s.

Lester Neilson, assistant director, at the Paramount Pictures, can’t understand why the stage play “Uncle Vanya” is going over so well since it is the first Jed Harris piece in which he has appeared.

Victor Heerman will call rehearsal for “Animal Crackers” on M-G-M’s stage, the second talking picture made for Paramount by the four Marx brothers, their “The Coconuts” have cracked box-office records.

Veree Teasdale, who has appeared in a number of Paramount, Pathe and M-G-M shorts made in the East, will be appearing in various Broadway productions, added William Byrner, her director, by appearing opposite Lew Fields in “The Dye at the Eastern Vitaphone studio.

Our list of gastronomic preferences of the Paramount force has been verified, and John Fingerlin confides he freely a mile for a piece of cheesecake; Arthor Cozine likes nothing better than to dance around the ham omelet while Will Sautner in Heath both look forward to Friday and the inevitable shad roe.

Ray Foster, cameraman at the Eastern Vitaphone studio, was very much in evidence at the opening of Warner Bros. Hollywood theatre last Tuesday where he was kept busy photographing the arrival of the numerous celebrities who attended.

Staunton Smith in role in “Queen High” completed at the Paramount New York studio, left for Hollywood yesterday.

Norman Taurog has been placed under contract to direct shorts on features for Paramount at the company’s New York studio.

Nancy Carroll Coming East

Nancy Carroll is coming East soon to test talking picture parts in the Paramount Long Island studio. It will be “Laughter,” an original by Harry D’Arrast, who will direct the production. Fredric March also will leave Hollywood to be Miss Carroll’s leading man in “Laughter.”

Short Shots from New York Studio

By HARRY N. BLAIR
consistency is rather a desir-
able attribute ★ ★ ★ after
twelve years of sincere en-
deavor to publish an honest little independent newspaper the film daily curve of cumu-
lative reader interest ★ ★ ★ prestige ★ ★ ★ increased cir-
culation ★ ★ ★ and amount of advertising carried ★ ★ ★ continues its upward journey ★ ★ ★ after all you can't beat ★ ★ ★ having a good idea and then ★ ★ ★ sticking everlastingly to it ★ ★ ★
Reverse Opera
West Coast Bus, THE FILM DAILY
Los Angeles—Although the prevailing tendency is for operatic stars to go into pictures, Fred Scott, Pathe's sensational tenor, has reversed the order by going from films to opera. Without interfering with his screen work, Scott will sing opposite Maria Jeritza in a special production of "Salome" by the Los Angeles Grand Opera Co. here and in San Francisco.

Audio-Cinema, Inc., Sees Good Field for Operas
A good field for film versions of operas, due principally to the international appeal of this musical form, is seen by Audio-Cinema, Inc., which has just finished a full-length presentation of "Pagliacci" in association with Fortune Gallo. Joe W. Coffman directed this production, which was selected because of its popularity. Among the prominent operatic singers who appear in the cast are Fernando Bertini, Alba Novello, Giuseppe Internante, Francesco Curci and Mario Valle. There is a chorus of 100 and the orchestra was directed by Carlo Pernoi.

Lighting Manufacturers Seek to End Union Jam
(Continued from Page 1)
A year between the electrical workers' and the stagehands' unions over a question of jurisdiction in the manufacture of lighting apparatus, according to F. H. Bliss, of Kiegl Bros. Due to the dispute, Bliss says, the manufacturers at present are operating under a state of virtual boycott on certain types of theatrical lighting fixtures.

Officials of the Brotherhood of Electrical Workers are said to demand that men employed in wiring work must be members of the union and that the lighting equipment or wired shall bear the label of Local No. 3 on all labels which are refused when it is sent to a theater for installation. Officials of the Stage Employees Local No. 1 contend that the electrical workers have no jurisdiction over the shops which manufacture the theatrical lighting fixtures and that each shop must have electricians who are members of the stagehands' union, also that the fixtures must be stamped with the label of I.A.T.S.E. Local No. 1.

Both unions have conceded that each has its sphere of action in which it is entitled to be there, and adds that there are defined classes of apparatus over which each has jurisdiction, but it has been impossible to reach an arrangement whereby workmen from each union may work together in the same shop making both classes of apparatus.

Just Predictin'
An old-timer in the business falling into a "just predictin" mood yesterday, made the prophecy which are destined to be, to occur in future:

Houses will seat from 1, to 1,750 persons and no less.

Read will be recorded on strip of film separate from that on which the image is recorded.

The entire technique of projection will be altered.

The single closeup will obsolete.

Pictures which now take three months to make will be produced in three days.

Steroscopic pictures will be shown in general house within months.

High Salaries, Long Term Contracts, on the Way
(Continued from Page 1)
High salaries for all outstanding stars. In most instance stars are accepting, or will obligate to accept, considerably higher salaries than in the past few years.

Exhibs Line up Against 24-Hour Relief Meal
(Continued from Page 1)
for 24 hours of relief in the calendar week for projectionists. If this becomes law, it would become effective Sept. 7, 1930, and would employment of at least two operators each week. Headline exhibit movement is Senator J. Walters of the R-K-O circuit.

Technicolor Capacity
Up 700 Per Cent in
(Continued from Page 1)
is expected within the next weeks, the output facilities of Technicolor will have been increased per cent in a year, Dr. Herbe Kalmus announces.

Goetz on Mid-West Tour
Charles S. Goetz, president of States Cinema Production Co. is on a sales trip through the West.

TEN YEARS AGO TO-IN

Criterion, N. Y., opened with B. de Mille's "Why Change Wife" as first attraction.

* * *

Celebrated Authors Society deal for Edward E. Rose's pl...
Flexibility—Efficiency PLUS

THE flexibility of the circulation of the 10 Associated Publications should appeal to all advertisers. Our plan permits the use of only the publication or publications that best fit particular requirements. For example, a special drive in one particular territory can be made through the publication in our group that covers that particular field—or a special message of interest only in one certain territory may be similarly handled—and thus save the difference in cost between 20,000 circulation and two or three thousand, as the case may be.

There is no waste circulation in the Associated Publications Group—no duplication through overlapping coverage—you can buy complete concentrated coverage of forty-five states down to circulation in only one state. You buy what you want and get what you buy!
Billie Dove in
"A Notorious Affair"
Is One Of
The Profit-
Packed Gems In First National's Sensational Line-Up This Year! Play It Now!

No. 3 of "Good Deed Series"

with BASIL RATHBONE, KAY FRANCIS KENNETH THOMSON, MONTAGUE LOVE. Directed by LLOYD BACON.
Enlarged Screen Slows Up Tempo, Director Declares

Wide film is a menace to the motion pictures, according to Lewis Milestone, who has been approved by the Federal Department under the revised ordinances governing studios and theaters. This action is in response to an appeal from representatives of film interests that it is almost impossible to work properly under present restrictions.

Fire Commissioner Dorman is to appoint a committee of producers, (Continued on Page 4)

MORE STORAGE CAPACITY

An increase in the amount of film permitted to be stored in studios is expected to be approved by the Federal Department under the revised ordinances governing studios and theaters. This action is in response to an appeal from representatives of film interests that it is almost impossible to work properly under present restrictions.

Fire Commissioner Dorman is to appoint a committee of producers, (Continued on Page 4)

Chicago Censorship Upheld, but Seizure Declared Invalid

Chicago—A motion picture censorship ordinance of this city has been held valid by the Supreme Court of the state in so far as it provides for censorship of films to be exhibited and requires a permit before the exhibition, but invalid with respect to confiscation of prints, films, rolls and other apparatus without notice to the other persons interested. The ruling is in connection with the action (Continued on Page 4)
Spyros Skouras
— who came, saw, conquered
(Continued From Page 1)

than at this time last year. Many of these pictures and show folk are now in Los Angeles. We know of no more convincing nor dominant argument than the above to assist in convincing hopeful ones that Hollywood, and the territory connected thereto, is no place whatsoever for he or she prospecting for a job, and without a contract signed, sealed and delivered.

You Can't Trustify Brains

The Council of the People's Commissars of the RSFSR, after hearing a report of the present state of the cinema industry in Russia, has decided upon the formation of a union, united All Union Center for the production and distribution of motion pictures. Every film organization working in Russia must, without exception, become included in this Trust Organization. We are of the not entirely original opinion that you cannot trustify brains. Without constructive aspect, art is not gone... we believe that it Russia carries this thought to practical termination it will mark the beginning of the end of what promised to be an inspirational school of cinema art.

Big Turnout at AMPA

for Byrd Cameramen

One of the largest crowds ever seen at an AMPA function was on hand yesterday to greet William Vaughn Vee, Joseph Gubler, the Paramount cameramen and Commander Byrd on his historic South Pole flight. President Louis Klein introduced Emanuel Cohen, who described the part the men took in the arduous work of the expedition in addition to their newsreel duties. Vee and Vee gave a graphic recital of the highlights of the adventure and were met with an account of the more technical phases from the camera standpoint. Both men proved fine talkers, and they were pelted with questions at the close. Perry Charles, radio announcer, was among the many prominent guests, as well as a delegation from the theatrical press representatives organization.

Eclipse in Sound

A "sound version" of the total eclipse is to be made on April 28 by the Frank P. Brackett Observatory of Pomona College, Claremont, Cal., using an aeroplane equipped with Western Electric radio receivers and sound picture recording apparatus. Picture is to be taken at an altitude of 16,000 feet.

Many Notables Attend

Red Star Music Opening

Official opening of the Red Star Music Co., 729 Seventh Ave., took place yesterday afternoon. Many notables of the music, stage, radio and film worlds attended the gala affair which lasted from noon to 5 p.m. Among the prominent folk present were: Paul Whitman, Saul E. Rogers, J. R. Grainger, Paafi Flaherty, Jan Garber, Jack Silskeinan, E. O. Grainger, Clayton Sheehan, Roger Bacon, Elmo, John Brahm, Joe Lee, Eddie Schnitter, Abe Blumstein, Jack Cohn, Humbert Fugazy, Sam Rusiner, Joe Felder, Abe Morgen, Joe McConville, Mary Duncan, Harry Richman, Whinfell, Sheehan and Marjorie White and numerous others. The party was broadcast over WOR with many songsters contributing numbers and specialties. About 500 persons helped celebrate.

Glennon with Tiffany

West Coast Bureau, THE FILM DAILY

Hollywood—Bert Glennon is now directing at the Tiffany studios.

George E. Quigley Sailing

George E. Quigley of Vitaphone, having completed the Tobis-Klang film deal whereby Warner Bros. is licensed to distribute its product under the Tobis patents, sails today on the Europa. While abroad he will look into the matter of producing in Europe.

200 Nuns See "Disraeli"

A special showing of "Disraeli" was held yesterday at the Warners for 200 Catholic nuns who were the guests of Harold M. Warner, president.

Renault Hoffman in Town

Renault Hoffman, director, arrived in New York yesterday from Los Angeles.

The Executor of the Last Will and Testament

of
JAMES OLIVER CURWOOD

will take appropriate action against unauthorized use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY
Fort Street opposite Post Office • Detroit

Financial

NEW YORK STOCK MARKET

Net High Low Close
*Am. Sec. 1674 1674 1674 1674
Com. Fin. Ind. 25 25 25 25
Com. Fin. Ind. Mkt. 21 21 21 21
East. Kodak 255 255 255 255
Fox Fin. Corp. 58 58 58 58
Gen. Time. Corp. 475 475 475 475

*NEW YORK CUB MARKET

Net High Low Close
Bal. & Katz 411 411 411 411
Colombia Pct. 714 714 714 714
Fox Them. "A" 1734 1734 1734 1734
Intern. Prog. 1734 1734 1734 1734
Leucke u. Co. 524 524 524 524
Loc. Inc. war 16 16 16 16
Nat. Nat. 62 62 62 62
Nat. Th. Sup. 28 28 28 28

NEW YORK BOND MARKET

Net High Low Close
Keith 3.40 68 68 68
Loe 12 1214 12 12
Lowe 12 12 12 12
Lowe 3 3 3 3
Park. Aly 1 1 1 1
Patterson 3.75 3.75 3.75 3.75
Path. 25 25 25 25
"LAST PRICE QUOTED"
CONCEDED THE GREATEST PICTURE OF ALL TIME

TIFFANY'S

Journey's End

BROKE EVERY RECORD ON BROADWAY DURING HOLY WEEK

PLAYED TO STANDING ROOM ON GOOD FRIDAY - HUNDREDS TURNED AWAY

OPENING as a SUPER ROAD SHOW SPECIAL at the
Tremont Theatre, Boston, April 22nd
Mayan Theatre, Los Angeles, April 10th
Shubert Theatre, Detroit, April 27th
Grand Theatre, Cincinnati, May 4th

Also Chicago, Baltimore, Cleveland,
Pittsburgh, Kansas City, St. Louis.

Opened Tivoli Theatre, London, England,
April 14th

From the Play by
R. C. SHERIFF
(Produced by Arrangements with Martin Brown)
Directed by
JAMES WHALE
Joseph Moncure March

With
COLIN CLIVE
Ian Maclaren
David Manners
Anthony Bushell
Billy Bevan
Charles Gerrard

A TUBE-GARDNER Production
ALL-TALKING
Recorded by RCA Photophone

TIFFANY PRODUCTIONS INC.
729 SEVENTH AVE. NEW YORK CITY.
NATE FRUDENFELD HEADS PUBLIX IOWA DIVISIONS

Des Moines—Nate Frudenfeld has been promoted to the management of the three Publix divisions in Iowa. Other changes just made include the appointment of George Bickford, formerly assistant manager of the local Paramount, to the management of the Des Moines, while Jack Roth, former manager of both houses, becomes division manager of theaters here and in Newton, and Bob Gary, from New York, takes over the manage-ment of the Paramount here.

Vincent Denies Sale of Wilmer & Vincent Chain

(Continued from Page 1) ner Bros. or any other outfit is taking over the Wilmer & Vincent house. He further stated that no deal whatsoever was being considered for the sale of this circuit that has recently started upon another policy of expansion.

South Africa Increases Duty on Imported Films

Cape Town (By Cable)—Under the provisions of the new budget, the import duty on films has been increased to 3 pence for sound pictures and 2 pence for silents.

Trop Closes State Right Deals

J. D. Trop has closed deals for distribution of the all-talking Western "Romance of the West" with Capital Film Exchange for New York and Northern New Jersey; Gold Medal Films, Inc. for Eastern Pennsylvania and Southern New Jersey; World Art Film Distributing Corp. for New England; Independent Corp., for Connecticut; and Premier Pictures Corp. for Eastern Missouri and Southern Illinois.

Dr. Kalmus Here in 2 Weeks

Dr. Herbert T. Kalmus, president of Technicolor, is expected to arrive in New York from the Coast in about two weeks.

Favor Musicians

A membership of approximately 2,200,000 has been signed so far by the Music Defense League, sponsored by the musicians' union, to agitate for the return of musicians in theaters. Newspaper and magazine advertising is being used to recruit members.

LEWIS MILESTONE SEES WIDE FILM AS MENACE

(Continued from Page 1) at the Central April 29. He is on his way to Europe for a three months' vacation.

With enlarged pictures, Milestone pointed out, cutting from one shot to another will not be feasible, and as the camera will be frozen to one angle, the tempo of the picture will be considerably faster. Photoshop has already suffered from the adoption of stage technique due to the birth of the talkers, he said, as their speed has been lowered. Too much dialogue has also helped to slow up their tempo, according to Milestone.

The film industry has a difficult problem in the making of dialogue product for the foreign markets, the director declared. Hollywood French is not acceptable in France and so down the line of languages and countries, he said. Production abroad is the only solution.

Milestone believes that there is a definite trend towards more serious pictures, towards ones principally concerned with character studies. Color, he thinks, means little to him entertainment.

Pass Resolution in Honor of Pioneer Pa. Exhibitor

Pittsburgh—A resolution of thanks in honor of the late William Littlestone, pioneer exhibitor of Western Pennsylvania, who died recently, has been adopted by the special meeting of the directors of the M.P.T.O. of Western Pennsylvania. Littlestone was a partner of H. Goldstein, of the Brushton circuit, for some years. He was interested in his brothers in two houses in Turtle Creek and East Pittsburgh. He was an active member of the M.P.T.O. Exhibitors League of Pennsylvania and, at the time of his affiliation with Goldshe, a member of the M.P.T.O. of Western Pennsylvania.

Warners Pluganne on Coast

West Coast Bureau: THE FILM DAILY

Warner Bros. is planning a big Western series under construction in California and the recent invasion of Washington by renaming the Rowx in Aberdeen, W. Va., are expected to come solidly on the West Coast.

Walter Lloyd in New Haven

New Haven: Contrast—Walter B. Lloyd of Anderson, Ind., has been appointed manager of the Paramount here. Ben M. Cohen of the New York office is now handling publicity at this house.

Owen Managing Ralphie House

Kalamazoo, Mich.—The Kalamazoo is now being managed by Fred E. Owen with Ervin Stone as his assistant. Owen was formerly assistant manager of the Carolina at Queensboro.

750 EARPHONES ORDERED FOR WEST COAST CHAIN

An order for 750 sets of the Audiphone, for the hard of hearing, has been placed with Electrical Research Products by West Coast Theaters for distribution in about 60 houses of the chain. This order is the individual order received to date for such equipment, according to C. W. Dunn, general sales manager of ERPL.

National Bureau Formed to Regulate Screen Ads

(Continued from Page 1) benefit of theater owners, national advertising distributors, service companies, and advertising agencies, are the main objects of the newly formed National Advertising Bureau, which is said to serve about 80 per cent of the theaters in the country that make a practice of showing screen ads.

The Bureau is understood to have listings of more than 5,000 theaters, with complete data and rates of the consolidated theater lists of eight dis-tributing and service companies. An ad-visory committee, consisting of one member from each group and the manager of the Bureau, will serve as the final board of appeals in all disputes.

Fox Appoints L. A. Gnieser Wisconsin Publicity Head

Milwaukee—Leonard A. Gnieser has been named director of state publicity for the Fox Wisconsin Theaters succeeding L. S. Stein, accord-ing to Frank C. Kee, director of advertising and publicity. Mr. Gnieser was connected for four years with the Orpheum circuit in Chicago. Six months ago he was named director of publicity for RKO's Palace and Riverside here, succeeding William Danziger.

Helen Twelvetrees Arrives

Helen Twelvetrees arrived in New York yesterday from Los Angeles by air and rail, bringing with her the first print of the Pather circus special, "Swing High," in which she is one of the chief players, Miss Twelvetrees was met at the Penn Station by C. J. Scollard, Phil Reisman, John McAloon, Pathe officials, and Harry Lewis opera star, who is to appear in Pather pictures.

Thomas Takes 2 in Savannah

Savannah, Ga.—D. Ireland Thomas, of Charleston, has taken over the Dunbar and Star for a period of two weeks. The theaters are operated by the Savannah M. P. Corp., and cater to colored patronage.

Wolff Made District Head

Gary, Ind.—Marc Wolff, recently manager of the Palace for Publix, has been appointed district manager with headquarters in Indianapolis. He will have about 60 houses in 20 cities under his supervision.

Overworked

These circuit owners have their troubles, F. R. Band of Britt, Ia., and N. C. Rice of Algona, Ia., want to dispose of their circuits to Whittemore D. because they are running themselves ragged trying to operate the theaters in their respective home towns.

EXPANDING CIRCUIT IN SHENANDOAH VALLEY

Returned to New York a European trip, Issac Wein, general manager of the Shenan Valley chain controlled by Univ. yesterday, stated that an expansion program is being planned, with sites now under consideration. The houses are under construction at Haverstraw, seating 1,600, with Thanksgiving, and one at Cl. Forge, with 750 seats, goes into operation May 1.

Columbia Club to Hold First Affair April

First dinner and dance by the New York Social Club will be held at the Metropolitan Art Inn, New York. Employes of the home and New York exchanges will tend. Honorary officers of the include Joe Brandt, Harry and Cohn, Abe Schneider and Joe Berg.

Amkino Picture Coming

"Old and New," the latest Amkino product, directed by S. M. Eisen and A. H. Alexandrov, has completed and will be presented at the Broadway early in May, it is announced by the Amkino representatives here.

Daniels, Burton Join Sonco A.

A. H. Daniels has added the Sonco sales force in the territory, and Joe Burton has taken the Atlanta office of the same company.

Columbia Buys "Subway Express" to the rights to the Broadway stage "Subway Express."

10 YEARS AGO TO-DAY

First National executives leave day for Chicago meeting.

Florence Reed leaves United Artists Theaters.

CONGRATULATIONS:

PARAMOUNT

for presenting to the industry the most delightful and sophisticated Cinema Review of the year "Paramount on Parade"

No. 4 of 1930 "Good Deeds" Series
Timely Topics
A Digest of Current Opinion

Distribution of Talkers

"The other day I saw and heard a distinguished surgeon perform and explain a difficult operation. It all took place thousands of miles from where I was sitting, but a talking film had brought his technique and his explanation to me and to a croup of interested surgeons. He talking pictures may make a profound contribution to the processes of education.

President Glenn Frank of the University of Wisconsin

Code of Ethics Will Aduce Criticism of Industry

"The new code of ethics adopted by the Motion Picture Producers and Distributors of America, Inc., and subscribed to holeheartedly by all of its producer members is a decided step forward in this industry's desire to govern itself and self-censorship. If it is strictly adhered to it should have a great tendency to do away with automatic censorship boards and many ill-appointed critics of the industry.

Associated Publications

* * *

Perfume

The Theater

ONG before the silver screen became a popular institution, an dreamed of introducing appropriate odors into the theater. When Roinard's adaptation of "The Song of Solomon" was aired by the Theatre d'Art in Paris, he wished for clouds of perfume over the spectators corresponding to the sensation his words were designed to invoke. He theater had not sufficient money to pay the expense of the experiment. A "perfume concert" was actually given, however, at the Carnegie Lyceum in 1902. Attempted, ended in hilarity. New York "Sun."

A FILM FACT

A DAY

There are 1,170 theaters in the New York Metropolitan area, 850 of which have not as yet been wired.

Along the Rialto

with

Phil M. Daly

THE GANG is rolling up an impressive list of play-dates over at Warner's for the Sam E. Morris Month celebrated in May. In the past week the sales staff kicked in with 37,000 play-dates. Many branches have already exceeded quota.

Last night the Criterion celebrated its 150th performance of "The Ragbottom King"...another successful tramp on Broadway...the other is "Journey's End"...which reminds us of the thief who a few days ago jaunted into the London Tivoli where "Journey's End" was playing, and jimmed the safe for the week-end receipts of $25,000....what you might call a fairly successful journeyman plumber.

* * *

THE OLD Avon Comedy Four played opposit against itself this week....Smith and Dale are in "Mendel, Inc." at the Cohan, and directly across the street at the Paramount Burns and Klein and others...Emil Jannings in a Berlin interview sez: "It's no better or worse in Hollywood than in Babelsberg (the Ufa studio location near Berlin)—it's just different...they babel in one place and Holly in the other...yet a sound difference...Eddie, Billy, veteran cameraman, has a film he took 33 years ago on the roof of 841 Broadway.

* * *

Eddie Quillan, after deep study of the theme song problem, comes out of the ether with these hints to song-writers: "Familiarity with the works of other composers is an important requisite"...."Blue songs are coming back strong, due toTechnicolor"....yes, yes, Eddie, so itthens....Sig Klein, who runs the Fox National Talk Shop, sez fat men are good natured...."Yessir," opines Sig, "if everybody was fat there would be no war."....and just then a fat man walked in and punched Sig right on the nose because his suit wasn't ready

* * *

Irishers' Section: The boys do be tellin' av a picture that Billy Beaudine is directing by the name av "The Devil's Playground"...another shotry of England, no doubt. And when we see men with names like Hamilton MacFadden directin' pictures for Fox, it makes us proud av the Irish...till we reminber the prizefighter O'Dowd who turned out to be a Lithuanian....ye niver can be sure of a man's identity in this crockiness....And we see where that son of the old world, George Bernard Shaw, sez: "At last I've been converted to the movies"....what a sacrifice his conversion must av cost him, with only a million or two in screen royalties waiting for him....And by way of showing what an evil influence companions have on a man, look at owd John D. Rockefeller....he was playing golf in Florida with a Scotch caddie, and now he's passing out nickels inshead av dimes.

Believe IT or not, Irving Berlin is running a paint shop over on Forty-fourth Street in the heart of the film district....probably getting local color for his theme songs....When rain caused postponement of a location trip for "Swing High," Fred Scott was humming about the "bad weather," and Helen Twelvetrees sez: "Sh-h! That's treason out here to talk that way. You must say 'freak weather'."....Willred North is in town to direct a feature for one of the big indies....he left Eddie Cantor in chattertown seeking a home for his wife and his five kids in Beverly Hills so his kids can go to school...."Somebody in my family," sez Eddie, has got to learn to talk English.

* * *

William Hoyt Peck is throwing an Antarctic supper at the Roosevelt Saturday night in honor of Joe Rucker and Willard Vander Veer, the South Pole cameramen...and penumcian sandwiches will be served, a triumph of penumcian nourishing a man for twenty-four hours....by snagging a half-dozen penumcian sandwiches, we see where our lunch problem next week is solved.

* * *

Gentlemen MAY prefer blondes, but wise guys find bonds more reliable.

Exploites

A Clearing House for Tabloid Exploitation Ideas

Tied Up With

Tractor Show Week

DODGE City, Kansas, recently held a Tractor Show Week. A. R. Zimmer of the Dodge Ford, rode with it. A double truck tie-up with all the exhibitors, business houses and farm publications gave him free advertising daily for the duration of the show. In the ads were auto license tag numbers picked at random offering free tickets to the Fox houses for the owners. Every exhibit bore a Fox Dodge display card. Motion pictures demonstrating the various machines were run in the theater.

* * *

Bank Display

for "Dynamite"

ARRANGEMENTS were made by H. Webster of the Majestic, Kanakakee, Ill., for an elaborate display in the First Trust and Savings Bank. The picture title was used as a background for a catchline to the effect that the bank vaults are "Dynamite" proof and that the funds of their depositors are safe from explosion and theft. Five thousand sticks of dummy gun, the wrapper imprinted with the title "Dynamite." Girls distributed these on the corners of the main thoroughfare.

-M-G-M-

Many Happy Returns

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

April 25
Camilla Horn
Abe Schneider
George Hill
Dorothy Vost

New York "Sun"
And the greatest product still

The ARIZONA KID with WARNER BAXTER
Here’s the answer to the showmen’s prayer for a companion picture to “In Old Arizona”. Warner Baxter again plays the same colorful bandit-lover in his further adventures. Cast includes Mona Maris, Carol Lombard, Mrs. Jiminez. Alfred Santell production.

The New MOVIE TONE
FOLLIES of 1930

BORN RECKLESS

ON THE LEVEL
Victor McLaglen as an iron-worker, and a fast-worker with the ladies, including such charmers as Fifi Dorsay and Lilyan Tashman. A typical McLaglen triumph. William Harrigan is also co-featured and the direction is by Irving Cummings.

NOT DAMAGED
A money-making story about whoopee-making youth. Has a climax they’ll all talk about and flock to see. Cast includes Lois Moran, Walter Byron, Robert Ames, Inez Courtney. Directed by Chandler Sprague.

WOMEN EVERYWHERE
of all the year's to come!

WILL ROGERS in SO THIS IS LONDON
America's unofficial ambassador jumps from Paris to London and lands another comedy hit. From George M. Cohan's international stage success. With Irene Rich, Frank Albertson, Maureen O'Sullivan, Lumsden Hare, Bramwell Fletcher. Directed by John Blystone.

ROUGH ROMANCE
Punch-packed drama set amid the snows and tall timbers of the colorful Northwest. Featured in this great outdoor romance are George O'Brien, Helen Chandler, Antonio Moreno, Noel Francis. Directed by A. F. Erickson.

CHEER UP AND SMILE

GOOD INTENTIONS

ROADHOUSE
An intensely human drama of a prodigal son and a father who bared his soul to save him. With Frank Albertson as the son, H. B. Warner as the father, Sharon Lynn, Joyce Compton, Kenneth Thomson, Richard Keene. Directed by Leo McCarey.

ONE MAD KISS
A colorful and stirring musical romance, breathlessly paced and beautifully acted and sung. With Don Jose Mojica, golden voiced star, Mona Maris, Antonio Moreno, Tom Patricola. Directed by Marcel Silver.

The Fox production staff is the marvel of the industry. Week in and week out, throughout the past six months, it came through with flying colors. You were promised money-makers. You got them! Now it's "full speed ahead!" The tracks are clear and the throttle's wide open! The production staff is out to smash its own record for delivering consistently high quality, high gross pictures. These 12 big ones are coming between now and July 13th, completing the full season's product.
Ride with Fox and write your own ticket!
The Greatest Show On Earth has come to the audible screen. All the color—glamor—drama—thrills—of the Big Top. A mighty, realistic, talking-musical melodrama. Dramatic novelty! Riotous comedy! Thrilling climaxes!
BIGGER AND BETTER!

40 acts of an entire circus unit in action... All-Star Cast of 16 Box Office names... An audience of 2,000 in the great circus tent scene... The world's noted aerialists, tumblers, equestrians, clowns.

SUNG BY  Fred Scott, Helen Twelvetrees, John Sheehan, Daphne Pollard, Dorothy Burgess, Little Billy.
COLUMBIA
SMASH

THIS IS COLUMBIA'S YEAR—ONE BIG SUCCESS AFTER ANOTHER PROVES IT. HERE ARE THREE PICTURES THAT WILL SELL TICKETS FOR YOU—

SHOW THEM!
delivers SMASH!

S OF LEISURE"

with
ARA STANWYCK
LOWELL SHERMAN
H GRAVES
MARIE PREVOST

d Over from Coast to Coast!

The Funniest Pair on the Screen!
ORGE SIDNEY and CHARLIE MURRAY
IN
AROUND THE CORNER"

With Joan Peers and Larry Kent

"SOLDIERS AND WOMEN"
Powerful Drama of Soldier Life in Haiti

with
AILEEN PRINGLE and GRANT WITHERS

Adapted from the Broadway Stage Success by
Paul Hervey Fox and George Tilton

DIRECTED BY
EDWARD SLOMAN
Reginald Sheffield Flies to Coast to Fill Contract

Reginald Sheffield is arriving in Hollywood by air from New York. The player, recently signed by Warner, is impelled to travel by plane by a clause in his contract which requires him to report at the studio not later than tomorrow.

Russell Gleason Signed

Russell Gleason has been signed by Columbia to support Sally O'Neil and Molly O'Day in "Sisters," which James Flood is directing.

Raphaelson at Work for RKO

Samson Raphaelson, author of "The Jazz Singer," is at work on his first RKO production, a musical show which will feature Joseph Cotton.

"Widow From Chicago" Set

Alice White's next picture, "The Widow from Chicago," will start production next week at First National. Neil Hamilton has the leading masculine role. Edward G. Robinson is also in the cast.

Added to "When We Were 21" Cast

Myra Loy, Ray Hallor, Dorothy Mathews and Yola D'Avril have been added to the cast of First National's "When We Were Twenty-One," which William A. Seiter is directing.

Marshall in "Heart of Rockies"

Everett Marshall will be a Royal Marden in his first picture, "Heart of the Rockies," which Luther Reed will direct. In support of Marshall will be Irene Dunne.

Seitz to Direct Train Meller

George B. Seitz has been selected to direct the railroad story which James A. Crelan has prepared for RKO. The picture will be directed by Robert Armstrong and Louis Wolheim.

Complete Cast of "The Bad Man"

Complete cast of "The Bad Man," in production at First National, follows: Walter Huston, Dorothy Reeter, Grant Mitchell, who also has been added to the cast; Robert Armstrong, O. P. Heggie, Marion Byron, Guinn Williams, Arthur Stone, Edward Lynch, Harry Semel and Erville Alderson.

Tiffany Signs Marceline Day

Tiffany has signed Marceline Day for the feminine lead in "Paradise Island." Paul Hurst and Kenneth Marlan will also be featured in the picture which Bert Glennon is directing.

Educational Melts L.A.

Los Angeles—A record has been hung up by Educational for the first three weeks in downtown theaters in Los Angeles, known to distributors as the toughest market in the country. Within one month the leading houses in this city, including Grauman's Chinese, have booked Educational's subjects to run from one to 12 weeks which is the finest tribute possible to Educational's product.

A Little from "Lots"

By RALPH WILK

Members of the film colony had a busy time last Saturday and Sunday morning. At 9 p.m. Saturday, John McCormack's "Song of My Heart" was ushered into Hollywood, at the Grauman's Chinese, while at midnight, "The Song of the Flame" had its première at the Carlen Brother Hollywood theatre. At 5:30 a.m. Sunday, Easter services started at the Hollywood Bowl. "Song of the Dawn" might have been an apt title for the ceremony.

* * *

Adele Buffington is writing the screen play of "Love, Life and Laughter," an original by George Pearson of Welsh Pearson, who in association with Gainsborough and Tiffany, produced "Journey's End." Miss Buffington has also written an original, "Just Like Heaven," which will be produced by Tiffany. She has also written a screen play for "Swell-Head," an original by A. P. Younger.

* * *

At short, director of music at Tiffany, is being kept busy. He supervised the music on "Sunny Skies," "Border Romance" and "Hot Curves."

* * *


Edward Stevenson is busy at First National. He is head of the Burbank studio's costume department and designed the costumes for "Lilies of the Field," "Slow Girl in Hollywood," "Sally" and "Mlle. Modiste."

* * *

Leo Forstein has signed a new long-term contract as musical director at First National. He was conductor of the Newman theater orchestra in Kansas City for several years and also conducted the Warner Brothers Hollywood theater orchestra, before starting studio work.

* * *

Frank M. Dazey is the latest former member of the film colony to write fiction. His story, "That's Polo," appeared in a recent issue of the Saturday Evening Post. Dazey is a polo player and has played with Hal Roach, Neil McCarthy, Jack Holt, Will Rogers and other polo-playing members of the movie colony.

* * *

Bert Pivar, new film editor at Columbia, has chosen Leon Barsha and Harry Decker as his assistants.

Howard Estabrook, author-scenarist, has been given one of the choicest assignments of the year. He will write the picture version and dialogue for "Cimarron," Edna Ferber's popular novel, which will be picturized by RKO. During the past 12 months, Estabrook has been identified with such successes as "The Virginian," "Street of Chance," "The Showman Angel," and many others.

Do you remember when Carl Laemmle was a clothier in Oskosh, Wis.; when Maurice Fleckles lived in Chicago; when Charles Logan was a New York newspaperman; when Frank Lloyd was an actor; when Mervyn LeRoy was in vaudeville; when Lloyd Hildard was on the New York Tribune?

Robert Planck, who co-photographed "Bride 66," handled the camera on "The Hungarian Rhapsody," a short for United Artists. He also was in charge of the photography on "Three Live Ghosts" and co-photographed "Be Yourself!"

Frederic March has one of the most popular tennis courts on the Coast for Sunday, as his friends gather at his home. David and Myron Selsnick, Wells Root, Frank Tuttle and Oliver P. Garrett are among the racket wielders who can be found playing on the March court.

By the way, Cedric Gibbons, head of the First National art department, has decided to turn a tennis court at his Santa Monica home, which was built at a cost of $2,000. Gibbons has organized a team of players, consisting of members of his department. He is also vice-president of the Motion Picture Tennis club.

* * *

Our Passing Show: Albert DeMond addressing the Lakeside Rotary club; Gerrit J. Lloyd attending a preview of "The White Hell of Pitz Palu"; Freddie Fleck busy at RKO.

* * *

Harold Young is fast mastering French. He is one of the First National film editors and will be cutting French versions of pictures. He has worked abroad, spending a year in England and France.

* * *

Carl Laemmle, Jr., celebrated the world's premiere of "All's Quiet on the Western Front" by tossing a party for 400 friends. The Embassy club was the scene of the fun.

Do you remember when Larry Weinigarten was Jackie Coogan's press agent; when George Cahn was Carl Laemmle's secretary; when Peter Gridley Smith worked for the Keaton to Produce Old Two-Reel Arbuckle Film

Buster Keaton will produce several of the old Roscoe (Fatty) Arbuckle two-reel comedies, the first being "The Garage," in which the one-camera will appear in the Spanish version. The others are "The Cook," and "The Bell Boy." Hal Roach is reported to be associated with Keaton in the project.

"Top Speed" Completed At F. N.

"Top Speed" has been completed at First National. Principals include Joe E. Brown, Bernice Claire, Jack Whiting, Frank McGuckin, Laura Lee, Rita Flynn, Edmums Breese, Wade Boteler, Cyril Rin, Edwin Maxwell, Billy Bletcher at Hal Hill.

Mulhall Signed By Le Baron

Jack Mulhall has been signed to a long term contract by William L. Le Baron to appear in pictures a year for R-K-O. Mulhall's first picture for the company was "The Fall Guy."

Oliver Morosco Prods., who as Leonard was a singer; when Hal Beaumont directed for Essanay; when Sarah J. Mason lived in Tuscar Magnet, where Joseph B. "Gordon Treni" on the N. Y. morning Telegraph; when Crant Will was a serial star.

Walter Wears again playing a stock company show that was bad that the scenery rose up or puffed itself before the second curtain could be run down.

Gilbert Warrenton's photograph on "Captain of the Guards" has attracted so much attention, that received two attractive offers from W. H. and W. H. Warrenton is under contract to Universi and had to refuse the offers.

Bobby North, popular associate producer at First National, made his first to Los Angeles 24 years ago. He played at the old Orpheum, doing a monologue. Four years later, he was a member of the first edition of the Ziegfeld Follies, to play the Coast.

Work on Radio Pictures' new Spanish is well under way. About $5000 is being spent in wild flowers and ornamental shrubs according to Max Ree, RKO art director, who is supervising the project. The set adjoins the new administration building and is 200 by 16 feet.

Nick Musuraca is in charge of the cameras and photography on "Inside The Lines," Roy J. Pomeroy's current production now being filmed at the RKO studios.
New York—Rita Hayworth, currently starring in "Forever," will appear in "The New York Trilogy" at the Playwrights' Center. She will be joined by Jack Albertson, who will play the role of a detective. The play, directed by Peter Shaffer, is set in New York City and explores themes of love, betrayal, and redemption.

**Short Shots from New York Studios**

By HARRY N. BLAIR

HELEN MORGAN, who turned in two corking talkie performances in "Applause" and "Roadhouse Nights," both made at the Paramount New York studio, was among the several celebrities who headed out programs at the opening of Warner Bros. new Hollywood theater. After Morgan sails shortly for an extended trip abroad and expects to resume picture work upon her return.

Harold Levey has established a salon at his studio apartment on West Tenth Street where his Sunday evening musicals are attended by the musical elite.

Monte Brice has just completed his first two reel talking comedy for RKO. It is entitled "The Golf Specialist" and with W. C. Fields is stared with Shirley Greer, John Dunsmuir, Howard Gibson and Bill Black in support.

Sure signs of Spring. The Paramount studio lunchroom is installing a soda fountain and the Vitaphone studio cafeteria is painting up. Theo Leroy, manageress of the latter canteen, has just sold her recipe for making home made cakes to a large baking concern, for a tidy sum.

Talkies require a more careful selection of extra people than in the days of silent pictures, according to Sam Tupper, assistant casting director at the Paramount New York studios. At the same time, extra never had a better chance to show their abilities than at present, he declares.

"No go for sleep" is the invariable remark given with every order, at the Ideal studios, while a Louis Brock RKO comedy is in the making. The phrase originated with Tony Marone of the team of Nick and Tony, Italian comedians, and immediately "caught on" with all the studio workmen.

"Boys Will Be Girls," a two reel comedy with college background, will go into production at the Eastern Vitaphone studios on Monday, with Olive Shea featured.

Frank Zucker, who has photographed many of the biggest stars in the business, has added W. C. Fields and Clark & McCullough to his list through their having been signed to each make a series for Louis Brock RKO productions.

**South Carolina** Changes in Ownership


**Closings**

Drum—B brieridge; York—Star.

**South Dakota**

Changes in Ownership

Seawell—Grant, sold to William Klein in H. O. Burgess.

**Tennesssee**

Changes in Ownership

Placerville—Cassell, sold to J. O. Ogle by C. Amis; McKenzie—Cassell, sold to J. M. Moore by J. P. Whittem; Memphis—J. L. Winters by Mrs. Josephine Clark; Petway—Patterson, sold to Charles A. Murray by J. L. Watson.

**Closings**

—Tanner; —Alpine—Civie; Tres High School Theater; Woodland Mills—T蚬 Mills High School.

**Washington**

Changes in Ownership

Palace—Nott, sold to H. D. Winters; Rita—Al, sold to H. B. Red; Crystal City—Palace—Crystal City Bus. Inc., alias—Forest, sold to W. N. Graham and A. Proctor; Parkway, sold to Sam Ellis; Husdon—Vendome, sold to S. J. Press; Idaho—Sunset, sold to A. B. Red; McLean—American, sold to R. T. Goodin by C. W. Cohn; Miami—Palace, sold to J. A. Hutt & Robert W. Byl, sold to L. G. Waverly; Midland, sold to Fred More; Rita, sold to Fred Morley; Post, sold to W. M. B. London; Pinnacle, sold to J. W. Antonito, Artex, sold to Public Theater Corp.; Rialto, sold to Public Theater Corp.

**Closings**


**Virginia**

Changes in Ownership


**Washington**

Changes in Ownership

Cooper—American, sold to Johnson & Co. by W. R. Kiker; Seattle—Roveland to John McGill by O. J. Castle; Stark—Starbuck, sold to S. H. Butler by Sons Richards.

**Closing**

Virginia/Family—Rialto—Rose, Spade—Music Box—Tonasket—Liberty.

Openings

Beach—Beach—City.

**West Virginia**

Changes in Ownership

—Ashland, sold to The Ashland Coal & Coke Co.; Lincoln—Myrtle, sold to The Bramwell Theater Co. by E. L. Keeling; Kenyon—Strand, sold by A. E. Howard, J. H. Greysen & Co.; Freeman, sold to The Freeman Theatre Corp. by E. L. Keeling; Phillips—American, sold to Howard Leary by John Amore; Princeton—Royal, sold to H. Karras by E. L. Keeling; Rowles—American, sold to E. T. Dunn, Jr. by A. G. Johnson; Robey—Stark, sold to Mrs. Stalaker by H. H. Robey; Winchester—Sapid, sold to Charles Godbold by W. J. Merrow.

Lorado—Lexington, sold to R. B. Ross by G. W. Starnes; South—Newman by David Miller; St. Mary's—Robey, sold to Charles Carroll by H. H. Robey.

Closing

Affinity—Affinity; Big Dick—Freeland, East Beckley—Eastern, Gasaway—Dixie; Glen Head—Community Club; Hartford—Princess; Kenova—Strand; Kim—Charleston; Marietta—Marietta; Sharpee—Sharpee, Lorado—Lorado; Sharon—Y. M. C. A.; Sharpee—Sharpee; Single—Single W. Huntington—Iola; Worth—Star; Yolyn—Yolyn.

**New Theaters**

Morgantown—Liberty, owner, C. A. Towber.

**Closing**

Beckley—Lyric; Pennsboro—Gaiety.

**Wisconsin**

Changes in Ownership

De Pere—Pearl, sold to W. R. Vincent by J. Skeeter; Kilbourn—Mission, sold to C. W. Mathews, Ben Longstreet; Milwaukee—Aschman by G. C. Olson; Milwaukee—Columbia, sold to Columbia Theater Co. by Walnut Theater Co.; Hollywood, sold to C. A. Guttenberg & Fuchs by Sam Pow; Kaukauna—Hamburger, sold to Bernard Landwehr; Osceola—Opera House, sold to H. F. Stein by O. O. Pepper; Osseo—Opera House, sold to H. H. Nichols by Henry Longstreet; Racine—Cassell, sold to E. L. Wiener by Cap Amusement Corp.; Uptown, sold to E. L. Wiener by E. W. Abraham; Wausau—Rice, sold to Sam Ludwig by A. G. Schoen.

Closing

Clarin—Gin, owned to Arch F. Anderson by M. Harrison; Clintonville—Palace, sold to Frank Kold by Daniel Brothers; Kaukauna—Butterfly, sold to L. A. Turner by Rochester Theater Co.; Racine—Rutland by Frank Turner; Milwaukee—Paramount Co. by Madi-son—Parkway, sold to Madison Theater Co. by Rein Theater, Inc.; Milwaukee—Lexington, sold to John Strain by Alfred Becker; Oshkosh—Home, sold to Fortune Theater Co. by Rein Theater, Inc.; Portage—Parrott, sold to Fortuna Theater Co. by Rein Theater, Inc.; Whitewater—Strand, sold to Jack E. Veal, Thon, Inc.

**Closings**

Armstrong—Mosle, Eau Claire—Dutch, sold to Clarence S. Clark; Lebanon—Ontario, sold to Grace, Michigan; American Legion—Kennon Opera House; Milton—Bakery, Butterfly, Saloon, Waterford—Waterford, West Salem—Reed.

**Wyoming**

Changes in Ownership

Jackson—Log Cabin, sold to Charles L. Bond by Carl L. Back; McPherson—Ohio Amuse Co. Theater, sold to High School Pop Club by Ohio Amusement Co.

Closing

Tensleep—Princess.

Openings

Cheyenne—Paramount, Strand.
United States

Des Moines — Dorothy Kiester, Publix booker is the bride of William Hartung, local business man.

Blockton, la. — L. M. Saunders has sold the Electric here to Frank Morris, who plans to install sound.

Boone, la. — The Strand has been sold to L. H. Tolliston by Lloyd Benson.

Omaha — Eva Katsman, assistant booker of the Pathe exchange has resigned her position to join the office staff of the Interstate Theatres. Miss Peggy Peterson replaces Miss Katsman.

Monona, Ia. — The Rex, after being closed for several weeks for various improvements, has reopened, this time under the ownership and management of L. E. Palmer who bought the house from A. J. Winkler.

Spearsfish, S. Dak. — The new Vita, made over from the American Legion hall, will reopen this month under the management of James O'Neill. The new house seats 800 and has sound equipment.

Kenosha, Wis. — E. M. Murray has resigned as assistant manager of the Kenosha, managed by Frank Pon- toon. He has been succeeded by Frank Dau, formerly manager of Milwaukee.

Omaha — Leory von Dollan is the new booker at the Tiffany exchange replacing J. C. McBride.

Atlantic, Ia. — Oscar Johnson, owner of several theaters in Atlantic, la., has opened the new Iowa here.

Staples, Minn. — E. H. Hill, Minneapolis, recently purchased the Palace from Ray Wilson and then joined partnership with Al Ashenbrenner, owner of the new Staples. Sound has been installed in the Palace and this house will be operated in the future.

Atlanta — Jim Wilbanks has joined A. C. Bromberg Advertisements here.

Greenville, Miss. — The Grand is now being managed by C. E. Harper, former manager of the Majestic in Jackson.

Miami — Theater Holding Corp. of Cocomunt Grove is now operating the Cocomunt Grove as a result of cancelation of lease by Paramount Enterprises, Inc. The house seats 1,400.

Harrisburg, Pa. — Harris Amusement Co. of Monessen has been dissolved with a capitalization of $200,000. Purpose of new company is to construct, own, lease, control and operate theaters.

Monessen, Pa. — Work will soon begin on the theater to be built here by the Harris Amusement Co.

Wheeling, W. Va. — Meeting of the Tri-State theater owners has been indefinitely postponed. A later date will be announced by Claude Robin- son shortly.

Atlanta — Monte Bain, formerly with Howard-Wells chain, is now handling newspaper campaigns for a large company here.

Pittsburgh — Sam Feinberg of Columbia Film Service has resigned to join the Chicago Ad. Mat Service Co. in New York.

West Plains, Mo. — Plans are being drafted for a new 700-seat theater here. Boller Bros. are the architects and Dean W. Davis is behind the project.

Chicago — The Sid J. Eison theater is now being dismantled. Seating capacity was 1,200.

Charlotte, N. C. — Eugene Parish, who was temporary manager at the Publix Imperial, has been transferred to Knoxville, Tenn.

Waterloo, Ia. — The Paramount here is only presenting vaudeville on Sundays with straight picture programs on week days.

Des Moines, Ia. — Dr. L. H. Chamberlain has taken over house from R. G. Jones.

Bellingham, Wash. — Plans have been completed by A. A. Hailey, operator of the Dreamland, for the erection of a $150,000 house to be known as the Paramount. Seating capacity will be 1,000.

Casper, Wyo. — The Rialto is now presenting R-K-O vaudeville in addition to pictures.

Marion, 0. — Reopening of the Grand, under the name of the Ohio, is scheduled for May 1, by the Ohio Theater Co., a new corporation. Remodeling now under way includes sound installations.

Santa Fe, N. M. — Colonel Nathan Salmon has laid plans before the city council here for a $150,000 theater which he proposes to build.

Petersburg, Va. — Razing of property at Adams and Franklin Sts., is foreseen as a preliminary to the erection of a large picture theater on this site.

Bloomfield, N. J. — William Matthews, formerly of the Tivoli, Roseville, is now manager of the Royal Theatre, according to H. H. Stoll, who was transferred to the Stanley, Jersey City.

Blacksburg, Va. — The new Lyric, built at a cost of $100,000, has opened.

Raton, N. M. — El Raton, new playhouse of Spanish design and architecture, has opened with Tom Murphy as manager. House is constructed especially for sound presentations.

Wheeling, W. Va. — Three theaters have been leased here recently by Warner Bros. They are the Capitol, Court and Victoria.

Baltimore — The Astor will have its seating capacity increased to 2,000.

N. Morgan, Colo. — John Anderson, formerly owner of the Emson at Brush, has purchased the cover here from Charles Pierce.

Bound Brook, N. J. — The Cameo, Dunellen, has been purchased by Earl E. Belica.

Calexico, Cal. — Contract has been let to George Polis and associates for the erection of a theater to be leased to Fox West Coast.

Des Moines — The Gem, at Beaver Ave., has been sold by R. G. Jones to Dr. L. H. Chamberlain.

Hackensack, N. J. — Ground for the 2,500-seat house to be built here by Warner will be broken on or about April 22 according to D. E. Weaver, general manager of Warner theaters in northern New Jersey.

Foreign

London — Many installations of Picturephone, recently placed on the market, are being made in England. The equipment sells at $3,500 and is intended for houses seating up to 1,500.

Brussels — Opening of the International Film Congress here has been set for June 23. The final session will be on June 7.

London — Recent announcement of easier terms on Western Electric has developed an increased demand for the equipment on the part of the smaller British exhibitors.

London — Butcher’s ‘Electrocord’ equipment is to be made available to exhibitors in sound-on-film as well as sound-on-disc.

New York

The Stanley, 41st St. and Seventh Ave., is now being booked by the Stanley Co. of America.

Eugene Elmore has taken over operation of the Verona, 106th St. and Second Ave.

The Film Club has just issued its first directory of theaters in the Metropolitan area since 1927. Cost of the booklet is $5.00.

Sam Cocalis and Jack Springer are understood to be negotiating for four houses to add to their chain. Deal may be closed next week.

Sam Sonin will wire his Long Branch house with RCA shortly.

Fred S. Meyers, who was in New York, has returned to Milwaukee where he is general manager for the Universal houses in Wisconsin.

Cortland, N. Y. — Work has been started by the Corning Building Company, Inc., on the new Schine house in North Main St., to be known as the Empire State Building, will cost $200,000, is to be of fireproof construction and will seat over 1,600.

New Incorporations

Motion Picture Screen Corp. of New York.

Sunny Productions Theatres; L. E. We- ren, 36 West 44th St., New York; $10,000.

Ortho-Krome Screen Co.; Allen W. Mney Inc., Dover, Del.; $500,000.

Naturalscope Pictures; Graham & Rosen, 24 West 42nd St., New York; 10 shares common.

Easter Productions, motion pictures; Kneal McDevitt & Scholer, 149 Broadway, New York; 100 shares common.

Flicky Productions, motion pictures; Kurt McDevitt, 1521 Broadway, New York; 10 shares common.

Herco Productions; films; S. K. Brand, 1405 Broadway, New York; 100 shares common.

International Amusement Corp.; Corp. Trust Co., Wilmington, Del.; 20,000 shares common.

Camerawel Technical Publishing Corp.; films; S. S. Ginsburg, 331 Fifth Ave., New York; $20,000.

Photoniamic Amusement Corp.; theaters; Al- bany Service Co., 299 Broadway, New York.

Photofusion Radio and Television Corp.; A. A. Klir, 320 Broadway, New York; $20,000.

Tri-Tea Inc.; John Meiers, New Earsie.

N. J.; $100,000.
URGE MAYOR TO AID PRODUCTION IN EAST

(Continued from Page 1)

By United Artists against Mayor Thompson and the city over interference with the local presentation of "Alibi."

The court sustained the refusal to issue a permit for the exhibition of a film on the ground that it featured the attempted robbery of a warehouse by a gang of criminals, the murder of a policeman and a detective, shocking and unlawful third degree methods on the part of the police to force a confession from one of the gangsters, and a clever plan used by the gang to establish an alibi to cover up the robbery and murder.

CONFISCATION OF PICTURES UNLAWFUL, COURT RULES

(Continued from Page 1)

More Storage Capacity Under New Studio Rules

(Continued from Page 1)

160 Universal Houses Disposed of in Past Year

(Continued from Page 1)

dickering for several houses. The Shenandoah Valley circuit, which at one time was nearly sold to Public, is still in the market.

Louis Cohen, general manager of the Universal chain, has returned to New York after a trip to the Coast.

60 Per Cent Rise in Net is Estimated for Loew

(Continued from Page 1)

pected to show an increase of 35 to 40 per cent over the same period in 1929. Loew’s profit for the full year is placed at $16,000,000, equal to around $11 a share on the average, compared with $7.91 a share lost last year and $5.98 in 1928.

Working capital of Loew is currently $33,000,000, against $27,443,000 at the end of last August.

"Show Girl in Hollywood" May 2


SOUND!!

Whether your business is handling sound or silent films it is sound business to locate where you can have the advantages that this building offers.

Many of the soundest concerns in the industry have learned this, that’s why this building is over 90% rented.

FILM CENTER BLDG.

44TH ST. 9TH AVENUE 45TH ST.
over 90% rented

Designed for the film Industry

74 windows to a floor
3 street frontages
Near "L" and subway stations
Fireproof vaults
Projection and Inspection Rooms
Un死角ed shipping facilities
Exceptionally low insurance rates
MANY MORE TRACTIVE FEATURES AT NO MORE RENTAL

Call at the building or send for illustrated booklet
CROSS & BROWN COMPANY
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FILM CENTER, Inc.
Owners and Builders

ABE. N. ADELSON, President
Stop

Short-Changing Your Patrons!

Don't advertise a Talkie and serve a "Coughie"—blasts in the front rows, squawks in the "dead spots," mutterings and mumblings at the sides and rear.

Don't take the money for a "100% Talking Picture" when you know that some of your audience will hear only 50% of the talk.

Unless every patron can hear every word from any seat, you aren't giving them their money's worth!

Probably you've done the best you could... Maybe you've tried out some of the many makeshift methods to improve acoustics and have made things a little better.

But now there is no longer any excuse for not having PERFECT acoustics. The Berliner Acoustic System, remarkable new invention of a world-famous scientist, provides a perfect, even distribution of sound for any theatre, new or old, of any size or construction!

Its amazing and complete success in every installation is indisputable evidence that the last great problem in talking picture exhibition has been finally and perfectly solved.

Already the showman rush to install Berliner is on. Soon houses without Berliner Acoustics will be as far out of the money as unwired houses.

Don't get caught short! Remember the early days of talking picture installation! Don't delay!

Remember these 10 Features

1—Officially certified as FIREPROOF.
2—Proved performance.
3—Easy to install.
4—No mechanism—fool-proof.
5—Economical.
6—Permanent.
7—Amplifies without distortion.
8—Invented by the greatest "sound" scientist.
9—Adaptable to any theatre.
10—First cost is the only cost.

Berlin Acoustic Corp., Dept. FD1
1808 Paramount Bldg., N.Y. C.

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

Name_________

Theatre_________

City_________
Eastern Pa. Exhibs Will Meet To Discuss Crisis

FACING COUNTRY FOR COMEDY TALENT

Universal’s 1930-31 Lineup Outlined by Laemmle

The Mirror

CASTIC AND seemingly unnecessary fire regulations are being implied upon Eastern studios by the department authorities. No doubt the film workshop is willing and anxious to take all reasonable precautions against fire hazards, but one of the new requirements is good reason. A number of producers, including three major companies, find that the East has sufficient advantages to warrant their being here. For one thing, acting out all descriptions are quickly identifiable. These producers spend thousands of dollars annually and play thousands of people. They try to this Eastern spot part of the prosperity of the fourth largest industry in America. Unreasonable hands along the line of fire regulations, however, will certainly not see the East more attractive to the producers whose activities are to be fostered rather than disregarded.

WIDE FILM Lewis Milestone is another influence to put the kites on film tempo. Whether or not enlarged images will have this effect on screen entertainment is nothing for the future to determine. One positive fact, however, that American pictures have gained is world-wide popularity, to a large degree, through their fast tempo and thing should be done to impede it need.

ROPOS TO the spring cleaning, it has occurred to us that something doubt to be done about these professional moralists who so generally give of their time and energy to keep the screen lily-white. Perhaps they would start the day under influence of better judgment provided they would read a copy of recently-adopted production code their coffee and cereal.

HALF OF BRITISH HOUSES NOW WLED, BRYSON SAYS

About half the houses in the British Isles are now wired for sound, said James V. Bryson, managing director for Universal in Great Britain and Ireland, Saturday. Bryson, with S. Frank Ditchman, general sales manager and director of the same organization, is here attending the Uni

Acclimated

West Coast Bureau, THE FILM DAILY

Hollywood — Producers no longer fear the unhappy end of acceptance by the public of “Street of Chance,” “Seven Days’ Leave” and “Journey’s End,” all with a sad finish, has encouraged producers to retain such finales when they are logical.

DOZEN FEATURES IN WORK ON PARAMOUNT COAST LOT

West Coast Bureau, THE FILM DAILY

Hollywood — Paramount’s studio here is taxed to capacity at present with the production staff working at top speed in supplying pictures for the spring group of releases and clearing the decks to prepare for the fall schedule. About a dozen features are now in various stages of production.

Eight More Theaters Added to Warner Chain

Acquisition by Warners of the Columbia Circuit of six houses in Pennsylvania from Potter and Newton is confirmed by Syros P. Skoun.

Numerous Theater Closings Stir Eastern Pa. Exhibs

Philadelphia—Moved by the need for immediate action because of the growing number of theater closings throughout the territory, the M. P. T. O. of Eastern Pa. will probably meet in convention in Philadelphia May 22.

Jay Emanuel, head of the Board of Managers, is responsible for the statement that never before would the theater closing list be so long, and that small exhibitors through the district must be protected or go out of business. Score charges, percentage, protection, arbitration and other problems will be considered.

Producers After Players To Meet Big Demand for Humor

West Coast Bureau, THE FILM DAILY

Hollywood—To meet the heavy demand that has cropped up lately for robust comedy, producers are scurrying the country for talent of the humorous type. The legitimate stage, vaudeville and other fields are being searched for ‘lively material, and a fairly good array already has been corralled and put to work.

Fox will introduce Ted Healy to the screen, while Warners expect much of Olsen and Johnson, who

FOREIGN LANGUAGE SCHOOL ESTABLISHED BY WARNERS

Establishment of the Vitaphone School of Languages for the purpose of training players under contract to Warners and First National with a view to their appearance in foreign languages versions of talkers for export, is announced by Jack L. Warner in a telegram from the Coast. The school will be conducted in Chicago. (Continued on Page 6)

Nine Cities Hold Over “Ladies of Leisure”

Columbia’s “Ladies of Leisure” has been held over for a second week in the following nine spots: B. H. Keith’s Memorial, Boston; Ford’s, Chicago; Sheridan, Cleveland; Escher, Philadelphia; Gpheum, Los Angeles; Lafayette, Pittsburg; Riverside, Jacksonville, 1.eetmount, Detroit; and F. H. Keis, Washington.

Sound Invasions

Western Electric announces it has made its first installations in Alaska, Brazil, Mexico and Venezuela. The number of new installations now stands at 5,455, of which 4,541 are in the United States.
Four Major Companies List Additional Stock

(Continued from Page 1)

will make their debut in "See Naples and Die." The work of the comedians has been so satisfactory that they have been signed to a long term contract with Warners. Warners also are assembling much material for Joe E. Brown, who did so well in "Hold That Bird," and William Larned will be an important figure in the Warner plans.

Paramount is expecting Leon Errol to be a big drawing card in the talkies. The company is also grooming Stuart Erwin and Richard (Skeets) Gallagher for important roles.

Columbia will introduce Joe Cook, Broadway star, in "Rain or Shine," his footlight vehicle, while Samuel Goldwyn has made lavish plans for "Whoopie," which will star Eddie Cantor.

For the money of a 100% tax you know that some of your audit of the talkies every patron can hear every word they've done their money's worth, and have made them an offer. 

Front rows, squawks in the "dead" and mumblings at the sides and rear take the money for a 100% tax you know that some of your audit of the talkies every patron can hear every word they've done their money's worth, and have made them an offer.

Board of Trade to Act on Production Plea (Continued from Page 1)

the city and business organizations appoint a committee to devise a plan to encourage Eastern film production. The World's Fair, the general manager of the board of trade, has informed Ziesse to this effect.

"Song of Flame" for Warner

First National's "Song of the Flame" opens in New York at the Warner on May 6. The film is reported a hit on the coast.

Eight More Theaters

Added to Warner Chain (Continued from Page 1)

The theaters in Erie, Warren, Sharpsburg and Wellsleyo, Pa., also announces addition of the Virginia and Fairmont in Fairmont, W. Va.

The Industry's Date Book

Today: Columbia Club Dinner, dance, 46th St. and Broadway, N. Y.

Apr. 29: Opening of "All Quiet on the Western Front" at Central, New York.

May 2: "Snow White" at Hollywood and RKO.

May 3: "The Voice of the War" at the Winter Garden, New York.

May 5: Decision to be handed down in E. E. I. fire test case.

May 8: S.M.P.E. Spring Meeting at Warner Park Hotel, Washington, D. C.


May 9: RKO Golf tournament at Westchester Country Club.

May 11: First Annual Flicker from Motion Picture Club at Liberty Theater, N. Y.

May 13-14: M.P.T.O. of Los Angeles, Orange County.

May 16-17-18-19: Paramount Eastern managers hold annual sales meeting Atlantic City.

May 19: RKO sales convention opens at Ancelet.

May 21-22-23: Pathé regional sales meet Asheville.

May 24-25-26: Pathé regional convention at C. L. C. Case.

May 26: Fox annual sales convention at Stateline City, Calif.

May 24-25-26: Paramount western managers hold annual sales meeting Atlantic City.

May 29-30-1: Pathé regional convention at San Francisco.

The "Pride of the East Coast" (Continued from Page 1)

The "Home Town Theater in the Country," the new headquarters of the East Coast exhibitors, was opened in the early part of the year.

"William Tell" for Schiller's Famous Drama Rossini's Grand Opera

Seven Reels Synchronized Singing, Music and Sound For particular addresses

A. J. Danziger

630 Ninth Ave., New York
Timely Topics

A Digest of Current Opinion

A FILM FACT A DAY

The United States and Germany each supplied 42 per cent of the films shown in Greece during 1929.

ALONG THE RIALTO

with Phil M. Daly

BIG DOINGS over at Universal, with their annual sales con- vention in full swing at the Savoy-Plaza, and a lot of the boys including five of the big directors, have a real legitimate excuse for staying away from home that no married man can afford to pass up. . . . and wotta banquet served in the Crystal Room Sunday night, with a lotta stars and other celebs there. . . . and the big wind-up at the Central Tuesday when they stage the premiere of "All Quiet on the Western Front" . . . . but they're making a lotta noise about it here in the East. . . .

OUT in California there is much excitement over making a sound film of the total solar eclipse at the Brackett Observatory. . . . these Californians should be used to it by now, with all the silent screen stars who have done an eclipse in sound films. . . . Thones Worth While: Granlland Rice on the Coca-Cola radio hour Wednesday eve. . . . and while you're listening to him, sez the company's ad, 'sit back in the easy chair and uncork a bottle of Coca-Cola for your guests' . . . . now wotta surprise we'll have in store at our next radio party for Merritt Crawford and the rest of the Old Guard. . . .

TERRY RAMSAYE was surprised when his armored car stunt for conveying the Wurlitzer classic violin collection to the studio broke a column in "Ton Notes," the conservative musical periodical. . . . but isn't the Pathe Rooster a ton-note? . . . . now you can learn to fly, for Visuaphonic Pictures has made "Anywhere by Air," which demonstrates the art of soaring up and staying there. . . . Gus Coats broke a new record in at the Rialto the other day—one other than little Miri Green, . . . . and the Green stunt blocked traffic and kept the house from going in the red. . . .

AT a showing of the African picture, "Stampede," at the Cameo, the wild animals stampeded in a jungle fire, and finally a queer snake-like animal on legs comes leaping toward the camera . . . . a stunt alongside us moaned and burriedly made his exit, dropping a pint flask on the floor. . . . we found it pretty good. . . . the picture, we mean. . . . Henry Ford has issued orders to discharge men coming to work at his Detroit plant with whiskies on their breath. . . . but suppose a guy only kissed his wife who has a whisky breath? . . . . Don Hancock thinks that all these trade rumors come from gents used to sitting in rumble seats. . . .

HELEN KANE is again boon-a-dooping at the Paramount theater with her first love, Paul Ash. . . . . but when we caught the show, Paul seemed to act indifferent. . . . feeling, no doubt, that Helen has been booping so much of late in Hollywood pictures that she has doomed him. . . . . Channille Pollock, the playwright, goes nesseristic and sez that the theater is being winded out by the film which require no effort to think on the part of audiences. . . . but probably the truth is that so many stage plays require too much effort to think. . . . endeavoring to figure out what the playwright is trying to say, but doesn't. . . .

GEORGE T. BYE, the well known literary agent, is giving all you fellers with a scenario masterpiece hidden away in the moth balls another chance for fame and fortune. . . . he is opening a special M. P. bureau at 535 Fifth Avenue. . . . Helen Harrison sez the Pathe rooster leads a simple life down on a Pennsylvania farm. . . . we dunno about that. . . . hasn't he been farmed out to play opposite more chicken flappers than any other screen actor? With Phil Goldstone's re-appointment as general manager of Tiffany being refused by the company, this has started something. . . . a life-terminer up at Sing Sing now has banded in his resignation, but the warden courteously refused it. . . .

A gent with a nervous twitching that keeps his head nodding easily landed a job as assistant director.
LILLIAN GISH
in her first talking picture
"ONE ROMANTIC NIGHT"

Rod La Rocque
Marie Dressler

With
Conrad Nagel
O. P. Heggie

been faithfully preserved. Lillian Gish is remarkably well cast and she acts with intelligence and restraint.

Marie Dressler is happily cast and does excellently. Much credit is due Paul Stein; he has done his work with intelligence and feeling, and has made of 'The Swan' more than I imagined could be made of it as a talking picture.

"An exquisite picture. The spirit of that lovely creation has been preserved. Lillian Gish’s diction is excellent, her laugh a delight. She is warm and sweet and lovely. Stein has managed to veil his story in delicate beauty, tender and dainty and affecting. Romance sings through its scenes. Rod La Rocque looks splendid and acts with much passion. Conrad Nagel makes the tutor a very likeable and handsome man. Marie Dressler does wonders and O. P. Heggie is admirable."

—CHRONICLE
Here's a picture that bids for the highest box-office honors. With a great cast of big stars, it brings to eager millions the talking voice of the beloved favorite of "The Birth of a Nation," "Way Down East," "Broken Blossoms," and "The White Sister." "One Romantic Night" offers you guaranteed entertainment and audience satisfaction, being based on New York's stage sensation "The Swan," by Ferenc Molnar. Everybody's interested in the new, the smart, the daring spirit of love today. That's what you give your public in this smash attraction. Book it NOW!

UNITED ARTISTS PICTURE

THE MARK OF MERIT

O. P. HEGGIE
Coast Wire Service

**Hollywood Happenings**

**Phono-Kinemata Not Party to Warner-Nakken Deal**

Phono-Kinemata, Inc., is not involved in the deal by which Warner came into control of an interest in the Nakken Patent Corp., according to Paul J. Larson, president of the company, who asserts that his firm "still continues to operate independently as a licensee under Nakken patents for sound-on-film reproduction."

**Dozen Features in Work on Paramount Coast Lot**

Continued from Page 1

**Foreign Language School Established by Warners**

Continued from Page 1

**Call Meeting to Combat Merger**

Toronto—A. W. Roebuck, solicitor for minority stockholders who are opposing the merger of Famous Players-Canadian Corp. with Paramount, has called a meeting here for tomorrow to form a stockholders' cooperative association to combat the deal.

**Novarro Due May 11**

Ramon Novarro is due in New York May 11 for a brief vacation. On May 13, he will broadcast over NBC.

**Universal’s ‘30-’31 Lineup Outlined by Laemmle**

Continued from Page 1

**Universal’s ’30-’31 Lineup Outlined by Laemmle**

Continued from Page 1

**A Little from “Lots”**

By RALPH WILK

Hollywood

ANNE CALDWELL, who wrote the book and lyrics for “Dixiana,” starring Bebe Daniels, predicts Miss Daniels will make as great a success on the operatic stage, as she has in musical films. Miss Caldwell created the role of the Charles Dillingham productions since 1912. Her musical collaborators have been Victor Herbert, Vincent Youmans, Jerome Kern and others of national note.

* * *

Lora Lee, who has been put under a one-year contract, Hal Wallis at the F. N. studios, will play opposite Joe E. Brown in “Going Some.”

Dorothy Mackaill is taking a needed rest and Sharon Lynn will assume her role in “Roadhouse,” which Fox is producing.

Louis Wolheim has been signed for “The Silver Horde” after he finishes “The Railroad Man” for RKO.

Having completed work in the “Don Pavloff” for First National, R. C. Barthelmess will begin his mounting cruise next week. Miss Barthelmess will accompany him.


* * *

Ray J. Pomeroy, director of Earl Derr Biggers’ famous and successful stage play, “Inside the Lines,” now in its first week of production at the RKO studios, has reproduced the majesty of the Governor of Gibraltar with minute accuracy, according to stage technicians. Pomeroy, an Englishman by birth, is thoroughly familiar with the locale of the story, having spent some time in that district.

* * *

Lynn Riggs, who is now working for Pathé, is not a complete stranger to this Culver City studio. Ten years ago he did extra work on this same lot, when it was occupied by H. W. Ives. He was not a professional extra, but appeared in several pictures so that he could tell his friends about it.
Theater Changes Reported by FilmBoards

ALABAMA
Changes in Ownership
Jacksonville—Capitol, sold to E. J. Sparks by E. J. Craven; Craven, sold to Mrs. H. Wilcox by J. E. P. 

Closing
Albama-Albama.

ARIZONA
New Theaters
Omajula—Sonora, owner—general. Sonora—Molier, owner.—

ARKANSAS

Changes in Ownership
Carroll—Princes, sold to S. L. Roberts.; New AR- 

Closing
Canyon City—Capitol, Village—Queen. Re-Openings

CALIFORNIA
Change of Name
backstage—Azusa, sold to New AR- 

Closing
Buckley—Eureka; Orpheum changed to NEW BUCKLEY.

Changes in Ownership
rural—Ft. Bragg, sold to John 

Closing
Carmel—Frank; Principal Theaters; Benicia—Majestic, sold to Mrs. M. F. Maxwell; Fortuna—Frank, sold to H. W. Wilson by J. E. Pain; St. George—Frank, sold to Malco Theatres Inc. 

Changes in Ownership
San Mateo—Belvedere, sold to W. H. Mitchell by C. E. Longacre; Stockton—George Thomas by S. E. Pride.

Closings
Union City—Capitol; Lake Village—Queen. Re-Openings

ILLINOIS

Changes in Ownership
Chicago—Elgin, by Joseph; Champaign—Alton, sold to Seeger Siegel by Rubin Peck; 

Closing
Champaign—Alton, to Mrs. E. K. Knaul, by Chas. Smolka, Langley (704 E. 3d St.), sold to W. W. White by Louis Thomas.

Changes in Ownership
Stevenson—Farmer, sold to W. G. Gray by Hiram C. 

Closing
Stevenson—Farmer, sold to W. G. Gray by Hiram C. Herman Schwartz, Florenceita, sold to J. 

Changes in Ownership
Mort—Sauk City, sold to Mrs. J. L. Steele by Mrs. W. L. Fortunato; 

Closing
Mort—Sauk City, by Mrs. W. L. Fortunato; Mt. Pleasant—Galesburg, by Mrs. N. E. Healy.

Closings

MONTANA

Closing

NEW YORK

Changes in Ownership

Closings

MISSOURI

Change of Name

Closings

NORTH CAROLINA

Closing

Closings

OHIO

Closing

Closings

OREGON

Closing

Closings

PENNSYLVANIA

Closing

Closings

RHODE ISLAND

Closing

Closings

SOUTH CAROLINA

Closing

Closings

SOUTH DAKOTA

Closing

Closings

TENNESSEE

Closing

Closings

TEXAS

Closing

Closings

UTAH

Closing

Closings

VERMONT

Closing

Closings

WASHINGTON

Closing

Closings

WEST VIRGINIA

Closing

Closings

WISCONSIN

Closing

Closings

WYOMING

Closing

Closings

Page 5

Monday, April 28, 1930
United States

Brookfield, Mo.—An ordinance has been passed here to permit Sunday shows.

Lowell, Mass.—The new Crown, completely renovated, has been re-opened with silent pictures.

Bellingham, Wash.—A. A. Haley, operator of the Dream, has plans for building a $150,000 house here to be known as the Paramount.

Clearwater, Fla.—Howard Martin of the Capitol and Ritz, has been succeeded by Hugh Prince.

Eureka, Cal.—Walter Merrell is now managing the Rialto.

Atlanta—Approximately $100,000 will be spent on alterations and remodeling of the Paramount by Fix. The house will not be closed and the work will not interfere with performances.

Salem, Mass.—The new Paramount has opened.

Allendale, S. C.—Dick Herndon has relinquished control of the Pastime, which is now being managed by E. A. Crocker and F. H. Moody.

Cambridge, Mass.—Western Electric has equipped the University with 21 earphones for the hard-of-hearing.

El Paso, Tex.—C. C. Dues has leased the Crawford from the El Paso Texas Amusement Co. and is installing sound, which is expected to be completed by May 30.

Centralia, Wash.—Work has started on the foundation of the Fox house to be erected here at a cost of $200,000. The theater, to seat 1,500, is scheduled for completion Sept. 1.

Palmer, Mass.—Cameo has reopened under the management of Mrs. Edith A. Paul after extensive improvements, including the installation of RCA Photophone equipment.

Spartan, Wash.—Fox West Coast has negotiated a $500,000 loan to finance the construction of this house. The house, to be named after this city, will seat between 1,800 and 1,900.

Charlotte, N. C.—Plans have been announced for a 2,700-seat house on the old courthouse property here.

Day-to-day Program Lineup for S. M. P. E. Convention

Washington, D.C.—The three-day convention of the Society of Motion Picture Engineers, opening this afternoon at 4:00 P.M., is expected to attract a large crowd interested in the development of sound equipment.

The convention will be held at the Hotel Washington, and will continue through tomorrow afternoon.

The program for today includes papers by experts in the field of sound engineering, with topics such as "The Present and Future of Sound Engineering" and "The Role of Sound in Motion Pictures."

Tuesday will feature a demonstration of new equipment, while Wednesday will include a panel discussion on the subject of sound reproduction.

Hollywood—Formal opening of the new Paramount building was made Thursday, May 29, Harold B. Franklin, president of Fox West Coast, has made known, formerly and Lloyd Pantages will be present in the new house, which will feature de luxe stage presentations.

San Pedro, Cal.—With construction to begin within the next few days on the new Fox house to cost $500,000, officials of the company have announced "The California" as the name. It is expected to be completed for opening Dec. 1.

Gatesville, Tex.—L. B. Brown will hold the Regal and Ritz to B. Walton.

Bloomfield, N. J.—William Mathews has become manager of the Royal as successor to F. H. Wood, who has been transferred to the Stanley, Jersey City.

Foreign

London—Ideal Films has brought $50,000 suit against British International over a dispute involving a Pathe production agreement.

Berlin—Ufa has completed filming the talking picture "The Tiger," which Harry Frank, Charlotte Sue and Gertrude Berliner have the chief roles under the direction of Johannes Meyer.

Sydney—A center of product has been established here by the Royal and Theatres Co. It will be conducted jointly by J. C. William, Ltd., and the Norman Oganization. The first talkie will be an Australian revue.

Dublin—Corinthian, among the chief-first-run theaters in this city has been acquired by Mr. Ellings new managing director of the Metro, and Theater De Luxe. The house has been closed for improvement including the installation of West Electric equipment.

Canberra, Australia—Thrust for the fifths of the films imported by Australia last year were of American make, is revealed in the annual report of the Commonwealth Censorship Board.

TEN YEARS AGO TO-DA

Mack Sennett to make two feature films for First National. * * *

Independent Exhibitors of America formed by Chicago group; Frank Rembusch named permanent chairman. * * *

Dept. of Justice asks Motion Picture Exhibitors of America, Inc., secure information on Film Clubs, seek possible violations of the Sherman Anti-Trust Law. * * *

B. P. Schulberg succeeds B. Fineman as president of Association Distributing Corp.
Launch Drive on Houses Without Music License

$30,000,000 TO SWITCH TO WIDE FILM
Paramount to Produce in Foreign Countries

Just Chatter—on what's going on
—By Jack Alicoate—

Perhaps it's none of our business anyway but we will gladly join any movement and contribute our dollars in dues that will force timidate or cajole producers to giving a little more time to it. When talk and other noises me in the front door, artistry background apparently went it the back. Appealing to the through the use of speech, music and realistic effects is all the merry and we'll vote a right ticket all down the line for the talkers, their past, present and future, but, not one out 100,000 paying customers are ind and it is our rather naive thought that people interested in seeing the result of Hollywood inspiration and genius as well as hearing it.

Smut Doesn't Belong

There is rather a growing tendency screen musicals to become suggestive. This may be all right for the Loop, Broadway and a few other lanes, but we question their inclusion in communities not quite so sophisticated. There is absolutely no room for smut in the production of this industry. To date the suggestion has been mild, but, like kitten playing with a ball of wool, if further it goes the worse it gets. Good comedian never resort dirt for laughs. Semi-nudeness never replace artistry. The great minds of the legitimate have all been clean, wholesome stories. The idea of Mr. Hays is a tremendous in the right direction. They spirit

Zukor and Lasky Reveal Plans for Making Films Abroad

Paris (By Cable) — Following a meeting here attended by Adolph Zukor, Jesse L. Lasky, Albert Kaufman and principal European executives of Paramount, it is announced that this company will go in for production of talkers in the countries where they are to be shown. First step in this direction will be the expansion of the Joinville Studios here.

No "U" Merger

"I have no thought of merging," Carl Laemmie told THE FILM DAILY yesterday when queried concerning reports about Universal's future. Laemmie plans to spend a few weeks in New York and then go to French Lick. After that he will attend the Derby at Louisville, then return to New York for a brief stay and later go to the Coast.

May Withhold Talkers from Houses With No Music License

Theaters which have not taken the license required of them by the American Society of Composers, Authors and Publishers for the use of copyrighted music are likely to have talking pictures withheld from them, according to action under way by John G. Paine, chairman of the board of the Music Publishers' Protective Ass'n. Paine also is agent and trustee for the copyrights of practically all the important music publishers and copyright owners in the U. S. This trusteeship is for the purpose of granting licenses to

Figure Changeover Would Cost Theaters About $20,000,000

Cost of changing-over the industry to accommodate wide film will be approximately $30,000,000, THE FILM DAILY is informed by an authoritative source who requests that his identity be withheld. This figure is understood to have been reached after surveys made by companies in an effort to determine the expense involved in general use of enlarged films. 

RKO's First Quarter Shows Big Rise in Net

In the first three months of 1930, RKO and subsidiaries made a net profit, after taxes and preferred dividends, of $1,607,622.30, which compares with $384,749.92 in the first quarter of 1929, an increase of more than 400 per cent, and is just slightly under the $1,669,564.25 net for the first quarter of 1929.

Loew's Half Year Net Increased 55 Per Cent

Net profit of Loew for the 26 weeks ended March 1 was $1,669,564.25, $84, after taxes and depreciation, an increase of $2,991,626 or about 53 per cent over the similar period last year, according to a financial statement issued yesterday by David Bernstein, vice-president and treasurer.

Champ Singing Film

With a total of 18 song numbers, the Warner picture, "Swell Kitty Bellairs," claims the record to date for a singing film. O'Keefe and Dolan wrote every song in the picture.

No Bull! "The Dude Wrangler" is the freshest outdoor comedy of the year, with Lina Basquette, George Duryea, Clyde Cook, Francis X. Bushman in the hilarious story of a pansy cowboy. Sono Art-World Wide.—Adv.

Continued on Page 8

Continued on Page 8

Continued on Page 8

Continued on Page 8
Just Chatter—on what's going on
(Continued from Page 1)

of its intent should be strictly en-
forced in regard to screen musicals.

The Selling Season

Spring is here. It is the season of
sunsets, house cleaning, flowers
and the settled nature of next season's
product to exhibitors. We know of no
selling season, and we have spent
half our life in pictures, offering as
much in the way of product, oppor-
tunity or future to the theater owner.
He has a clientele rejuvenated
through the introduction of talking
pictures. He has probably the great-
est array of product ever offered to
choose from. He has his rights pro-
tected better than at any time with-
in the past 10 years and he will have
nobody but himself to blame if he
does not do his bit in making the
coming fall and winter season the
greater this industry has ever known.
The usual turnover of press and cam-
paign books will soon be blowing
lather and yon. Trade papers will
carry unusual and comprehensive an-
nouncements. Trumpets will flare at
conventions, and salesmen, with the
spirit of spring in their veins, will
visit each other in bands.
To the exhibitor who will sit,
and analyze carefully, choose his
product with reflection and then
present the same to his patrons with
aggressive decision, there is more
gold in them that hills like little
Xell ever dreamed of.

Harry Richman to be M. C.
at First "Flicker Frolic"

Harry Richman will be master of
ceremonies at the First Annual
Flicker Frolic of the M. P. Club to be
held at the Uptown, May 11.
Among the headliners to appear will
be Paul Whiteman and Valerie
Valerin with their bands. From all
indications, the event will be a sell-out
a week in advance.

Miles Joins Inspiration

West Coast Bureau, THE FILM DAILY
Los Angeles—John T. Miles, for-
er with D. W. Griffiths, has been
made publicity director of Inspiration
Pictures.

THREE SCREEN COMPANIES
ARE JOINED IN MERGER

With the acquisition by the Mo-
tion Picture Screen Corp. of the
manufacturing plant, assets, patents,
processes, name and goodwill of the
TruVision Projection Screen Corp.,
now bankrupt, three screen com-
panies are brought together under
management. The other concern is
the Beaded Screen Corp., with
which the M. P. Screen has become
affiliated.

30 Minutes of Newsreels
Under Experiment by Fox

Success of 30-minute newsreels shows
three times daily at Fox houses—New
York, N.Y. and New Haven is expected to
influence introduction of these programs into
additional theaters of the circuit shortly.
Newer programs are dovetailed at the noon,
supper and midnight shows with three
different new-reels being used.

Argentine Would Restrict
U. S. Talking Pictures

Buenos Aires—Charging that U. S.
talking pictures are playing havoc
with the spiritual and cultural stand-
ards of the country, in addition to
throwing native musicians out of
work, "La Prensa" has started an
earnest campaign to restrict English
talkers.

Four-Day M-G-M Meet
in Chicago May 18-21

Chicago—M-G-M will hold its an-
ual sales meet May 18 to 21 at the
Drake Hotel here. Felix F. Prist will
preside.

Col. Joy Coming East

West Coast Bureau, THE FILM DAILY
Hollywood—Col. Jason S. Joy,
head of the studio relations depart-
ment of the Hays organization, leaves
in a few days for a visit in the East.

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THE INDUSTRY'S
Date Book

Today: Columbia Club Dinner, dance
Moscow Art Inn, N. Y.
Ap. 29: Opening of "All Quiet on the West-
ern Front" at Central, New Y.
May 2: "Show Girl in Hollywood," at the
Winter Garden, New Y.
May 5: "To Have and Have Not" to be
shown at N. Y. first at this time.
May 5-8: S.M.P.E. Spring Meeting at
Wardman Park Hotel, Washing-
ton, D. C.
May 6: Premieres of "Song of the Flame"
the Warner, New York.
May 8, 9: W-K-O Golf Club tournament
Westchester Country Club, &
N. Y.
May 11: First Annual Flicker FROL
of the Motion Picture Club at
Liberty Theater, N. Y. and P.
May 13-14: M-F-T.O. of Oklahoma, Ok-
lahoma City.
May 16-18-19: Paramount Eastern mer-
ges hold, annual sales meet
Atlantic City.
May 19-22-25: M.G.M Convention at
Atlantic City.
May 21-22-23: Pathé regional sales meet
in San Francisco.
May 24-25-26: Pathé regional confab at
Atlantic City.
May 26: Fox annual sales convention
at Mineola, L. I.
May 24-25-26-27: Paramount western mer-
ges hold annual sales meet
at San Francisco.
May 27: Opening of three-day national
screen sales meeting at San Fran-
cisco.
May 29-30-31: Paramount regional
trophy contest at Los Angeles.
June 8-9: Theater owners of North and
South Carolina, meet at the Ocean
Park Hotel, Myrtle Beach, S. C.

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Producers' Representative
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DELAWARE—MARYLAND
DISTRICT OF COLUMBIA—
VIRGINIA AND W. VIRGINIA

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Financial

NEW YORK ST J K MARKET

Net High Low Close Change
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Am. Seut. 1915 1915 1915
Com. f,m. 23 23 23 23
Com. Fm. In, p’d. 245 234 234 234
East. Kode 149 149 149 149
Fox Fm. “A” 5408 5374 5374 5374
Gen. Thm. Equ. 5046 5046 5046 5046
Keith A-O 48 48 48 48
Loew Inc. 8348 8348 8348 8348
Loew p’d. (wq) 107 107 107 107
Loew Inc. 6763 6763 6763 6763
M-G-M p’d. 269 269 269 269
Para. Inc. 6041 6041 6041 6041
Pathe Exch. 215 215 215 215
Publicity 6 6 6 6
RKO 4664 44 44 44
Warner Bros. 32 6836 6836 6836
Loew p’d. 6263 6263 6263 6263
NEW YORK CURRENCY MARKET

Columbia Petts. 54 49 49 50 1
Fox Thm. “A” 1757 1757 1757 1757
Nat. Ser. Thm. 2515 2515 2515 2515
Univ. Petts. 2215 19 2016 2516
NEW YORK BOND MARKET

Keith A-O 46 8756 8756 8756
Loew 664w 125
Loew 66 101
Loew 35 101
Pathe 85 101
Pathe 75 77 77 77

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Bldg. CALiente 2611 HOLLWOOD 4121

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KOOLER-AIRE ENGINEERING CO. 1914 PARAMOUNT BUILDING NEW YORK
LAYERS FROM FEATURES
SLATED FOR RKO SHORTS

Hollywood—RKO will produce shorts with stars who have been appearing in feature productions, according to an announcement by Lee Aarsen. This decision is the result of recent conferences between the RKO executive vice-president and Larry Darmour, producer of Dar- pur shorts for the company. Plans already have been made for six two- reel comedies starring Karl Dane and George Arhur and a similar number with Louise Fonda.

This policy marks a departure in short picture production and indicates RKO is determined greatly to enlarge its expenditures in this field. While stars of the legitimate stage have appeared in short features, the size of the screen have been notable by their absence in the two-reelers.

Erone Safron, general manager of short subjects, announced these shorts will be created along lines such as govern the production of major pictures. E. V. Durling, chairman of Supervision of Darmour-RKO, has run a search for new talent, particularly comedians with feature production experience.

Adresses by ERPI Heads highlight 'U' Sales Confab

Universal's international sales conference at the Savoy Plaza was highlighted yesterday by addresses by J. Otterson, president, and Whitliff Dale, vice-president, of Electrical Research Products, Inc. Lou B. Heiger, general manager, gave a detailed analysis of Universal's 1930-31 product and announced an average cost of $400,000 on each of 20 pictures.

Among those present in addition to the sales force were: Owen Davis, J. Paul Whiteman, John Murray, Douglas Boles, Graham McVee, Mabel Wayne, Herman Bisse, Frank Goodman, Ivan St. John, James Gillespie and John Dray. All will be present tonight for the premiere of "All Quiet on the Western Front" at the Central.

Morgan Heads Film Board at Albany for Third Time

Albany, N. Y.—For the third consecutive time, J. Howard Morgan, educational, is head of the local Film Board. Prior to the election, Morgan announced that he would not run again for that office. Other officers elected are Kenneth G. Robinson, vice-president; Ralph Pieczenik, treasurer. Bonnie Long continues as secretary. In addition to the officers of the board of directors, J. R. Der- dery and H. C. Bissell have been named.

Talking by Films

Washington—A partial list compiled by the Department of Commerce, of U. S. Primary and secondary schools using films for educational purposes shows about 300 of these institutions as already using motion pictures in teaching.

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Hollywood Happenings

A Little from "Lots"

BY RALPH WILK

HELEN GRACE CARLISLE has completed the treatment and continuity for "Mother's Cry," her book, which will shortly be published at First National. She will devote May to completing her third novel, following which she will return to scenario work.

One hundred executives, actors, directors, writers and other members of the Paramount studio attended the bachelor dinner tendered David Selznick. Leon Errol presided as toastmaster and the speakers included B. P. Schulberg, Henry Herz-brun, M. C. Levee, Herman J. Mankiewicz and Sam Jaffe. Others at the speakers' table were Benny Zeidman and William Goetz.

In several scenes for "The Fall Guy" Mae Clarke is shown mending Jack Mulhall's socks. After the scenes were taken A. Leslie Pearce, the director, chanced to pick up one of the socks. "We got his big black bump for him," he inquired, "padding for a bunion?" The bump was Mae's mending job.

The verdant Santa Ynez Canyon, 30 miles from Santa Barbara, is serving as the location for "Eyes of the World," which Henry King is directing. King heads a company of 140 players and technicians.

The dinner for Marlene Dietrich, Paramount's acquisition from Germany, established a little record of its own, as M. C. Levee noted. Three speeches were made, with the speeches making only three minutes. The speakers were B. P. Schulberg, Josef von Sternberg, who discovered Miss Dietrich and used her in a Ufa picture, and Miss Dietrich.


In addition to appearing himself in "Fairway Favorites," Grantland Rice has enlisted Glenn Collet, Tommy Armour, Johnny Farrell, Alex Morrison, Clarence Gamble and made his talker debut in a Vitaphone comedy called "The Mattie Idle," just completed at Warners. Eastern production studio, under the direction of Arthur Hurley.

What must certainly be the most elaborate sets ever built in the E. have just been completed at Paramount New York studios, for the direction of William Beaudine and Ernest Fegele, of the art depart- ment. The upper stage is almost entirely taken up by a complete Long Island estate, the setting of "Animal Crackers" while the lower stage contains an ocean liner, complete even to the bar, which is so realistic that "The Skip From Rascus" claim that they can smell the salt air.

Neville Fleeson, staff composer at Warner Bros. Eastern Vitaphone studio has composed a one act op to be sung in English. Flee hopes to offer to uplift American music. Those who have heard predict that his composition will come a national classic.

Marie Carolin, secretary to F. Heath, casting director at the Paramount New York studios, has an marvelous memory for faces a phone number that her boss rely on her as the "human encyclopedia."" George Folsay has worked a special system of lighting the huge set built at the Paramount New York studio for "Animal Crackers." The problem in this o is not to let the set overshadow character and Folsay has solve perfectly.

Getting to the Eastern Vitaphone stage by nine A. M. has prepared to rehease for the Broadway stage people, who are used to breakf eat on time.

Ernest Zanotors has been spend his Sunday afternoons at the Br Zoo in preparation for his assen as commentator man on "Animal Crackers," the Marx Bros., second starring picture, which goes on puction this week at the Paramount studios.

Mark Sandrich and Monte B are among those who week's list, both being laid up with seas cold.

When you see Paramount's musical, "Queen High," don't to note the sideburns worn Charlie Ruggles in his role of "Red.

Spencer Bennet is busy at the Metro-Tropolitan studio, where he is directing Pierre D'Argent in the role of "J.B. Craven," Bennet's veteran cam- raman, Eddie Snyder, is in charge of the photography.

Short Shots from New York Studios

BY HARRY N. BLAIR

WHEN Homer Mason, who writes short material for the Eastern Vitaphone studio, recently visited Hollywood to look over some lots he purchased there ten years ago, he had to call on a real estate man to guide him to the place since all sorts of buildings had sprung up all around the plot, in the meantime. Needless to say, the value of the ground has increased many times over.

Vernon Duke, of London, who is well known on the Continent as a composer, has become temporarily attached to the staff of Paramount New York studio's music depart- ment, writing musical material for forthcoming productions.

Henry Hull, star of the Broadway production, "Michael and Mary,"

Rube Goldberg for a near round of golf action in this sport series.

Benny Rubin is one of the screen favorites who refuses to accept money for his photographs. He insists on returning the quarters that are sent to him for his pictures.


George O'Brien, who is a basketball and football enthusiast, is showing much interest in tennis. He is having a court built at his new Malibu Beach home.

Arthur Hagerman, Tiffany studio bosscell, has induced Prof. Owen C. Coy, head of the history department at the University of Southern California, and Dr. Pa. exchange professor from Russia, who also teaching at the U. S. C., to lecture on "Journey's End.

Stuart Erwin, Paramount comedian, has returned to the Coast. He will play opposite Clara Bow in "Palom Beach." While in the East, he worked in "Dangerous Nan McGrew," at the Paramount New York studio.

Do you remember when Pat Dowling attended Stanford; when Joe Swearing was a Chicago newspaperman; when Al Boasberg lived in Buffalo.

Joseph Cawthorne celebrated his 51st birthday during the filming of "Divauna," in which he plays an important role. Incidentally, his birthday marked his 51st anniversary as an actor.

Spencer Bennett is busy at the Metropitan studio, where he is directing J. B. Craven, the title character of "Rogue." Bennett's veteran cameraman, Eddie Snyder, is in charge of the photography.

When you see Paramount's musical, "Queen High," don't forget the sideburns worn by Charlie Ruggles in his role of "Red."
Along the Rialto

with

Phil M. Daly

A Film Fact a Day

Four-fifths of the pictures imported by Australia in 1929 came from the United States.

Timely Topics

A Digest of Current Opinion

PROJECTORS MUST KNOW THEIR PICTURES

The functions of the projection room are not confined to mere mechanics. The operators have to know their pictures thoroughly in order to get the cues for the changeover from one reel to another, and to signal the stage crew at the right moment for the drawing of the curtains. This necessitates a fair knowledge of music, since the cue at the end of a reel may occur in the musical score. Under ideal conditions a new picture is given a preliminary rehearsal before it goes on for the public, but oftentimes, and in the smaller houses especially, the films do not arrive until a half hour or so before the scheduled performance. In that case the operator gets the blame when things go wrong. All in all it's a ticklish profession, and one that fully justifies the pride which its practitioners take in it.

Thornton Delecanwin in the

"Evening Post"

* * *

What the Talkie has Accomplished

The "talkie" projects and enlarges the lives of all human kind beyond the confining boundaries of a narrow provincialism of thought and experience. It brings to everyone, everywhere, at prices all can afford, the finer things of life—the beauty of the God-given voices of famous artists; the world's great symphony orchestras; the bewitching artistry of trained dancers; the dominating spell of skilled, finished actors; the joy and happiness which the genius of comedians brings.

Wilbur O'Brien in Bausch & Lomb Magazine

At the Lamb's Gambol there was a sketch by John Hobble, "The Bubble Party," that added to the general enjoyment . . . . A spot party for Mr. and Mrs. William R. Temple, who were one of those refined tea parties at their Greenwich Village studio Sunday afternoon. . . . Rosalie Stewart was there, and Neville Plaxton, Harold Levey, Stuart Stewart, Arthur Hurley, Roy Mack, Pierre de Ronan, . . . and we all went home together, tripping more or less lightly hand in hand up Fifth Avenue, singing—well, what matters, just so long as we were singing—

Harold Belford, counsel for Warners, back from a European trip, says the English like singing pictures, the Germans go for tragedy, while the French like farces . . . . and Al Jolson's "The Jazz Singer" is going big in all three countries . . . . so figure that one out . . . . An old-time East Side exhibit tells us there is nothing new about these color processes . . . . he recalls the time before they started using tooth brushes around Delancey Street when color-on-film was in everybody's mouth . . . . Jay Emanuel and Charles E. Goodman have taken over that sophisticated Philly weekly, "The Town Crier" . . . . have they started a weeping column for independent exhibitors? . . . .

And now we learn from Sidney Skolsky that Peggy Hopkins Joyce's hobby is collecting beautiful bottles . . . . oh, well, we're not so fuzzy about how beautiful they are, just so long as they're bottles. . . . Theodore Stears is back from a three years' trip to Germany with a trunk full of musical manuscripts and is trying to make some use of 'em . . . . we suggest he establish a reference library in Hollywood for theme song writers. . . . Leslie Abrahamson of Brixton Hill, London, just dropped in to say hello . . . . he told us that he runs a theater called the Clarence, patronized by coal miners. . . .

Leo Diegel, golf champion, who is co-starring with Walter Hagen in "Match Play," Mack Sennett-Educational picture, will be interviewed by Mike Simmons over WOR tonight at 8:30 Eastern daylight saving time and will relate his experiences of breaking into the movies under the auspices of Mack Sennett. A short subject specially designed for Mothers' Day, "Songs of Mother," produced by Van Beuren and released by Pathé, has been booked by RKO for all its metropolitan houses for the week of May 11. . . .

Probable the oldest news cameraman of them all is Brady, the veteran who took Civil War photos behind the Union lines. . . . he has been helping David W. Griffith get technical information for "Abraham Lincoln." . . . no matter what color cameras may be perfected, they will hardly produce more colorful pictures than Brady's old wet-plate equipment . . . . And these Hollywood cameramen who think they have a tough time should give a thought to the trials of Van Der Veer and Rucker, the South Pole newsmen . . . they say at 50 below zero, the film stuck to their fingers. . . . When "Show Girl in Hollywood," starring Alice White, opens at the Winter Garden on Friday, J. P. McEvoy, author of the best-selling novel on which the picture is based, will be present with a party of friends.

They fired an assistant director who stuttered because they thought he was holding out on the yesses.
Mass Reader Interest as Well as “Class”

In an interview published in the New York Times in September, 1926, Mr. Sidney R. Kent, executive of the Paramount Famous Lasky Corporation, is quoted as follows: “He (Kent) said that his company was serving 10,000 accounts, and that 70 per cent of the firm’s income was derived from towns with a population of 15,000 or over. ‘Hence,’ observed Mr. Kent, ‘30 per cent of our business is derived from 8,800 communities which represents our profit and more. On a big production the average profit is nowhere near 30 per cent.’ ”

In short, then, profits accrue from the flood of small rentals—the fifty dollar bookings, the twenty-fives and the tens.

The 1,200 accounts of the 10,000 from which 70 per cent of rentals are obtained are comprised mainly of Paramount’s own theatres and other large circuits. These houses buy from 52 to 100 pictures a year. And, selling to them, must mainly be done to perhaps a score or more buyers, each one of whom buys for a number of houses. But the remaining 8,800 “profit payers—and more” buy as many as 364 pictures a year and all do their own buying. Consequently trade paper advertising that reaches these individual buyers and is READ by them is most effective and productive. And here is where the regional papers are of greatest service, for with their intimate contact, through their pages of news that is largely local, the Associated Publications have a strong reader interest, not alone with the “8,800” accounts, but with the other “1,200” as well—mass buying power as well as class!
PARAMOUNT TO PRODUCE IN FOREIGN COUNTRIES

(Continued from Page 1)

under the direction of Robert T. Kane, to provide for an extensive program of talkers in several languages, with the casts being brought here from the respective countries. In addition, Paramount intends to produce a certain number of talkers each year in various countries.

Recently announced plans of Paramount to produce about 20 foreign talkers in New York and Hollywood will not be affected by the present development, and Lasky said the company will continue to make some foreign pictures each year, in the U.S. Lasky also announced that S. E. Eisenstein, Russian director, has been signed to go to Hollywood for six months to direct for Paramount.

$30,000,000 Estimated as Wide Film Switch Cost
(Continued from Page 1)

that approximately $20,000,000 of the total will be expended in the theaters of the countries. Changes in laboratories, studios and exchanges would require about $3,000,000 in each case, it is figured.

RKO’s First Quarter Shows Big Rise in Net
(Continued from Page 1)

for the entire 12 months of last year, according to the report of Herman Zobbel, treasurer. The current profit is equal to 87 cents a share, against 21 cents a share in the corresponding quarter last year and 90 cents a share for all of 1929.

Manhattan Playhouses Buys Into Three Houses

Manhattan Playhouses is understood to have closed a deal for a 50 per cent interest in the New Law, New 14th St. and Sunshine in New York. The chain is said to be dickering for a Brooklyn group of houses.

United States

Farmington, Minn.—Plans are under way by Mrs. Everett Dilly, 21, to build the local house which burned down last fall.

Healdsburg, Cal.—Representatives of the Redwood Theaters, Inc., have been visiting here looking over sites for a new house contemplated for this city.

Cleveland—Henry Laws, for 11 years with Pathe in the Cleveland exchange, has resigned. M. G. Glick succeeds Laws as city salesman, and R. B. Bishop succeeds to Glick’s territory.

Westwood, Cal.—Two Fox theaters will be built in this locality. These houses are included in the program of 13 to be constructed as part of the new expansion by West Coast Theaters.

Cleveland—C. MacKain, former foreign representative for Columbia, is now in charge of sales of Talking Picture Epics in northern Ohio.

Jackson, O.—Theater planned for this city by E. D. Jenkins is expected to be completed by Sept. 1.

Detroit—Raoul Clever is returning to this city as exploitation man for Universal. He has been with Warner in Indianapolis since he left Universal.

Detroit—Jacob B. Lasky has taken over the Lasky from the George F. Koppin Co., which is in receivership.

Cleveland—J. W. Rafferty, assistant general sales manager in charge of the industrial and educational department of RCA, is temporarily located here to inaugurate a sales campaign for the RCA portable sound equipment.

Nine Vitaphone Shorts Completed Last Week


Carolina Exhibitors Will Meet June 8-9

Myrtle Beach, S. C.—Theater owners of North and South Carolina will meet June 8 and 9 at the Ocean Forest Hotel here. A direct sleeper from New York to Myrtle Beach is being arranged for Northern visitors.

Cleveland — The Family, closed when Max Shenker failed to renew his lease, has been reopened by the owner, P. Surad, and will be operated under a silent policy.

Liberty Centre, O.—K. Thompson and Ned Smith have purchased the Majestic from Mrs. J. O. Engel.

Madill, Okla.—Miss Altos Jones is the new manager of the Queen.

Roswell, N. M.—Griffith Amusement Co. is to build a theater here.

Lubbock, Tex.—Cliff Lindsey plans to erect a $200,000 local house.

Oklahoma City—Pat McGee, 27-year-old manager of the Criterion, Capitol, Victoria and Ritz, local Publix houses, has also been placed in active supervision of the Cooper the-aters in St. Joseph, Mo., and Lincoln, Neb.

Venus, Tex.—The Venus has been permanently closed.

Waynoka, Okla.—The Majestic has been purchased by G. T. Cook of Anthony, Kan.

Cleveland — Jack Osserman, former local Universal branch manager, has returned from a four weeks’ vacation trip to Havana.

Foreign

Leeds—Great progress in Yorkshire is reported by British Thom-son-Houston. To date there are about twenty dozen theaters in this territory wired with the company’s equipment. This number is expected to double by the close of May.

Berlin—Dr. Rudolph Becker, head of the Association for Sound Film Industries, which recently came to Germany to arrange for the foreign distribution of the British company’s product, is recovering here from an operation for appendicitis.

Warner Engineers Make 37 Pound Camera Case

West Coast Bureau, THE FILM DAILY

Los Angeles — A camera case weighing 37 pounds, as against the thousands of pounds of the present sound-proof camera booths, has been developed by Warner engineers. Called the “Warner Bros. Blitzen” device, the camera is also proof against fire and water, is to be placed on the market, with Centro-System Accessories Co. as the distributors.

Todd Exploiting Two for “U”

Ted Todd has signed with Universal to handle special and New York exploitation on “King of Jazz” and “All Quiet on the Western Front.”

LAUNCH DRIVE ON HOUSES WITHOUT MUSIC LICENSE

(Continued from Page 1)

film companies to use the copyright works which Paine controls in synchronization or timed relation with the silent pictures. As Agent and Trustee for these copyright works, Paine has held the presentation rights with which the Trusteeship was formed, Paine has entered into arrangements with RCA Research Products and with RCA Photophone by virtue of which these companies are empowered to use the copyrighted works in Paine’s controls, and they are empowered against the other companies to use of these copyrighted musical compositions.

This license generally known as a synch reputation license grants to a motion picture company the right to arrange the musical film, transpose it, together with the film, to mechanical reproduction it either on discs or on film, and the right to use it for the public performance of the sound synchronized musical film, provided that the value as the public per-formance is concerned the picture may be performed only in those theaters which have a performing license from the American Socie-ties.

Provision means that any motion picture company furnishing sound pictures to a theater that has no license from the Society not only guilty of a breach of contract with Paine is liable under the provision as a co-infringer with the theater for giving public performance of a copyrighted musical work.

Paine states that while the American Soci-ety has reported to him from time to time that there are about 2500 theaters that have no out license and are at the same time showing motion pictures, he has never been requested by the Society to notify motion picture companies that they could not supply pictures if the American Soci-ety in a clear statement of the facts the theater be quite sufficient to cause the theater realize the necessity for taking the Society’s license. Recently, however, several very flagrant cases have been brought to Paine’s attention, and unless these theaters promptly comply with the requirement of the Society be compelled to notify picture companies that they cannot supply pictures with sound synchronized pictures with.

The revenue derived from the Motion Picture Society (from RP) is estimated by Mr. Paine to about $100 for the world rights to ex-clusive supply of a camera for $50 and $50 for export use, with each company guaranteeing certain amount and also making regular returns of all equipment used, if they comply with the rules with respect to rights and guarantees, $150 for full use and $75 for part use compositions.

British Film Comedian Killed London (By Cable) — Kimble (Tubby) Phillips — 378-pound film comedian, was killed in an auto- mobile accident here.

TEN YEARS AGO TO-DAY

Tuesday, April 29, 1913

Hugo Ballin plans his own produc-tion company.

First National closes its conver-sion at Chicago.

American-African Enterprise formed to take films in South Africa.
The Mirror
—a column of comment

AMERICAN FILM doughboys are invading Europe. This time the move is to make foreign pictures with dialogue that rings true to the diversified population of that continent. The chances are that no barrier will be raised to keep out this fast-increasing contingent of producers with authentic bankrolls. The situation's ne of mutual benefit. American producers, by making talking pictures with foreign talent, will no doubt put themselves in a position to ordainly shake hands with continental theaters. European production people, all the way from actors to producers, will corral a lot of good old U. S. A. dollars for their Jean Sockets. It would seem that a con
tinental association of this kind would somewhat smooth over whatever an
gonism the European industry feels or America.

THE EAST AT the present moment is providing room and board for an exceptionally large number of production folk who ordinarily get their nail in Hollywood. Such visits to New York serve as a stimulant and dynamic to their work. They represent in excellent investment in time and money, taking them out of the Holly
twood routine and transplanting them into a different and new-idea-produc
ing atmosphere. It's within reason to expect that such trips will happily reflect in their studio efforts.

WORTH JOTTING down on your calendar is the date of May 11, which, by the way, will be generally observed as Mother's Day. There's enough screen material on the schedules to enable any exhibitor to set in a show in keeping with the day.

136 Short Subjects Also Scheduled at New York Studio

At least 12 features will be produced at the Paramount New York studio for the company's 1930-31 program. The number may be jumped to 16. Short subject program plans at present call for 110 single reel pictures and 26 two-reelers. Comedy sketches will comprise most of this product.

The studio now has the most im-

(Continued on Page 6)

European “United Artists” Formed by Curtis Melnitz

Berlin (By Cable)—Curtis Melnitz Productions, patterned after United Artists and designed to bring together the best artists and intellectual forces, has been formed under the leadership of Melnitz. Production is planned in Germany, France and Italy, with distribution in five chief countries already assured. Participants in the venture are Reinhardt Charell, Kurt Bernhardt, Fritz Kortner, and numerous others.

East is the Only Section Seriously Hit by Shutdowns

Wholesale closing of houses in the East, due almost entirely to the theater, not having sound and being unable to compete with foreign houses, is not representative of conditions throughout the country, a checkup shows. Although the last Film Board of Trade reports show that about 250 houses have closed in and around New York including Brooklyn, Jersey, and Pennsylvania give the down
downs for the entire country, accord-

(Continued on Page 6)

GEN. THEATERS EQUIPMENT
ADDING 433,000 SHARES

An issue of 433,000 additional shares of General Theaters Equipment stock is to be offered within a few days by Pynchon & Co. at $48.50 a share. The offering is in connection with recent acquisition of Fox properties by G.T.E.

Earnings of General Theaters for 1930 are estimated at $5 a share, against $3 last year.

Sensational

Of the thousand and one books that came out of the war, Erich Maria von Rare's "All Quiet On The Western Front" is universally recognized as the greatest. Last night at the Central Theater, Universal formally presented it, in talking picture form, to a distinguished Broadway audience. It is sensational. The direction of Lewis Milestone is inspirational. Hardly a comma of this grim, frightful, gruesome but withal honest narrative has been left unlimned. If the feminine portion of a cosmopolitan first night audience can be taken as a criterion, women will not like it. It is decidedly not fare for children. Whether it makes a dol-
lar or a million this much is certain. It will be shown in every country in the world and Universal should be congratulated for giving to this genera
tion as well as posterity the most sensational and compelling argument against war that has yet been spoken, printed or filmed.

ALICIATE
EXHIBITS STRESSING COMEDY, S. W. HATCH FINDS ON TOUR

Exhibitors in all parts of the country are placing more stress than ever on comedy in short features. Stanley W. Hatch, general sales manager of Educational, says upon his return from an extended tour. After visiting exhibitors, as well as Educational exchanges, clear across the country from Chicago to the Coast, Hatch declares that the results of recent surveys, showing a decided preference for comedy shorts, are verified by his personal findings.

H. White is Appointed F. W. C. Purchasing Agent

West Coast Bureau, THE FILM DAILY

Los Angeles—H. White has been appointed purchasing agent of Fox West Coast Theaters, succeeding C. A. Caballero, who was promoted to the same post for Fox Films and Fox Theaters in the East.

First Action Taken in Contract Enforcement

First action of the newly established distributors' legal bureau to enforce contracts was begun yesterday with the serving of summonses on several delinquent exhibitors in Greater New York, Louis Nizer, secretary of the Film Board of Trade, is supervising the work.

No Comerford-RKO Deal

Frank Walker, of the Comerford interests, yesterday denied that a deal is on for acquisition of the Comerford houses by RKO.

56 RKO Shorts

RKO will have 56 shorts on its 1930-31 program. Thirty-two will be two-reelers and 24 single reel subjects. Comedy will predominate in the material used.

Let Us Solve Your Problems!

Over 20 Years of Experience Qualifies Us as Specialists in

MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES

INCORPORATED

1540 B'WAY N.Y.C.

TELEPHONE BRYANT 3040

The Industry's Date Book


May 5: Subscription meeting at the RKO Golf Club meeting at the Westchester Country Club, N. Y.

May 11: First Annual FLICKER FROLIC of the Motion Picture Club at Liberty Theater, N. Y.


May 16-17-18: Paramount Eastern managers hold annual sales meet, Atlantic City.

May 18-19-20: M-G-M Convention at Covington, Ky.

May 19: RKO sales convention opens at Los Angeles.

N. Y. exhibitors to tender H. H. Buchbaum dinner at Astor Hotel.

May 22-23: Pathé regional sales meet at Ambassador, A. C.

May 24-25: Pathé regional confab at Chicago.

Eastman Is Developing Another Color Process

Eastman Kodak, which recently disposed of its "Nature Color" process to Fox, is working on a new color method which is understood to be primarily for commercial purposes.
HERE COMES LEO!

GOOD-BYE BLUES!

Metro-Goldwyn-Mayer’s Short Subjects are bringing in that EXTRA business. It pays to play—
THE HIT-OF-THE-MONTH CLUB
represented by
THE NEW YORK TIMES
THE FILM DAILY
MOTION PICTURE NEWS
EXHIBITORS
HERALD-WORLD

PICKS THE OUTSTANDING SHORTS!

THE N. Y. TIMES:
“The outstanding film on the Colony program...clever and always amusing!”

THE FILM DAILY:
“Great comedy...some of the greatest fun that has come along for a long time...a perfect riot!”

MOTION PICTURE NEWS:
“Fine stuff! Langdon right up to snuff...a bushel of laughs...moves at fast clip!”

EXHIBITORS HERALD-WORLD:
“The best effort yet put out by a dancing ballet in color...Credit is the word!”

THE FILM DAILY:
“Fine entertainment! Good comedy with wide appeal...Extremely well done!”

HOT DOG
Cast of fifty dogs with human voices perfectly synchronized. First run on Broadway with $2 show at Earl Carroll Theatre—now second Broadway run at Colony! Two reels.

CHARLEY CHASE
in ALL TEED UP
Hal Roach — M-G-M comedy with the inimitable Chase as a dub golfer. Rare fun for all, golfers, goofers or otherwise. Two reels.

HARRY LANGDON
in THE SHRIMP

A NIGHT AT THE SHOOTING GALLERY

OUR GANG
in BEAR SHOOTERS

LAUREL & HARDY
in BRATS
Hal Roach — M-G-M comedy. The famed comedy team plays small boys—and their own fathers as well. Funniest and most unusual of all their successes. Two reels.

EXHIBITORS find that it pays to advertise M-G-M Shorts in their marquee lights, theatre fronts and on the screen. The names in M-G-M Shorts have developed a drawing power of feature strength. Many the show that's doubled its value with an M-G-M Short! Smart showmen book 'em and advertise 'em for that EXTRA profit!

Metro Goldwyn Mayer
LONG ON SHORTS
Timely Topics
A Digest of Current Opinion

FILM DAILY

Wednesday, April 30, 1930

Along The Rialto
with Phil M. Daly

At last somebody has done something real constructive about this problem of proper supervision of sound film to insure its reaching the exhibitor in good condition. Jack MacLeod, manager of the exchange maintenance department of M-G-M, has written a manual that every theater and exchange manager should read.....it covers the subject from every angle: inspection.....continuity sheets.....splices.....replacements.....censorship seals.....waxing prints.....replacement of equipment.....if you have noticed a high standard of quality in M-G-M prints circulating around the theaters, "Mac's Manual" is the main reason.....it's a classic.

* * *

Right up front with the progress parade is the new modernistic professional studio of the Robbins Music Corporation......by the way, George Fantasia has become professional manager for the concern......and their song, "Moon Is Low," sung by Joan Crawford and Cliff Edwards in "Montana Moon," looks like a natural for a big summer pop number. Harold Short is back from Talkie Town with a swell idea for an intimate revue featuring two prominent picture stars.....the main problem will be to divide the "spot" between 'em satisfactorily.

* * *

These Stars of United Artists are afflicted with an epidemic of change-of-mind.....first Warren Nolan tells us to disregard the notice that Doug Fairbanks will arrive at the Grand Central as Doug decided to sight at Harmon.....now Ronald Colman is reported to have arrived in New York yesterday after telling Sam Goldwyn a week ago he was on his way to Honolulu.....so the newspaper reporters are having a merry time playing hide-and-seek.....now if the reporters should hide and the stars seek 'em, THAT would be a story.

* * *

Russell Holman has heard from Julian Johnson that he is on the last lap of editing the miles of the Byrd Antarctic film.....so Russell thinks it quite safe to start issuing the broadsides, which he has done.....Crowds on Broadway jammed the sidewalks to catch the sun's eclipse Monday through the reflection in windows.....and Billy Ferguson, the demon M-G-M exploiter, sez: "Now why didn't I think of that eclipse tie-up stunt for window displays".....Billy was probably mooning around.

* * *

Merritt Crawford will soon be Ottawa-bound for a two-weeks' trip, so we gave him our nice silver hip-hooraay and told him to bring it back with some ammunition inside.....It's going to be a sellout for the first annual Fllicker Frolic of the Empire Club, May 11, at the Liberty, with Harry Richman to do the emceeing.....and why not? two headline bands—Paul Whitman's and Rudy Vallee's—will make it some party.....Jerry Beatty again crashes "Collier's" with a pip of a comedy short story about a dumb western star.

* * *

I Schwartz, of Advance Trailers, has been doing a little personal trailing the last month, playing second on the bill to a Great White, but he's out in front again.....and please don't misinterpret that last.....The society deba had their fling at the mike Tuesday over WMCA.....the National M. P. League sponsored Frances Marion and Patricia Byron, playing "Paramount on Parade" and "Song O' My Heart," with Red Star furnishing the melodies.....Elizabeth Wilson, the fan writer, has hit on a clever key that explains the individual charm of the various feminine stars.....It's so good that she could explain the stars to themselves, which is SOME explaining.

* * *

Believe it or not, through an error an exhibit got a double refund from a producer.....Check, and Double Check.

* * *

Exploittettes
A Clearing House for Tabloid Exploitation Ideas

Ran Irving Berlin Memory Contest
To exploit "Puttin' on the Ritz" at the Uptown, Toronto, a radio broadcast was arranged from Station CKGW to conduct an Irving Berlin memory contest. All the old songs composed by Berlin were broadcast to an audience which consisted of over 2,000,000 listeners. Those guessing the names of the different numbers won prizes. Over 2,242 replies were received.

—United Artists

Marquee Stunt for "Paramount On Parade"
The idea for the large star to be mounted on the marquee can be adapted for advance lobby display. Make up the large star from bender-board. Make the star heads in cut-out form to be mounted on the star, thereby giving a relief effect. If you have a cut and machine it is advised that you cut out these letters to be mounted as you do the cut-out heads; "The Singing, Dancing Festival of The Stars."

—Paramount

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

April 30

Fred Jones
Mary Wyckoff
Chains' Day Off
Dayton, O.—Efforts to auction off the Palace, built a few years ago at a cost of $300,000, for $23,333.33 or two-thirds of its appraised value, failed to bring a single bid.

6 PARAMOUNT EXCHANGES
NOW UNDER CONSTRUCTION
Paramount at present has six exchanges under construction in various parts of the country. It is indicated by reports reaching New York, that buildings now under construction are located as follows: Chicago, Cleveland, St. Louis, New Haven and Des Moines. An addition is being built to the exchange at Salt Lake City. Paramount is understood to be planning new exchange buildings in six other cities.

Although the new vaults are being equipt for Technicolor, and practically every case, their capacity is being doubled. In event of general adoption of wide film this will simplify the changeover.

12 PARAMOUNT FEATURES
ARE BEING MADE IN EAST
(Continued from Page 1)
Press release from the plant at the East: Monta Bell, Victor Schertzinger, Edie Sutherland, Victor Herman, Fred Newmeyer, Harry D'Arrast and Norman Taurog. Stars and featured players on the studio's roster are: Nancy Carroll, Jack Oakie, Buddy Rogers, Marx Brothers, Claudette Colbert, Charles Ruggles, Helen Kane, Victor Moore, Lillian Roth, Frederic March.

Missouri Exhibitors
FIGHT SUNDAY ORDINANCE
St. Louis—Strenuous efforts are being made by the M.P.T.O. of Eastern Missouri and Southern Illinois to defeat a proposed ordinance against Sunday shows in Mexico, Mo. Introduction of the ordinance has been ordered by the city council following acquittal of C. M. Clay and W. F. Defreene, of the Liberty in that city, who were arrested for giving a Sunday show.

Lichtman, Gallup, Jensen Return
Al Lichtman, Bruce Gallup and Emil Jensen return to New York today from their Western trip. Various other United Artists officials who went to Chicago for the sales meeting last week also are due back today.

Lytell Leaves for Coast
Bert Lytell yesterday left for the Coast to begin work in "Brothers" for Columbia.

TEN YEARS AGO TO-DAY
First National to put new sub-franchising plans into operation.
* * *
Educational secures distribution of series to be produced by Conservation Commission of New York State.
* * *
National Exchange organized, financed by the Johnson & Hopkins Co.

Epidemic of Closings
IS NOT NATION-WIDE
(Continued from Page 1)
To the same reports, is only around.

The large number of dark houses in the East is not regarded as likely to have any serious effect on aggregate receipts, it being figured that the local wired houses, as well as big city theaters, are drawing a good percentage of the customers who attended the houses now closed.

Hoffberg, Cornfeld Co.
Expands Facilities Abroad
Hoffberg, Cornfeld Co. has expanded its foreign organization by opening a Paris office at 55 Faubourg Montmartre, with Jack Mandel, charge. The Berlin head office has been moved to larger quarters at Friedrichstrasse 238, and Cecil Catterson has been added to the London staff with offices at 143B Wardour St.

33 STATIONS TO RELAY
HAYS' S.M.P.E. SPEECH
A total of 33 of Columbia Broadcasting's stations already have indicated a desire to be units in the national hook-up for the address by Will H. Hays before the Society of M. P. Engineers in Washington on the morning of May 7.

Lipton with Fox Metropolitan
Lawrence Lipton has been appointed assistant director of publicity of Fox Metropolitan Theaters, succeeding David Flamm. Lipton was formerly publicity director of the Fox Detroit.

Lou Lusty Joins Warners-F. N.
Wes Coast Bureau, THE FILM DAILY
Hollywood—Lou Lusty has been placed in charge of the trailer department for Warners and First National.

Twelve-trees to Coast
Helen Twelvetrees leaves for the Coast today to appear in another Pathe picture.

George Robinson joins Columbia
George Robinson has been added to the Columbia advertising staff to assist Hank Linet on trade paper advertising. Robinson comes from the advertising field. His latest affiliation was with Ethridge, where he was art director.

Roy Chandler Returns
Roy Chandler, foreign manager of Carrier Engineering Corp. and other theater equipment firms, has returned from Madrid, where a modern theater is being erected with the products of the companies he represents.

$1,000,000 RKO for Albany
Albany, N. Y.—R-K-O is preparing to erect a $1,000,000 theater at State and Chapel Sts.

Crosland Ready to Start
Al Jolson's Next Picture
Having completed preliminary preparations, Alan Crosland is ready to begin production on Al Jolson's next "Big Boy." A large nucleus of the featured cast, their salaries and other features will be incorporated in the picture.

Ken Maynard Convalescing
Ken Maynard, who was struck with acute appendicitis while on tour with his wife to Wilmington, when they planned to board a yacht in a South Sea Island, is now doing well following an operation.

Schenck Buys Shubert Play
Joseph M. Schenck has bought out the Shubert interests in cattle rights to "Death Takes Holiday," Shubert stage production Roland West probably will produce with Chester Morris in a chief role.

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50% Jump in Fox's First Quarter 1930 Earnings

FOUR FIRMS TO SELL FILMS INDIVIDUALLY

Independent Supply Houses Form Organization

Going Somewhere — and arriving on time

By JACK ALICOA —

T WAS ONLY about 18 months ago that the first seeds of sound were universally sown. Today, but a mastic lot later, we see not an occasional golden flower but fields and fields of entertainment posies so brilliant, smart and wondrous as to bring big shiny dollars in bushel baskets to box-office counters everywhere, and varied in theme and treatment as to please every taste.

there still be a skeptic within that fold let him but glance over the current Broadway menu to convince himself that the talkie picture, now ex-novelties, is the best bet on the amusement bo and will continue for years to come as the leader in the amusement market.

Having Everything

If there is still doubt as to the solvency of this noisy amusement enterper, try this on your zither: and in the shadow of the Times building and throw a stone in any direction and if you do not hit the equal, celluloid form, of anything ever in the legitimate, we will see at you receive, without charge, a clip of the monthly bulletin issued from the Motion Picture Club. For instance, within air-rifle distance, we have: John McCormack in one of the most charming and delightful enigmas of fantasy and song ever printed. As sophisticated a bit of true material as ever graced the ill-lit lane in "Paramount on Parade." Food for thought, the beautiful of the make-believe in its best form and honesty of presentation in that great film document, "Journey's End." Lawrence Tibbett, an ambassador from the Metro-

Dealers in 39 Cities Get Together in National Co-operative Body

Kansas City—Independent theater supply dealers of the country have formed an organization known as the Affiliated Theater Supply Dealers, with C. H. Badger, of the Stebbins (Continued on Page 8)

"Hell's Angels" $20

West Coast Bus, THE FILM DAILY

Los Angeles—Sid Grauman, exploiting "Hell's Angels," plans a $20 premiere. Seems there were too many willing to pay the $10 previously reported.

Fox Estimates $4,604,684 Netted in First Quarter

BANKERS COMPLETE PLANS FOR FOX FILM REFINANCING

Plans for refinancing of Fox Film were completed yesterday and a group of bankers headed by Halsey, Stuart & Co., will today offer $55-

(Continued on Page 8)

Estimated net profit, before taxes, of Fox Film for the first quarter of 1930 is announced by Harley L. Clarke as $4,604,684, a jump of 50 per cent over the same period in 1929. Profit of WESCO Corp. for the first 1930 quarter is $1,411,439, a rise of more than 300 per cent over the $442,203 in the same quarter of last year. Clarke, in his letter to stockholders, pointed out that earnings (Continued on Page 8)


Four Companies Already Planning Change in Sales Policy

Four distributors at least will enter the 1930-31 selling season with policies allowing buying of individual pictures, THE FILM DAILY learned yesterday in a canvass of sales managers. Paramount will sell either (Continued on Page 8)

WARNERS MAY BE NEXT TO PRODUCE IN EUROPE

Plans for producing abroad will be gone into by Harry M. Warner who sails June 11 for the other side to continue conference of the Kuchenmeister and Tobis interests. Cable dispatches from Amsterdam yesterday stated that the foreign group would join with Warners to produce talkers in London, Paris and Berlin.

$6,000,000 TO BE SPENT ON M-G-M FOREIGN FILMS

M-G-M will spend $6,000,000 on foreign talkers to be made in Hollywood this year, Arthur Loew said yesterday upon his return from abroad. Loew, who was accompanied (Continued on Page 8)

Tiffany Buys Company Making Talkers Abroad

Paris (By Cable)—Tiffany has bought the Wilton Frockless Tiffany Co. of France. The company will make 12 talkers annually in French, German and Spanish.

Latest in Lobbies

Boston—A unique lobby stunt to stimulate trade is being worked with success at the Uptown, where Saul N. Coogan, pastel artist, is doing portraits in the entrance way.
Gone to Someplace — and arriving on time

(Continued from Page 1)

In a political, charming audience in the delightful "Rumble" for unseasoned columnists like the writer, as well as tired businessmen, that rather hot bit of nonsensical stuff, built up and vaguely and sort of by the carload, labeled "The Cuckoos."

Afterthoughts
This is not to be construed as a free advertisement for the above-mentioned productions. They are but a few blooming buds from a garden of many. It is rather an observation of reaction on a thought shot at this so-called writing stage, especially in the larger cities, would enjoy both a financial and an artistic renovation. This as it should be. Each can and will be a financial executive, who should have known better, that sound and talking pictures could never completely cover the amusements field.

And lest we do not make our selves perfectly clear, let us again say here and now that we positively and with finality believe the speaking stage a thing of the past. Quite the contrary. This has been proven by the past three months of rising legitimate box-office receipts everywhere. It is not at all unlikely now, with the novelty of the talkers a matter of history, the speaking stage especially in the larger cities, will enjoy both a financial and an artistic renovation. This as it should be. Each can and will be an inspirational help to the other. That this thought is recognized is manifest in the present activities and elaborate plans of several of our larger picture outfits in invading the legitimate field.

However, what we started to say in a paragraph, and which has already taken a column, is this: Any way you look at it, the talking picture has proven itself. Artistically, esthetically, financially and happily, from the standpoint of versatility. And—last, but certainly not least, as the greatest and most effective first-aid kit to slightly damaged and injured box-offices that any industry has ever known.

Schulberg Due May 8
B. P. Schulberg is due in New York on May 8. He will attend the Paramount conventions before returning to the Coast.
WIN 1930 "SHORTS" MEDALS!

PARAMOUNT
SOUND
NEWS

... for leap-
ing into the
lead in
sound news
reel field
and hold-
ing it.

CHRISTIE
TALKING
PLAYS

... for sup-
plying con-
sistently
fine 2-reel
hits that
click.

PARAMOUNT
QUALITY
ACTS

... for bring-
ing Broadway's big-
gest names
in 1- and 2-
reel spark-
kers.

PARAMOUNT
SCREEN
SONGS

... for the
most popu-
lar single
reel subject
on the mar-
et.

PARAMOUNT
TALK-
ARTooNS

... for an
amazing 1-
reel nov-
elty that is
a huge and
deserved
hit.

Thousands of exhibitors are
pinning medals on them-
selves for solving their shorts
problem. Find a company
that delivers shorts that have
consistent quality, novelty,
showmanship, and delivers
them as and when promised
—and you can solve it too.

THERE'S ONE COMPANY MEET-
ING THESE REQUIREMENTS:

PARAMOUNT
FULL SPEED
and still jamming 'em in at every show a
2nd week
NEW YORK CLEVELAND BALTIMORE
ROXY HIPPODROME NEW THEATRE
BOSTON R. K. O. NEW KEITHS YOUNGSTOWN
HIPPODROME PARK THEATRE
HIGH SOCIETY BLUES
with the record smashing "SUNNY SIDE UP" combination
JANET GAYNOR CHARLES FARRELL
Directed by DAVID BUTLER

YOU BANK ON
FOX

NOW AVAILABLE
THE ARIZONA KID
with WARNER BAXTER
The NEW MOVIE TONE
FOLLIES OF 1930
with EL BRENDEL—MARJORIE WHI
June 8th
WILL ROGERS in SO THIS IS LONDON

HARLEY L. CLARKE
President
AHEAD! ANOTHER WOW!

DOUBLE CROSS ROADS
with LILA LEE ROBERT AMES

SRO at the COLONY
New York

Theatre Every Week With These Naturals!

BORN RECKLESS
May 11th
From the novel "Louis Beretti" by Donald Henderson Clarke
with EDMUND LOWE

ON THE LEVEL
with VICTOR MCLAGLEN FIFI DORSAY
Bigger than "LONE STAR RANGER"

ROUGH ROMANCE
GEORGE O'BRIEN HELEN CHANDLER ANTONIO MORENO
First on the Screen means Pathé!

MORMON

The Mormon Church moves its gigantic centenary celebration from the famous Salt Lake City temple to the State House steps to be photographed in sound by the Pathé Sound News cameras.

"IT'S ALWAYS...

PATHE SO

EDITED BY TERRY RA
Heber J. Grant, President of the Mormon Church, praises Pathé Sound News for giving the whole world a chance to see this great and costly spectacle through the medium of the Pathé newsreel.
Diversified Field for Talkers

As evidence of the diversified field open to talkers, General Talking Pictures reports on the installation of De Forest equipment in Bing Sing Prison, a High School in Lansing, municipal theaters in several cities, state conservatories of music, city clubs, colleges, labor temple lodges, women’s clubs, and two theaters conducted by Bishop Thatcher of the Mormon Church. Logan, Utah.

6,500 U. S. THEATERS WIRED IN 12 MONTHS

More than 6,500 sound devices were installed in the U. S. last 12 months, bringing the total wired houses as of April 15 up to 9,975, it is indicated from weekly charts kept by one of the major film companies. There are now more than 11,000 different types of reproducers, including about 25 home-made machines, the statistics show. Western Electric is in 45 per cent of the theaters equipped, with Packard second on the list, and RCA Photophone following. Less than 1 per cent of the proprietors now equipped with sound-on-film machines and all other types of apparatus, chiefly due to the great reduction recently effected by several reproducer manufacturers, is in stalled in 47 per cent of the theaters, while only 3.5 per cent of all the theaters have no equipment at all.

The East is highest in the percentage of equipped houses, with 45 per cent. The West is second with 40 per cent, and the South last with 15 per cent.

According to the reports, 441,284 theaters in the United States operating today in the U. S. than for several years back. The reason given is that the great demand for heat has not kept pace with the closures during the last year and sound has been in demand by the exhibitor in many cases. Of the houses not wired, exhibitors who are not taking their time before buying equipment due to the stiff prices and payments required. These houses are mostly of the smaller type.

50% Jump in Fox’s First Quarter 1930 Earnings

(Continued from Page 1)

increased $1,500,000 after writing off inventory of $4,246,895, which is $1,600,000 more than for the corresponding period last year. The management, Clarke says, already has been able to consolidate operations so that over $2,000,000 a year is being saved, and many further economies will be made.

The comparative statement follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Film rentals</th>
<th>Labor sales</th>
<th>Total sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1930</td>
<td>$8,232,219</td>
<td>$15,775,954</td>
<td>$24,008,173</td>
</tr>
<tr>
<td>1929</td>
<td>$6,673,503</td>
<td>$12,369,366</td>
<td>$19,042,869</td>
</tr>
</tbody>
</table>

Negative and positive
written off
1,630,787 | 2,546,946 |
Participations
917,086 | 1,018,058 |
Exchange, head office
and administration
expenses, etc.
2,586,341 | 3,039,652 |
7,166,197 | 9,332,333 |
$2,557,306 | $3,046,631 |

Profit from theaters and
real estate operations
90,876 | 147,614 |
Profit of WESCO
42,067,532 | 4,117,439 |
Net profit before
taxes
$3,090,470 | $1,604,848 |

$6,000,000 to be Spent

On M-G-M Foreign Films

(Continued from Page 1)

panied on his foreign trip by Dave Blum, brought back Jacques Deval and Yves Miranda, scenario writers.

Four Companies Plan to
Sell Films Individually

(Continued from Page 1)

IDLE hands are currently being worked on an agreement to buy out the interest of another company in the foreign film business. The plan is to set up a new company to handle the foreign film business.

Short Shots from New York Studios

By HARRY N. BLAIR

DARNED clever, these assist-
directors! Harold Godsoe, who
has officiated in that capacity on
Louis Brock RKO comedy mas-
bles, turned out a new gag the other day by acting line when suddenly called up
on to impersonate an irate golfer in a talking comedy, "The Golf Specialist," just completed under the direction of Monte Bric.

Special Note: Dorothy McCarthy, of the McCarthy Sisters, who is out from California for a visit, spent the weekend in Spark Hill as the guest of Mr. and Mrs. Dal Clawson.

A heavy veil of secrecy guards the Warner Vitaphone studio during the making of "Boys Will Be Girls," featuring Joey Ray, Olive Shea and New York. It was reported to be all new and different in the short subject line, no visitors were allowed on the set. Even the director, RoY Mack, had some difficulty in persuading the doorman that he be longed there.

Sidney Sydney, formerly assistant to George Weber, of the camera department, has returned to his former job in the trick department, where he expects to work out some original ideas.

Charles Ruggles and Betty Gar-
d were "on location" in the making of "The Fakir," short comedy directed by Ray Corrine. Both the up and lower stages of the Paramount New York studio being occupied with bis sets, most of the action was taken in the studio yard.

Bankers Complete Plans
for Fox Film Refinancing

(Continued from Page 1)

000,000 is promised by all the noted banks as the initial public financing under the new regime. These temporary securities are being issued pending readjustment of the company’s affairs. It is expected that a long-term loan can be arranged later, on more advantageous terms. The notes will be secured by the 600,000 shares of Loew stock and the holdings in Casablanca.

General Theatres Equipment, which recently has obtained $33,000,000 in 6 per cent debentures, also is offering today $33,000 additional shares of common stock at 45.60. Steps have been taken in Supreme Court by Stanley M. Lazarus, attorney, to with the case on behalf of three minor stockholders who sought to restrain the new refinancing plan.

Warner in Talker

Harry M. Warner, Herman
Starr and other Warner and
RKO executives yesterday visited the Eastern Vitaphone studio, where the Warner Bros. president made a short talk which will be shown at the S. M. P. E. meet-
in Washington.
Timely Topics
A Digest of Current Opinion

proper Maintenance of Fire Extinguishers
FOR positive results in the operation of fire extinguishers, those containing soda and acid, or foamite solution, must be re-filled every 12 months; this is also a requisite of the Board of Fire Underwriters and most cities or municipalities. Those extinguishers containing tetra-chloride solution are not necessary to refill once each year, but should be shaken up at intervals of every six months. Should only a portion of the content of any fire extinguisher be used, discharge the remaining content and refill. In addition, have placed on each contain a tag showing the last inspection or filling.

FOX "NOW"

Censoring the Screen and the Stage
THE question might well be asked as to why it is so necessary to exercise such a constant surveillance over pictures when the speaking stage is permitted to become as dirty as it has evidenced itself in recent years. Without exciting or ab- soluting in the slightest the stream of filth that has emanated from the speaking stage, it must be considered that the latter is patronized largely by adults, while the pictures are heavily patronized by the young, even by the children. For this reason alone more care needs to be ex- ercised in keeping the screen from the sins of the speaking stage, and the producers and distributors can do it if they set their minds resolutely to the task.

Springfield (Mass.) "News"

A FILM FACT A DAY
The 18 moving picture houses on Broadway seat 37,595 people.

ALONG THE RIALTO
with
Phil M. Daly
IT is a pleasure to comment on a certain young man in this film biz who has just gone over in a Big Way......he has been razzed and criticized plenty merely for the crime (?) of being Young, but because he is the son of a man who has done big things in the industry, that made his job even tougher.......but the other night he had his vindication.......he supervised a big production......worked night and day for months to prove that he DOES know what this picture puzzle game is all about.......and the result shows in "All Quiet on the Western Front"......it's your 22nd birthday anniversary, Carl Laemmle, Jr., and you have every cause for joyous celebration........

HOWARD ESTABROOK, working quietly for years on scripts, has hit the Front Row with a zip.......He is in such de- mand that he'd have to be three writers to handle all the work offered him.......his latest is the picture version and dia- logue on Edna Ferber's "Mormon"

Has anyone here seen Ronald Colman?.......either Ronald is very modest in hiding out this way from us reporters, or else he's hit on a brand new idea for getting talked about.......And now they have put a fox hunt in the Fox opus, "Are You There?".......after all these years they have decided to capitalize the company's name........

HIS FRIENDS will be glad to learn of the testimonial dinner to J. J. Fitzgibbon in honor of his promotion as Director General of Paramount in Canada.......the Tea Party will be held at the Somerset Hotel, Boston, May 6.......Lillian Roth is on the way from Talkie Town to take the femme lead in feeding "Animal Crackers" to the Four Marx Brothers.

DAVE A. Epstein, loud speaker for a list of Hollywood celebs as long as a congressman's speech, but far more im- portant, is tarrying at the Algonquin with enough stories to fill all the Metropolitans m. p. columns.......he's just gawd's gift to us typewriter-tinkers........

THE MORMON pageant celebrating the founding of the Mor- mon religion was photographed by Pathe Sound News at Salt Lake City.......here is something for the Pute Rooster to crow about......his ancestors were specializing in multi- tude wives long before Brigham Young started the propaganda.......but the Rooster is still getting away with it.......Gilbert Golden of First National has made a pip of a layout for the "Song of the Flame" program cover.......And have you cast your dazzled eye over Russell Holman's 32-page hand- book on "Paramount on Parade?".......it has eight pages of Exploits that exploit, if you follow us........

THINGS WORTH While: Horace Heidt and His Californ- ians on the Paramount-Publix program to be broadcast May 3........And will you permit us to hazard the thought that trying to squeeze all the letters of "All Quiet on the West- ern Front" into the Mazda bulbs on the marquee is going to give a lotta exibits serious sins trouble?........

CATHERINE DALE O'WEN was guest of honor for the Old Gold hour the other evening.......the radio fans sat at their receiving sets blindfolded and tried to guess what ciga- rette she was plugging.......and if this radio craze keeps up, producers will soon be hiring their stars from the broad- way studios.......Eddie Klein, in announcing that May 6 is Ritz Night, sez: "For the first time in AMPA history there will be no charge of any kind to the members......although this is the first time the organization has given anything away, there is a rumor that the individual members have occasionally tried to give away press notices to the newspapers.......but you can't believe these rumors......."

MANY A theater wired for sound only produces weird sound.

EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Made a Novel Lobby for Lo Pictures
GIVING a brand new twist to a not so new idea, A. H. Vincent put over "Sarah and Son" at the Public-Sterling, Greeley, Colo., with local photo- graphs. He had two frames, one containing photographs of prominent married women and the other pictures of their sons. A pair of seats could be claimed by any mother discovering her picture in the display, so most mothers came down to the the- ater and got sold on the picture even if they did not find their maps on display. A credit card to the photographer will swing this without cost, but look up the law. In some states it is not legal to use portraits for advertising purposes without consent.

—Eppe Sargent in "Ritz"

Jazz Band for "Puttin' On the Ritz"
A JAZZ band was especially engaged to visit four leading department stores in Youngs- town, Ohio, prior to the opening of "Puttin' on the Ritz" at the Paramount. They played hit numbers during a twenty-minute concert in each store. Announce- ments of the event were advertis- ed in the windows of the dif- ferent stores and in news ad- ves.

—United Artists

MANY HAPPY RETURNS

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

May 1
J. G. Bachman
Josephine Dunn
Leila Hyams
Robert Lord
United States
San Antonio—Palace has been leased by R. J. Stimett and E. Charinsky of Dallas for five years for a total of $180,000.

Glassboro, N. J.—Glassboro, equipped with RCA Photophone apparatus, has been opened to the public. "Allie" Hill is manager.

Oil City, Pa.—Stahl Brothers are again operating the Lyric.

Milwaukee—Charles Tolbot, Vernon Tolbot and Clinton Harris have reopened the Miramar, dark for the past few months.

Fond du Lac, Wis.—Kenneth Butterfield has succeeded Nat Blank as manager of the Fox Fond du Lac. Blank is managing the Ritz in the same circuit.

Minneapolis—Ed Furni, manager of the R-K-O Orpheum, has been sent to Boston.

Arcata, Cal.—Minor is now being managed by C. W. Norris, formerly with the State, Ukiah. He succeeds Artur Schultz.

New Brighton, Pa.—The rebuilt Brighton has reopened.

Dunellen, N. J.—Earle E. Belcia, manager of the Warner house in Bloomfield, has bought the Cameo there.

Healdsburg, Cal.—Work on the State, to be built here by the Redwood circuit, will start soon.

Wilmington, O.—Ben Hook has succeeded George Settos as manager of the Murphy of the Chaekers chain of theaters.

Minneapolis—Publix has reopened the Palace, former burlesque house, on a 20-cent admission with four changes weekly. RKO, unable to get sufficient strong product, is closing the Seventh St. and President here and the President in St. Paul.

Ft. Fairfield, Me.—Publix has opened the new Paramount, under the management of G. E. Letarie.

Harrington, Wash.—Edwin C. Reeder has opened the Music Box.

Roswell, N. M.—Approximately $200,000 will be spent on the house to be erected here by Griffith Amusement Co. Seating capacity will be between 1,200 and 1,400.

Vandalia, Ill.—City Council has passed an ordinance permitting Sunday shows.

Detroit—John H. Kutinsky and George W. Trendle take over operation of WQNH radio nation in a few days.

Minneapolis—W. M. Miller has been elected head of the Northwest Theater Owners Assn. succeeding Al Steffes, who remains as general business manager. Otto Raths, M. C. Riggs, Charles Lee Hyde and W. W. Arnold were named vice-presidents.

H. E. Hoffman was elected treasurer. Miller and Raths were appointed alternates to Steffes on the Allied States.

Vicksburg, Miss.—While E. B. Hands, Jr., is taking a three-months' course in the publix school in New York, he has been succeeded here by J. D. Thomas, Jr.

Omaha—With the reopening of the Moon by Harry Goldberg, former Publix head here, and Jules W. Rachman, a new chain is contemplated.

West Point, Ga.—The Auditorium has been reopened by L. J. Duncan.

Gaffney, S. C.—Lyman Harmick has opened the newly built 60,000 house here under direction of Carl D. Buckner. House seats 700.

Lowell, Mass.—Clarence A. Cunningham succeeds J. K. O'Donnell as house manager of the Publix Rialto. O'Donnell has been assigned to the Strand, Portland, Me.


Sycamore Ill.—Lease of the Egyptian has been purchased by Metropolitan Entertainmen Corp., from DeKalb Egyptian Theater, Inc. Dale Leithead remains as manager.

Philadelphia—Jacob Blumberg and Charles Steifel, have opened their new downtown house, the Venice, with Jack Blumberg, Jr., managing.

Youngstown—Contract has been let by Warner Bros., to Heller Bros. Co., local firm, for erection of a $1,400,000 theater in W. Federal St.

Bettsville, O.—The Lyceum has reopened under the management of Harold Stump.

Morrill, Neb.—George Luce has opened a new house here, equipped for talkers.

Minneapolis—Frank Burke, recently sector of publicity and exploitation for R-K-O in the Twin Cities, will leave for the Coast shortly.

Boston—Seven acts of Publix vaudeville have replaced the five-act bill at the Scollay Square. New shows open Monday instead of Saturday.

Hartford, Conn.—Owners of the Cameo, now leased to Warners, have filed a notice with the city clerk that it has an interest in the Embassy, New Britain, recently completed.

Pt. Morgan, Colo.—John Anderson is negotiating for the cover, owned by Charles Pierce.

Reading, Pa.—Wilmer & Vincent plan a 4,000-seat house here to cost $1,000,000. It will be erected at the north side of Penn St. between Seventh and Eighth Sts.

San Antonio, Tex.—Dent Theatres, Inc., has awarded contract for the new Plaza.

Lakeview, Ore.—Construction will begin shortly on a $50,000 house here.

Foreign
Paris—M. Sven Garbo, brother of Greta, will have a role in the Swedish version of "The Hole in the Wall" to be produced by Cinestudio Continental.

London—Liabilities of some $200,000 are reported in the failure of Margate Super-Cinema, Ltd., operators of film theaters. Insufficient capital and lack of judgment in booking films are blamed for the plight of the company.

Bermuda—Among picture folk here are Beverly Jones, assistant editor of Pathe Review and Nicholas Cavaliere, staff photographer.

Isle of Man—Net profit of $70,000 is reported by the Strand Cinema Theater Co., Ltd., for 1929.

Edinburgh—with several leading Scottish theaters expected to bring back the orchestra, things are beginning to look a little brighter for the musician in Scotland.

London—Price of British Cinophone equipment has been cut to $3,500.

Paris—Societe Parisienne Cinematographique has been organized here to make, distribute and export films. It is capitalized at $80,000.

Antwerp—Pictures as a medium of industrial publicity will be given considerable attention at the international film exhibition here next summer.

Berlin—Ondra-Lamac has been formed here to produce and distribute pictures. The film is managed by Karl Lamac.

TEN YEARS AGO TODAY
In
Geraldine Farrar to star in "The Riddle Woman" for Associated Exhibitors.

Marcus Loew plans seven new theaters in the United States and Canada.

Famous Players-Lasky plans reissue of old subjects as an experiment.

Firma Daily

The MADISON
Illinois Avenue Overlooking Boardwalk and Ocean
"A Hotel Distinctively Different"
UNEXCELLED COLONIAL HOSPITALITY
JUST COMPLETED IN ATLANTIC CITY
Now Ready for YOU!
Fireproof—Showers and Baths Throughout
From $4.00 Daily.
European Plan
From $7.00 Daily.
American Plan

Fetter & HOLLINGER, Inc.
EUGENE C. FETTER, Managing-Director
$55,000,000

Fox Film Corporation
Secured 6% Gold Notes
Due April 15, 1931
Price 100 and interest

A letter from Mr. W. C. Michel, Vice-President of the Corporation, is summarized as follows:

Company: Fox Film Corporation is one of the largest and most prominent companies in the world engaged in the production, distribution and exhibition of motion pictures. Its product is distributed throughout the world.

Fox Film Corporation has acquired from Fox Theatres Corporation the latter's holdings of common stock of Loew's Incorporated.

Security: These Notes, in the opinion of counsel, are a direct obligation of the Company and are specifically secured under a Trust Indenture by the pledge of 660,000 shares of common stock of Loew's Incorporated and all the capital stock of United American Investing Corporation, which has a substantial stock interest in Metropolis and Bradford Trust Company, Ltd., owners of 65% of the ordinary stock of Gaumont British Picture Corporation, and represents an investment on the part of Fox Film Corporation of $20,000,000.

Equity and Assets: As at December 28, 1929, the pro forma consolidated balance sheet of Fox Film Corporation and wholly owned subsidiary companies, as prepared by independent auditors, reveals net tangible assets, without deducting this Issue, of approximately $157,208,511 (including over $9,800,000 of cash), an amount equivalent to $2,850 for each $1,000 of Notes.

Earnings: The consolidated net earnings of Fox Film Corporation and subsidiary companies, available for interest requirements on this Issue, after maintenance, taxes (other than Federal income), depreciation, amortization and other deductions, including profits applicable to minority interests and interest requirements on the mortgage and funded debt of subsidiary companies, for the two fiscal years ended December 28, 1929, as reported by independent auditors, are given below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1928</td>
<td>$6,572,840*</td>
</tr>
<tr>
<td>1929</td>
<td>$13,966,355*</td>
</tr>
</tbody>
</table>

Annual Interest Requirements on this Issue: $3,300,000

* The 1928 and 1929 figures are before the deduction of special charges consisting of provisions in excess of $5,812,680 have not been included.

Management: The management of Fox Film Corporation will be vested in certain principal operating executives who have been responsible for the past success of the Company, augmented by the engineering and scientific staffs of General Theatres Equipment, Inc.

This offering is made subject to the conditions more fully set forth in the complete descriptive circular, a copy of which may be had upon request.

HALSEY, STUART & CO.

Dated April 15, 1930 and redeemable. Interest payable at the offices of Halsey, Stuart & Co., Inc., in New York and Chicago. Interest payable October 15 and April 15, without deduction for any Federal normal income tax not in excess of 2% per annum. Principal will be payable at the principal office of the trustee in New York. Coupon Notes registerable as to principal only, in the denominations of $1,000, $5,000 and $10,000. All statements herein are official or are based upon information which we regard as reliable, and, while we do not guarantee them, we ourselves have relied upon them in the purchase of this security.

May 1, 1930
Double Exposure of Hollywood

TONIGHT AT THE WINTER GARDEN
New York will see The Most Intimate Studio Romance ever Revealed!

The Winter Garden's New Policy. Roadshow Attractions at POPULAR PRICES

SHOW GIRL in HOLLYWOOD

Continuous Performances Beginning at 10 A.M. Midnite Show Every Nite (Smoking in Balcony)
wait till you see

ALICE WHITE
in the Natural Hues of TECHNICOLOR
Jack Mulhall, Ford Sterling, Blanche Sweet, John Miljan and dozens of stars.
A FIRST NATIONAL and VITAPHONE PICTURE

"Vitaphone" is the registered trade mark of the Vitaphone Corp.
Arbitration Included in New Canadian Contract

PUBLIX GETTING COMERFORD CIRCUIT?

Hays Office Formulating Advertising Ethics Code

The Mirror
—a column of comment

LOCK BOOKING, once a topic at furnished power for much industry fireworks, is gradually losing popularity in some quarters. New sales policies indicate this decline is not attributable to any qualitative shots such as its opponents would like to have fired back. Instead it is principally due to the influence of sound on the industry. Good story material, which is the basis of good entertainment, has a shorter career than ever before. Consequently it is becoming increasingly difficult to devise saleable product which may, by the time it actually goes into production, lack originality in theme. Another factor in the situation is the recent numbers of pictures to be made by major companies which lightens efforts. Individual buying of pictures is likely to result in a free adjustment of rentals for all

RAUDULENT M. P. stock promotions, although substantially eradicated through such agencies as the Hays office and the Better Business Bureau, occasionally pop up to take red-earned dough away from the illusive. Exhibs everywhere can help to counteract the constant clean-up campaign. I doubt if it can do much toward reflecting credit upon the industry's reputation in your own mite if you keep a sharp eye for propositions which savor of the tony and tip off the prospective vultures.

HERE OUGHT to be a law against slobbery just being a place for people to buy tickets and wait for seats, ought to serve as the well-dressed slob window with that come-on-in-e. What's your lobby doing?

Producers, Distributors Are Holding Secret Meetings

A code of ethics governing advertising, especially as it applies to newspapers, is being prepared by producing and distributing company advertising managers. Second in a series of secret meetings on the subject was held yesterday at the Hays office. The code is particularly inspired by recent difficulties in Chicago. In that city alone, Will H. Hays told the advertising men the other day, censorship has cost the industry $300,000 in one year.

SAYS NON-DIALOG FILMS ARE NEEDED FOR EUROPE

Non-dialogue pictures, synchronized with music and effects, seems to be the solution of America's distribution problem in Europe, according to Al Szekler, general manager for Universal in continental Europe. Universal, he said yesterday, has no plans at the moment for producing abroad. Szekler believes that Germany will provide a number of valuable inventions in connection with pictures and points out that much

New Canadian Contract Form Will Go Into Effect May 15

J. SAFRON AND C. ADAMS BEING PROMOTED BY RKO

Two RKO men are understood to be slated for promotion to district managerships. Jerry Safron, short subject sales manager, will take charge of the Eastern district, Cleve Adams, N. Y. exchange manager, will be placed in charge of the Central district.

Fast Censoring

Richmond — Virginia claims one of the speediest censorship services in the country. Many films are shown in theaters almost immediately after they are reel off in the State office projection room. Richard C. L. Moncur, one of the censors, sometimes gets on the job at daybreak, and recently the board viewed 43 reels in a day.

ACADEMY MAY RECOGNIZE ASSISTANT DIRECTORS

West Coast Bureau, THE FILM DAILY

Los Angeles—At a meeting to be held Monday the Academy of M. F. Arts and Sciences will consider giving recognition to assistant directors. The plan to unionize the assistants recently was dropped.

Warner-Equity Acquires Eight Jake Fox Houses

Philadelphia — Warner - Equity Theaters has taken over the eight Jake Fox houses in New Jersey.

Negotiations for Walter Reade Houses Also Under Way

Purchase by Publiix of the Comerford Circuit was the big news circulated unofficially along the main stem yesterday. Sam Katz, queried on the deal, denied knowledge of it, but added that when these matters get into the hands of the legal department, it sometimes takes couple of weeks for official notification to come through to him.

Frank Walker, representing Mike Comerford in New York, also said he knew nothing of a deal having been closed, but admitted that negotiations were in progress.

From another authoritative source THE FILM DAILY learned that one of the big circuits had concluded arrangements for all

OUTDOOR TALKER SHOWS OPEN NEW POSSIBILITIES

New possibilities for talker entertainment in the outdoor field are seen as a result of successful open-air performances given with Western Electric equipment aboard the President Fillmore at sea and in various tropical countries visited by this ship on its recently completed round-the-world tour. Exhibition in tropical countries is expected to be revolutionized by the success of these demonstrations. Joe Fisher, prominent showman of the Far East, who was

FOX SILENT REEL TO QUIT FOREIGN FIELD NEXT YEAR

In an announcement regarding the discontinuance of the Fox silent newsreel in this country and Canada beginning today, Winfield H. Sheehan stated that it is expected to also discontinue this silent reel in all foreign countries within a year or a year and a half.

(Continued on Page 7)

(Continued on Page 7)

(Continued on Page 7)
Benefit Performances
Allowed in Baltimore

Baltimore—Although theaters must remain closed, private organizations are being permitted to give Sunday evening film shows provided they are benefit performances and not for profit. An arrangement has been made whereby booklets are sold for about 50 cents each to patrons, Shows are given in such places as the Maryland Yacht Club, the Y. M. C. A. and the Alcazar.

Red Star Music Signs
Two Foreign Contracts

P. J. Flaherty, general manager of the Red Star Music Co., Inc., announces that he has closed contracts for the Red Star catalogue in Australia, with B. Davis of Sydney, for a period of one year. This deal is the outcome of extensive negotiations between Julian T. Abeles, attorney for Davis, and is said to involve approximately $20,000.

Red Star has also closed a deal with Boesen Verlag of Copenhagen, covering the Scandinavian countries and Finland, for the next two years.

“U” Foreign Officials
Meet at Atlantic City

Foreign managers connected with the Universal export department yesterday went to Atlantic City to reschedule their convention meeting, with N. Panie Mannheim, export manager, in charge. The group comprises: Monroie Izen, Latin America; Herc McIntyre, Australia; Frank Ditteman, Great Britain general sales manager, and Al Zakiewicz, Continental Europe. James V. Bristow, general manager for Universal in Great Britain, has gone to the Coast, prior to returning to London.

Author Will Receive
Percentage of Gross

Frederick Lonsdale, English playwright who turned out “The Last of Mrs. Cheyney,” will receive a percentage of the gross receipts of the Ronald Colman picture for which he has been signed by Samuel Goldwyn to write the story.

Ready for State
Right Buyers

Schiller’s Famous Drama
Rossini’s Grand Opera

“William Tell”

Seven Reels Synchronized Singing, Music and Sound

For particulars address
A. J. Danziger

360 Ninth Ave. New York
Another GREAT HIT from COLUMBIA!

GEORGE SIDNEY AND CHARLIE MURRAY

The TALKING SCREEN'S GREATEST COMICS in the
MIRTHQUAKE of 1,000,000 LÀFFS

"It's tellin' yer, I am, 'tis the Gr-r-reatest, Funniest Picture we've ever worked in!" "Nu!, did I say NO?"

"AROUND the CORNER"

Directed by BERT GLENNON with JOAN PEERS AND LARRY KENT
Along the Rialto

with

Phil M. Daly

Maurice Chevalier left today for Hollywood to make his next Paramount picture under the direction of Ludwig Berger. Over at the Para stude in Longisle they certainly will miss the genial Frenchman who has been the life of the party. Radio has decided to let Richard Dix revert from his recent farce characterizations to hero roles, his first being the part of Yancey Cravat in Edna Ferber's 'Cimarron.' And a press notice from Radio states that the company is "enclosing within a gilded cage of the studios a host of songbirds," tweet, tweet.

* * * *

MASH NOTES are now being received by song composers, Al Dubin and Joe Burke having received several. This information should give the screen stars a lot of relief. An epidemic of marriages has hit the widows of screen stars, the latest being Dorothy Dwan, widow of Larry Semon, and Mrs. Eleanor Ince, widow of Thomas H. Ince. Dainty Marie, the physical culture beauty, is now rebuilding and beautifying womankind through an original method of rolling exercises. Another case of roll your own.

* * * *

Fred Scott, who sings "With My Guitar and You" in "Swing High," had to sing it all over again at the studio on the playback the melody came out: "With My Catarrh and You." It's a very neat number, this song, also, "Shoo the Hoodoo Away," which have been well spotted in the production. Ted Todd, exploiter, has built up a snappy press book for the one-reel cartoons of "Bongo," the funny puppy, exploiting like a feature.

* * * *

A SERIES of weekly radio talks called "Looking at Life" will be broadcast over WMCA by Louis Nizer, sec of the local Film Board. Zarah Haven of Para's short subject department, got a nice i/1 ticket for speeding. They are telling a good one about Will Osborne doing a press stunt for Loew's State, trying to sell $5 gold pieces for $4, and he only had two takers... so this stunt cost Loew's exactly two bucks. John Green, staff composer at Para's Long Isle studio, is now honeymooning with Miss Carol Falk at White Sulphur Springs.

* * * *

Jay Emanuel, of Emanuel-Goodwin publications, all hopped up over a notice we gave him, writes: "What ardor! What enthusiasm! What shafts of roses from you! The day begins anew. The bluebirds sing. The sun shines, and all is happy and gay..." and when we read that, we went dancing down Broadway, scattering violets hither and yon.... till a traffic cop stopped us with a queer look.... The mag, "Books of the Month," lists "Young Man of Manhattan" as one of the best sellers of the month.

* * * *

We know you are going to get very excited when we tell you that Frank Albertson, featured in Fox's "Road House," collects railroad time-tables as his hobby.... now if he collected railroad tickets, that would be something worthwhile.... Stepin Fetchit, the negro comic, has been driven to write a book in order to support three autos, a wife and two chauffeurs.... and Stepin denies that his name is a plug for Parisian negresses.

* * *

Hy Phen says: "You can't expect to be a screen star if you cont-act!"

Timely Topics

A Digest of Current Opinion

New Code Means a Gain for Art

That some danger lies in a too rigid application of this or any other prohibitory code goes without question. Some masterpieces of literature have ridiculed man-made laws and moral codes, and we know of no reason why the movies should be denied the field of satire. But there is a vast difference between intelligent satire and a dangerous sentimentalization of crime and criminals such as has been seen during the past few seasons in picture dramas of underworld life. If Mr. Hays' new code can spare us that, both art and our national standards of conduct will gain by it.

New Orleans (La.) "Item"

* * *

New Production Trend a Good Plan

Announcements of producers thus far of production schedules for the coming season augur well for the industry. The "fewer and better" trend seems to gain momentum with each succeeding year and it is a good plan to follow through. We note that all-color features will not be as prevalent as was earlier expected. The cost of color photography is one reason and the fact that it has not yet reached a complete state of perfection is probably another. Doubtless, color sequences will be used in a number of pictures—the scenes will thus be well chosen and assure a better reception by the public through contrast with black and white.

"M. P. Times"

A Film Fact A Day

Clara Bow made her first picture appearance in "Down to the Sea in Ships."
Twenty Million People—

read "ALL QUIET ON THE WESTERN FRONT"
—and gloried in the courage and bravery
of youth gone to war!

Twenty million people thrilled to the mental
picture of a nation of rosy cheeked boys
playing around with the business of war.

Twenty million people laughed with them
cried with them... fought with them...

Twenty million people gave them their love
... and now the book is on the screen...
in all its glory of youth and love and life
gone mad in the frenzy and glamour of war!

NOW ELECTRIFYING NEW YORK at $2.00
Top — Central Theatre.

A CARL LAEMMLE, Jr., Pro-
duction directed by LEWIS
MILESTONE. With Louis
Wolheim, Lewis Ayres, John
Wray. Adaptation and dia-
logue by Maxwell Anderson and George Abbott.

UNIVERSAL FIRST!
**UBLIX MAY Acquire COMERFORD THEATERS**

(Continued from Page 1)

...houses that are fully owned by Comerford. But in the case of the theaters in which Comerford has an interest, RKO also has been dickering for the Comerford houses, numberin...
Cast of Mary Pickford’s “Forever Yours” Complete

Cast of “Forever Yours” which Mary Pickford is producing for United Artists, has been completed. Besides Kenneth MacKenna, who plays opposite, it comprises Ian MacLaren, Don Alvarado, Charlotte Walker, Nella Walker and Alice Moe. Marshall Neilan is directing, with Jack Pickford and Lonnie D’Ora assisting.

Completes “Firebrand Jordan”

Third of the series of Big Four all-talkers by Grunin has been completed under the title of “Firebrand Jordan.” Lane Chandler heads the cast, which also has Yakima Canutt, Lewis Sheldon, Tom London and others.

Jean Arthur Borrowed by RKO

Jean Arthur has been borrowed from Paramount to play a role in the RKO western written by James Ashmore Creelman for the wide screen. Louis Wolheim and Robert Armstrong are others in the cast.

Bechdolt Adapting “Brothers”

“Brothers” is being adapted by Jack Bechdolt for Columbia, Bert Lytell will appear in the dual role.

Paramount Signs playwright

Marie Baumer, author of “Penny Arcade” and “Town Boy,” stage plays, has arrived in Hollywood from New York and joined the writing staff at the Paramount studios.

Archibald to Direct Dix

George Archibald has been selected to direct Richard Dix in his next film for RKO, based on a story by Wallace Smith. Mary Lawler will play opposite the star.

Fazenda in “Rain or Shine”

Columbia has added Louise Fazenda to the cast of “Rain or Shine,” which will have Joe Cook as the star, A. W. Copeland and Myrna Green will also be in the film. Frank Capra is directing.

Morgan Wallace in “Sisters”

Morgan Wallace makes his debut in talking pictures in Columbia’s “Sisters,” which co-stars Sally O’Neil and Molly O’Day.

Sennett Signs Al Martin

Mack Sennett has signed Al Martin to write dialogue.

Howell Working on Columbia Film

Dorothy Howell is preparing continuity and dialogue for “Ladies Must Play” for Columbia.

Theater Changes

Reported by Film Board of Trade

TEXAS

Changes in Ownership

Alto—Majestic, sold to Joe Stephens; Bloom—Majestic, sold to V. B. Young; Cleburne—Yale, sold to Cleburne Theaters, Inc.; Cleveland—To-Na, new owner; Cleveland—Tennessee, sold to H. H. Harris; Denison—Dreamland, sold to Ferri Bros.; Edgewood—Galaxie, sold to J. W. A. Miller; Escalade—Matador—Majestic, sold to Griffith Amusement Co.; Yucca, sold to Griffith Amusement Co., San Saba—Ritz, sold to H. F. Taylor; Spearman—Lyric, sold to J. M. Thompson; Woodbine—Crescent, sold to Hugo W. Miller.

Closings

Alvord—Majestic—Palace; Amador—Palace; Ambridge—Barnhardt; Baytown—Ray Humble Club, Community; Bendmont—Kyle; Beckville—Inez; Big Lake—Palace; Blue Grove—Blue Grove; Brackettville—Star; Burbett—Cupid—Byers; Cleburne—Rev; Comfort—Opera House; Corinth—Christian—Crown; Cross Palace—Bayley Palace; Edna—Marion; Elkhart—Fox; Galveston—Crown, Grand—F. J. Walker; Girard—Girard; Greenville—Opera House; Kenned—Grand Long Mott—Palance; Malone—Malone; McAbee—Marstin—Marshall—Grand; Meadow—Gatson; Manhattan—Jazz; Midland—Grand; Old Palache; Palace; Pl. Arthur—Cameo; Liberty, Victor; Presidio—Rudol;quint—Capitol; Rialto—Rialto; Rialto—Rialto; Rialto—Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Rialto; Ria
the film daily ★ ★ ★ considers
its primary duty ★ ★ ★ is that
of rendering a distinctive
news service of timeliness ★ ★ ★
of complete world-wide coverage ★ ★ ★ of time saving
make-up ★ ★ ★ and a thorough
and accurate presentation of
the news of this industry ★ ★ ★
perhaps that is why it is con-
stantly gaining ground ★ ★ ★ particularly in prestige
★ ★ ★ and reader confidence
**United States**

Seattle—Fred B. Carter, formerly with National Theater Supply in Portland, is now managing the company’s branch in this city.

Los Angeles—Arthur J. Aronson is here from Seattle to take over the management of the Southern Poster Co., recently purchased by the Western Poster Co. of Seattle and San Francisco. He is succeeded as manager of the Seattle branch by Don M. Backman.

**Jersey City, N. J.**—H. II. Stoll has taken up his new duties as managing director of the Stanley. He was formerly at the Tivoli and Roosevelt in Chicago.

**Danbury, Conn.**—St. George Cummings has been made manager of the Empress.

**National City, Cal.**—Fire recently did damage of $25,000 to the National, owned by the Bush Theater Co.

**Baltimore**—Amusement Corporation of America will rebuild the Astor at a cost of $130,000. Seating capacity will be enlarged to 1,800.

**Janesville, Wis.**—The Wheeler Co., has been incorporated here for the purpose of taking over the Myers theater property in this city. Incorporators are Wm. Beacock, Leigh Beacock and Hannah Snyder, all of Pesinawake.

**Aberdeen, Wash.**—The recently completed Roxy has been opened.

**Edinburgh, Tex.**—Mrs. L. J. Montague has opened the new Grande.

**Baltimore**—M. P. T. O. of Maryland, Inc., has established an emergency sound equipment service, conducted by Ray Smith, formerly operator at the New.

**Moorpark, Cal.**—A theater is planned here by a group of local businessmen.

**Plateville, Wis.**—Plans are being made for the erection of a new 600-seat theater building here by the Tracy Theaters Co., according to an announcement by William Tracy, manager of the Gem in this city.

**Petrolia, Cal.**—The Strand has opened. Dan Tocchini is one of the owners.

**Baltimore**—Harry Gruber has taken over the unfinished 500-seat Art Theater at Glenburnie. He will install W. F. apparatus.

**Buffalo**—C. W. Putnam has been named president and general manager of the Lew-Charles Amusement Corp. C. V. Dery is vice-president and booker, and Mary A. Graham treasurer.

**Charlotte, N. C.**—Reynold Willbanks, former manager of the Paramount exchange here, has been made Vitaphone representative in this area.

**Newton, Iowa.**—Mrs. Amelia Graber has sold the Strand to Fred Stines.

**Warwood, Pa.**—The Lincoln has been closed.

**McKeever, Pa.**—Harris chain has closed the State here.

**Pittsburgh.**—Offices of the Pittsburgh Film Board have been moved from Plaza Building to 86 Van Braam St.

**McKeever, Pa.**—Large screen has been purchased by Al Weis for the Capitol.

**Foreign**

**London**—Emphatic opposition to the adoption of the contingent idea in Great Britain was expressed by the Board of Trade in the House of Commons recently.

**Calgary**—Col. J. A. Cooper, president of M. P. Distributors and Exhibitors of Canada, has sanctioned the erection of a building here to accommodate all local branch exchanges. He sails for England on May 15.

**Port Hope, Ont.**—Famous Players Canadian Corp. will build a theater here to replace the Royal.

**London**—Audition, Ltd., is the name of a new sound film producing company.

**Limerick, Ireland**—Fire has completely ruined the Abbey Cinema.

**Paris**—Olympia Cinema has been opened by Haik’s.

**Paris**—Interest of the present administration in the film industry is taken as an indication that government action may be adopted to ease the burden under which the business is struggling in France.

**South Shields, England**—Another house will be added to the Thompson’s Enterprises, Ltd., chain when the Paladium, which seats 1,000, opens here in June.

**London**—“Call of the Sea,” described as the first British naval talker, will be produced by Julius Hagen.

**Toronto**—Marcus Loew’s Theaters, Ltd., owning two theaters here, showed an increase of 61 per cent in net operating revenue during the past year.

**New York**

The second meeting of the representatives of the Underwriters, Fire Dept. and four executives of the motion picture industry regarding fire regulations in theaters, exchanges, studios and delivery trucks will be held today at 1:30 p. m. at the Underwriters’ office at 85 John St.

**Arverne, L. I.**—The Mogle Holding Corp. has bought the Arverne, seating 1,200.

**Buffalo**—A $100,000 refrigerating plant is being put in at Fox’s Genesa Lake.

**Beacon, N. Y.**—Nabac Realty at Amusement Corp. of this city has been chartered at $10,000. Attorney for the company are Suchman and Samuel, 1500 Broadway, New York.

**Middletown, N. Y.**—W. Griffin Mitchell, for the last three years manager of the Salem in Salers Mass., has been transferred to Pull to the new Paramount here.

**Lockport, N. Y.**—The Temple oldest local theater, has been razed.

**Freeport, N. Y.**—N. B. Smith, former manager of the Grove, has been appointed manager of the El Club here.

**Utica, N. Y.**—Bernard Depkin, Jr., district manager for Warners in headquarters at the Stanley, has been switched to Milwaukee.

**Nayack, N. Y.**—Floyd A. Voigt has resigned as manager of the Rockland, local Fox house, William Burk comes from New York to succeed him.

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**700 ROOMS**

**RUNNING ICE WATER**

$3.00 **SINGLE** up

$5.00 **DOUBLE** up

$10.00 **SUITES**

Excellent Restaurant and the Nationally famous PARAUMONT GRILL

PARMAUMONT HOTEL
46TH ST. WEST OF BROADWAY
"IN THE HEART OF TIMES SQUARE"
What a Cast

in

WARNER FABIAN’S

WHAT MEN WANT

with PAULINE STARKE

PAULINE STARKE, the living answer to “what men want”; Ben Lyon, the sensation of “Hell’s Angels”; Barbara Kent, Harold Lloyd’s choice for his latest and next pictures; Hallam Cooley, charming comedian of “Paris Bound” and dozens of other pictures; Robert Ellis, polished villain in “Broadway.” That’s what you get in this picture built for the B. O.!
Now you can
Make Every
Seat Your
Best Seat!

These last rows in the balcony of the costly new 4400-seat Stanley Theatre in Jersey City, N. J. are ALMOST A CITY BLOCK from the stage.

Although this theatre was specially planned at great expense for maximum audibility, talking pictures were almost inaudible in these rear seats!

Then the BERLINER ACOUSTIC SYSTEM was installed. Now every occupant of these seats can hear as perfectly as in the front row!

The Berliner System will do the same thing for your theatre—
for any theatre, new or old.

The Jersey City Stanley is only one of more than a dozen advance installations that prove the 100% success of this sensational new discovery.

With the Berliner System your theatre will have far better audibility than a brand-new theatre without it.

The experiments of centuries prove that special construction will never solve the acoustic problem. The Berliner System has solved it finally and definitely because it is based on an entirely different and scientific principle.

Not only rear seats, but side seats and “dead spots” as well are made as good as your best seats by Berliner... And even your best seats are made better—for you can cut down your volume, eliminating surface noises and excessive volume in front rows, and still reach seats you’ve never reached perfectly before!

Let us tell you how—how cheaply, how easily, and how quickly. Write today!

Remember
THESE 10 FEATURES
1—Officially certified as FIREPROOF
2—Proved performance. 3—Easy to install.
4—No mechanism—foolproof. 5—Eco-

nomical. 6—Permanent. 7—Amplifies
without distortion. 8—Adaptable to any
theatre. 9—First cost is the only cost.
10—Invented by Emile Berliner, who made
the telephone, the phonograph, and the
radio practical.

Alice White,
Star of
“Show Girl in Hollywood”

SEND THIS
'SOUND PROOF' COUPON

Berliner Acoustic Corp.
1808 Paramount Bldg., N. Y. C.
Tell me ALL the good news about Berliner
Acoustics, including approximate cost for a
_________seat house.

Name_________________________

Theatre_______________________

City_________________________
Producer-Exhibitor Advisory Board is Sought

PUBLIC-WARNER WAR LOOMS IN PHILLY

Talking Picture Epics Forming Theater Circuit

Houses Being Lined Up to Present Pictures of Adventure Type

Formation of a circuit of theaters devoted to the showing of adventure, travel and exploitation talking pictures under the direction of Talking Picture Epics is being undertaken by this company among a group of capitalists who believe each of the larger cities has a sufficiently largeumber of people interested in subjects of that type to make the circuit profitable. The houses are to be known as "Adventure Theaters.

Negotiations already are under way for the acquisition by lease or purchase of small houses in New York, Chicago, Philadelphia, St. Louis and San Francisco. Later, houses are to be included in New Orleans, Los Angeles, Seattle, and Portland.

(Warner reported after Eight Baltimore Houses)

Baltimore—Warner Bros. are reported acquiring the Durkee chain of eight houses here.

At the Warner New York office today it was announced that purchase of the circuit had been considered but statement was made that the company at present is not "seriously interested."

Chicago Taxation

Chicago—Seizure of local theater unions by the Al "Scarface" Capone racketeering crowd is being attempted, according to report. Among the groups over which domination is being sought are the M.P.C. Machine Operators, Chicago Theatrical Protective Union, Film Chauffeurs and Carriers, Bill Posters and Billers, Stage Hands, Treasurers' Assn., Engineers, Janitors and others.

Chicago Exhibits Plans Move for Producer Co-operation

Monta Bell Resigns From Paramount Studio Post

Monta Bell, associate producer and director on the staff of the Paramount New York Studio, has resigned. Bell who has been confined to his home under doctor's care for the last two weeks, leaves Sunday for the Coast and probably will go to Honolulu to recuperate.

Talkers Eliminate Amateur Scenarists

Talkers have eliminated about 80 per cent of the amateur scenario writers, and the number of unsolicited scripts have dwindled down to a fifth or less of the amount formerly received, according to the scenario department of several big companies. Necessity of writing dialog has stumped the majority of would-be scribes.

FOX FILM RESTORES $4 ANNUAL CASH DIVIDEND

By declaring a quarterly dividend of $1, payable May 20 to stockholders of record May 12, directors of Fox Film have restored the $4 annual cash dividend on the A and B stock of the company. Thescript issued in lieu of cash for the payment due Jan. 15 will be redeemed according to Harley L. Clarke.

Loew Net for This Year May Reach $15,000,000

Estimates of a $15,000,000 net for Loew in the current fiscal year, based on the earnings already reported for the first 28 weeks, are being made in Wall St. and have been partly responsible for recent new highs in Loew stock. This estimate would be equal to more than $10 a share.

10 FEATURES IN PROCESS AT FIRST NATIONAL STUDIO

West Coast Bureau, THE FILM DAILY
Hollywood—Arriving at the peak of its spring production, First National has 10 features in process at the Burbank Studios and several others ready almost to shoot. Five pictures are in the cutting room, these being "Under Western Skies," with Lila Lee and Sidney Blackmer; "Mile. Modiste" with Bernice Claire, Walter Pidgeon and Edward Everett Horton; "The Right of Way," with...

Gen. Theaters Equipment Has $110,389,212 Assets

After completion of the present financing, General Theaters Equipment will have assets of $110,389,212 and a total surplus of $13,565,435, according to the pro forma consolidated statement of the company. Current assets are $10,521,352, and liabilities $2,307,652.

Sam Katz Outfit Expected to Launch Expansion in Quaker City

Philadelphia—A serious theater war between Warners and Public-Lux looms on the exhibition horizon with the reported acquisition of the Comerford chain by the Paramount organization. Warners at present are endeavoring to dominate the Philadelphia territory and up to the moment Public has kept entirely out of this field. Indications now, however, are that the Sam Katz outfit will launch a big expansion program here.

Warner, through ownership of the Warner Stanley and Warner Equity chains, is ahead in theaters. (Continued on Page 12)

J. R. Grainger Elected Fox Vice-President

James R. Grainger has been elected vice-president of Fox Film in complete charge of sales, distribution in the U. S. and Canada, it is announced by Harley L. Clarke. At the same time Grainger signed a five-year contract, replacing his former contract as general sales manager.

Paul Whiteman in "King of Jazz"

Your patrons will go a long way to get more for their money than in Universal's "King of Jazz," now standing 'em up at the RKO and marking the celluloid debut of Paul Whiteman. "King of Jazz" is at times the biggest thing ever done. What it lacks most is a little more skill in its construction, for it runs from the ultra artistic to the commonplace, and the patch work suit clumsily sewn together, for it has everything, including trick photography, exquisite color, a cartoon sequence, some good laughs and the most stupendous sets shown to date in a screen musical. The whole affair is a real success and Grainger centered around King Paul himself and his merry musicians. It should please everywhere and is the biggest bargain in screen entertainment, especially as to quantity, that the big street has to offer.

ALICOATE
Financial

NEW YORK STOCK MARKET

(QUOTATIONS AS OF FRIDAY)

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Franklin on Coast

Harold B. Franklin is en route to the Coast following a conference with home office officials.

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M-G-M Signs George Hill To Long-Term Contract

M-G-M has placed George Hill under long-term contract in reward for his work in directing "The Big House." Pettitjohn Going West

C. C. Pettitjohn has left New York for the Coast on his semi-annual trip.

Universal Quarter Loss

Net loss of $1,881 is reported by Universal Pictures for the first quarter ended Feb. 1. This compares with a loss of $98,023 for the similar period a year ago.

Columbia for All N. O. Indies

New Orleans—H. Duvall, Pan-" American branch manager, has sold all the independent theaters in this city his company’s product. Closing of contract with the Ashton completed the Indie line-up.

Burch Behind Tenn. Project

Owensboro, Tenn.—J. G. Burch is one of the owners of the $50,000 theater that is to be built in this city.

Schenck Coming East

West Coast Bureau, THE FILM DAILY—Hollywood—Joseph M. Schenck is going east to remain for a couple of months.

Seastrom Off for Sweden

Victor Seestorm, the director, has left aboard the Swedish American liner Gripsholm to spend a vacation in Sweden. His family is with him.

Hoffberg Buys Foreign Rights

J. H. Hoffberg Co. has acquired foreign distribution rights on the all-talking western, "Romance of the West" from J. D. Trop.

Select Co. Formed in Austin

Austin, Tex.—New corporations formed here include Select Theaters, Inc. of Dallas at a capital stock of $2,500. G. A. Doering, Earl and Leslie Jackson are among the incorporators.

Again Heads Ind. Endorsers

Indianapolis—Mrs. Carl Poetts has been re-elected head of the Indiana Endorsers of Photoplay's.

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PHILADELPHIA, PA.

The Industry's Date Book

May 5 Decision to be handed down in N.Y. fire test case.

May 5-8 S.M.P.E. Spring Meeting at Wardman Park Hotel, Washington, D.C.

May 6 Premiere of "Song of the Flame" at the War Memorial Theatre, New York.

May 8-9 K-2-G Golf Club tournament at Western Country Club, R. Y.

May 11 Film Annual FLICKER FROL of the Motion Picture Industry, Liberty Theater, N. Y.

May 13-14 M.P.T.O. meeting of Oklahoma, Oklahoma City.

May 16-18-19 Paramount Eastern managers hold annual sales meeting at Atlantic City.

May 18-19-20-21 M-G-M Convention at Crag's.

May 19 RKO sales convention opens at Angeles, Calif.

May 19-20-21 N. Y. Exhibitors to tender dinner, Fox Bloomingdale dinner at Astor Hotel.

May 21-22 Pathé regional sales meet at the Hermitage, New York.

May 24-25-26-27 Pathé regional confab at Chicago.

May 26-27 Fox annual sales convention at the Museum theatre, Chicago.

May 27-28 Western day-national sales convention of Warners and F.

May 30-31 Pathé regional convention at San Francisco.

June 2 Annual election of I.A.T.S.E. at D. C., Operators at Los Angeles, etc.

June 2-7 International Cinema Congress meeting at Seattle.

June 8-9 Theater owners of North and South Carolina meet at the Criterion Hotel, Myrtle Beach, S. C.

June 14-15 17th Film Golf Tournament at the Olympic Country Club, Great Neck, L. I.

June 14-16 Premier of "With Byrd to South Pole" at the Rialto, N. Y.

Haitian Theater Destroyed

Port-au-Prince, Haiti—Fire of yesterday destroyed the Parthenon Haitian remains.

Parisian Champagne

The French air force has been granted permission to change champagne from the French-American line to the American line.
Timely Topics

A Digest of Current Opinion

Slight Difference Opinion

HERBERT BRENON has arrived back from abroad and reports that the sound and dialogue pictures have not supplanted the silent films in Continental Europe. "In Spain, France and Germany," he says, "we find the populace will not accept Hollywood Spanish, German and French. As a result, the Hollywood talking pictures in these countries are a complete failure." Mr. Brenon's remarks are interesting. They will be surprising to the motion picture producers in Hollywood, and specially so to the sales departments of the various large companies, who already, I learn, are unable to keep abreast of the demand for American talking films. There seems to be a slight difference of opinion.

Quinn Martin

American Films Spent British

The annual report of the Australian Film Censorship Board should be a matter of serious consideration. It is certainly ather depressed by the fact the influx of talkies from the U. S. is hastening the Americanization of the Australian people. Australia, an enormous new continent still in the throes of development, assimilates transatlantic modes of thought and speech and living much more readily than an old and thickly populated country like our own, where tradition and the habits of one century are so strong. America has stepped in, where we, in pite originally of better facilities, have either through lack of courage or want of imagination cared to tread.

"Film Renter," London


glenn allvine has cut short his Hollywood trip to look over the Fox lineup, and will be back Tenth-avenoeing in a Monday. These loud-speaker boys, officially known as the Radio Manufacturers' Ass'n, hold their ninth annual shin-dig at Atlantic City, June 2, and, 30,000 invitations have been sent to the banquet-wotta party! they will probably have to feed 'em on the air.

Claude Ezell, Warner's sales chief, has gone to Toronto on a brief business trip.

Leo McCarey, directing "Road House," was a practicing attorney originally, specializing in writing briefs. He should make a good director of shorts.

Bradley King went to Hollywood for a vacation, and has been there writing for the screen ever since, having written nine scripts for E. Lloyd. Lloyd's most ambitious (500,000) picture is a she) has achieved an ambition in writing Dick Barthelmess's next picture. Jeanette Loff, who queens it so delightfully in King of Jazz, once sang in a church choir in Seattle.

Passing the Strand on Broadway, we spotted Zeb Epstein peering out from his new box-office containing two beautiful coin-snatchers.

自动

vivienne Segal's golden voice has been insured by Lloyd's for $250,000, which forces her to give up her chief sport of yelling in high C at the Hollywood boxing bouts.

for there is a clause in the contract that forces her to refrain from "abnormal exercises.

Helen of Troy may have launched a thousand ships, but Lon Chaney's mag has launched a thousand faces.

now he is going to play his own face straight, and some fan will probably write to tell him it is his best disguise.

Bill Cadarot, player for the Comerford circuit, when visiting the Astor for the past 15 years, in all that time he has never been able to snap a seat in the crowded lobby, but the other night his luck changed, and he dropped in a big feather chair with a sigh and dogged the leg of the chair didn't fall off...

Celeste Levy, who has been secretarying for Warren Nolan, is flashing a sparkler on her main typewriter finger, which means that Warren will soon have to dig himself up another boofal blonde see... And that was quite a reunion when Emil Harris, the first cameraman to be hired by Carl Laemmle, Jr., had a chat with his ex-boss at the opening of "All Quiet."

The First vacation in 24 years must be desired... so Tony Gaudio, cameraman extraordinary, sailed for Italy yesterday, feeling just that way about it... The sardine packing industry, now in session, should appoint a committee to study the m. p. circuits, they could furnish some good pointers on packin'. "em in... Mike Simmons announces some co-operative tie-ups for Ruth Roland in "Reno"... and we always thought people went to Reno because they wanted to be untied... Maury Ascher, production manager for the Warner Bros. film division, is getting four Screen Master of Ceremonies featuring Dan Healy... through force of habit he almost led off with trailers.

A BRITISH mag, commenting on a screen star's involuntary bankruptcy, states: "one cause of her bankruptcy was not having the support of the public..." well, why mention the other cause?... PRESTIME STORY: Alice took a gentle knap and Sue sang a carol at her dresser while they waited for a koder diet from the marshall who was searching for Claudia in the dell to warn that a he-woof was after her... just another way of listing nine Warner stars... Among the sans lunching at M. P. Club yesterday were Rorke and Eckerman, both back in the big burg after absences.

The Office Wife sez: "Tell that one to the home mamma, kid. I work with you."

The Film Daily

Along the Rialto

with

Phil M. Daly

The Exploitettes

A Clearing House for
Tabloid Exploitation Ideas

Attractive Throwaway for "Son of the Gods"

An inexpensive but effective throwaway was circulated on showing of "Son of the Gods" at the Wellmont, Montclair, N. J. It carried a Chinese lettering in red at the top, followed by "Don't Miss Richard Barthelmess in "Son of the Gods," with Constance Bennett. More brilliant than 'Weary River'; more throbbing than 'Broken Blossoms'; from Rex Beach's latest novel, at the Wellmont Theater." The type arrangement in this piece of exploitation was dignified and impressive.

First National

Hooked Up Raincoats to Cohen and Kelly

When "The Cohens and Kellys from Scotland" played Keith's Theater, Washington, D. C., a hook-up was effected with "Scotch Mist" raincoats, the name being a copyrighted property of Rogers, Feet & Co. It got plenty of publicity without great effort and at no cost. The smaller towns can probably get the handles to use a special advertisement.

Epes Sargent

in "Silk"

Many Happy Returns

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

May 3-4

Seton L. Miller
Glenn Williams
Arthur Stampp
Paul Lazarus
Maria Corda
Joseph P. Mack
David H. Thompson
David T. Percy
THREE NEW PRODUCTIONS GET UNDER WAY AT RKO

With the casting of three important players by William LeBaron, an equal amount of pictures are about set for production at RKO. Irene Dunne will portray the feminine lead in "Babes in Toyland," Victor Herbert and Opperetta; Mathew Betz will be featured in Richard Dix's third vehicle as yet unnamed, and Raymond Hatton has been cast for a role in Rex Beach's "The Silver Horde," which Melville Brown is directing with Betty Compson and Hugh Trevor.

M-G-M Staff in N. Mexico

To Make "Billy the Kid"

King Vidor and his "Billy the Kid" staff have left the M-G-M studio in a special train of eight cars or so, to set up camp near Gallup, N. M. The personnel consists of 75 players and technicians. These will form a production nucleus and extras are to be added on location, where herds of cattle and horses will be mobilized.

Hobart Henley to Direct Warners' 'Capt. Applejack'

Hobart Henley, who recently returned to the Coast after a long absence in the East, has been engaged by Warner Bros. to direct the tall- er version of "Captain Applejack," former stage success.

Jim Tully Co-Authoring New John Gilbert Film

Jim Tully is collaborating with Laurence Stallings on "Make Way for a Sailor," the next starring vehicle for John Gilbert. Leila Hyams will play opposite Gilbert. Wallace Beery also has an important part in the picture.

Paramount Signs Thomas Jackson

Paramount has signed Thomas Jackson for "For the Defense," in which William Powell has the chief role.

H. E. Rogers Adapting "Dove"

Howard Emmett Rogers is adapting "The Dove," in which Dolores Del Rio will talk for United Artists.

Polly Moran in Hospital

Polly Moran has been laid up for several days in the hospital, but is expected to be all well again shortly.

Eddie Foy, Jr., Replaces King

Eddie Foy, Jr., will replace Charlie King as the lead in "Present Arms," which is being made by RKO.

A Little from "Lots"

By RALPH WILK

BUSBY BERKELEY, who is directing the dance numbers for "Woopee," established a record when he directed the dances and ensembles for 15 consecutive New York musical comedies, operettas and revues in 18 months.

Lowell Sherman will make his debut as a director of features, when he plays "Lawful Larceny" in production at RKO. He will also star in the picture. Lowell Sherman will work with Sherman on the direction. Sherman has directed shorts for M-G-M.

Villains usually are not popular, but Harry Woods is a popular "heavy" with casting directors. He appeared in FBO pictures and is now working opposite Buck Jones in "Man from Hell's River," being directed by Louis King.

Crane Wilbur tries out his plays before members of the California Society for the Blind. He reads his plays to them and they get a mental vision of his characters.

Al Dubin and Joe Burke, whose "Tip Toe Through the Tulips" and "Painting the Clouds" were heavy sellers and add material to the success of "The Gold Diggers of Broadway," will expect their "Dancing With Tears in My Eyes" to be a popular seller. They are now working on "The Life of the Party."

Our Passing Show: Harry Niemeyer gathering material for his St. Louis paper; Arch Oboler, Sidney D. Mitchell and George Myers conferring at First National; Frank Joyce visiting Paramount on business.

SHARON LYNN, who enacted the role of a cabaret entertainer in "A Very Practical Joke," also appears as a night club performer in "Road House," which Leo McCarey is directing for Fox.

Famous Jacks—Gilbert, Warner, Oddie, Sparr, 'Diamonds, Mint,' and of all trades, the Giant Killer Townley.

George Hawkins of New York has joined the Samuel Goldwyn unit, which is making "Woopee."

Our Passing Show: Eddie Cantor and friends dining at Paramount; Lester Cowan motoring on Hollywood Boulevard; Jo Swerling busy at Columbia.

B. P. Schulberg played host to 250 guests at the Beverly Hillshire hotel, in honor of David Selznick. Elsie Janis, Eddie Cantor and David Bennett's dancing girls were among the entertainers.

Joe Traub, former title writer, is now an emergency "gag man" at the Columbia studio.

Not only did Helen Grace Carlisle write the novel "Mother's Cry," but she also wrote the dialogue and adaptation for First National.

Luther Reed, Freddie Fleck and J. Roy Hunt are en route to points in Louisiana and Mississippi, where they will "shoot" exteriors for "Dixiana."

Goodie Montgomery's first role with Fox is expected to be in "Soup to Nuts," an original screen story by Rube Goldberg, for which he has also written the dialogue and the gags.

HERBERT STOTHART GETS LONG M-G-M CONTRACT

As a result of his consistent success in turning out the musical scores for "The Rogue Song," "Devil May Care," "Madame Satan" and other pictures, Herbert Stothart has been given a long-term contract by M-G-M. The composer has been there for a year and the New York stage, where he formerly flourished, is not likely to see him again for some time.

ANOTHER WHITMAN FILM IN PROSPECT AT UNIVERSAL

Universal officials are so chuffed over "King of Jazz" that it is possible another musical revue with Paul Whiteman again started will be made, with John Murray Anderson again directing.

Judith Barrie to Be Starred in "Party Girl," "Tiffany picture, has brought the announcement that Victor and Edward Halperin will star this player in a forthcoming picture.

SCREEN OPERA IN ENGLISH HAS CHANCE, RAPEE SAYS

That grand opera will be a commercial success on the screen if it is done in English, is the belief of Erno Rapee, general musical director for Warner Bros. and First National.

"Sound-on-disc is the best method for recording grand opera," said Rapee. "It would not be surprising if the first opera for the talking screen will be an original creation."

Rapee has eliminated "stock" or choral numbers for the recording and is using special atmospheric or choral effects.
PRODUCTION IN THE EAST

WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

EASTERN PRODUCTION KEEPS MANY EMPLOYED

Increase in production in the East since the advent of talkies has resulted in a great increase in employment in practically all lines. Paramount's Long Island studios lead the list with a total of 558 employees, with Warners keeping a force of 150 people busy at the Vitaphone studio in Flatbush. Other producers, such as RKO and Audio Cinema, easily swell the total to approximately 750 people now engaged in motion picture production in the East. These figures do not include the actors, which would bring the total over 1,000. With additional production planned, this number is bound to be increased.

"Sap" Under Way

Production on "The Sap From Syracuse," which was delayed for three weeks last Monday, at the Paramount New York studios, with Jack Oakie starred, under the direction of Eddie Sutherland.

Coffman Active

Joe W. Coffman, president of Audio Cinema, Inc., is chairman of the papers committee of the Society of Motion Picture Engineers convention, to be held May 5-8, at the Wardman Park Hotel, Washington.

Paramount Signs Writer

W. R. Laidlaw, Jr., author of numerous short stories, has joined the scenario department at the Paramount New York studios.

Puck and White Short

Eva Puck and Sammy White, comedy team of the "Show Boat" stage production, have been signed to appear in a comedy short at the Paramount New York studios, under the direction of Norman Taurog.

Short Portions

Audio Cinema is providing a feast of fun for Broadway this week with "Hot Turk," a comedy playing at Loew's State and "Swiss Cheese" at the Globe theater.

Colorcraft Ready

Colorcraft Corporation has practically completed its laboratory building on 35th St., near Washington Ave., Long Island City. Machinery is now being installed and operations are expected to begin not later than May 15.

CREDIT Ed Dupar, chief cameraman at the Warner Vitaphone studio, with the unusual and effective camera work which makes "Yamekraw," a study of negro life, one of the outstanding shorts subjects produced since the introduction of sound.

Mort Blumenstock is preparing the scenario for "The Mixup," a two reel comedy featuring Raymond and Coverley, shown to vaudeville fans for the past 20 years as "Weiner and Schatzel."

Last week was the busiest ever spent by that world-famous team, Clark and McCullough. Besides rehearsing and assisting to write the story for their first Louis Brock RKO production, Bobby and Paul were giving their usual matinee and evening performances in "Strike Up the Band" and also had time left to help out in the acting and staging of "The Lambs Gambol."

Irving Kahal and Sammy Fain, who compose snappy tunes for Paramount features, has just completed a novelty number entitled "Where the Cook-Eyed Susies Grow," which they feel would be a great asset to a Ben Turpin opus.

Ouch! The season's first sunburn has made a red hot debut. Director Murray Roth, cameraman Ray Foster and the Vitaphone staff resembled the w.k. best on the return from a location trip to the Westbury polo field with Bob Roebuck, the rodeo star.

Talking shop is second nature to the Hill family with Emma cutting features at Paramount, Edna a RKO cutter at Audio Cinema and Margaret in the foreign dept., of M-G-M. Edna's husband, Charles Wolfe, also edits the Apex Fables for Van Beuren.

Mark Sandrich, having recovered from his slight illness of the last few days, is hard at work preparing to direct his next Louis Brock production for RKO in which Clark and McCullough will star.

By special arrangement with Paramount, Jay Gorney and E. V. Harburg, of the New York studio music staff, have been commissioned to write music and lyrics for the next edition of Earl Carroll's "Vanities," opening in June.

Thar's music in them thar shorts. Neville Fleson and Harold Levy, Vitaphone's song writing team, are all peped up over a new chane they have in "The Varsity Show." It's "Worshiping You," which, in itself is a right smart selling title.

Ray Cozine forsook an art career to become a film director, records showing that he used to illustrate the "Brooklyn Life" and sport page for the "Newark Star" while still attending college.

They were making "Scotch Love" at the Brooklyn Vitaphone plant and Louis Arthur Harley claims that with the Scotch jokes flying all around they had to air the set several times because it was getting so "close." To which we might add that we suppose it will make a "tight little short."

Max Manne, chief of sound effects at the Paramount New York studio, has the distinction of having a dessert named after him. It is "Max Manne Delight," a combination of sponge cake, ice cream and strawberries.

Talk about your lucky breaks. Roy Mack is using Oliva Shea as the only girl in the cast with 30 or 40 boys in one of the Vitaphone Varieties he is directing.

George Dias, chief electrician at the Paramount New York studios, started in picture business at Hal Benedict's studio at College Point, with Rubye Remer, then the bright particular star of that outfit.

TECHNICAL DEPARTMENTS ARE WORKING ON SOUND

Geo. Popovici and Geo. Lewin of Paramount's New York sound staff, have designed a photo electric cell photometer for film recording machines. By means of this, it is possible to check exposure within much closer limits than has heretofore been possible. It also gives more constant sound track density, thereby eliminating variations of sound quality and volume.

Registering of both camera and sound as the model by means of a new slate developed at one of the daily conferences held at the New York studio between George Folley, chief cinematographer, and his staff.

Eastern Production Keeps Stage Comedians Stepping

Broadway comedians are finding plenty of talky engagements here without going to Hollywood. Charles Ruggles has been kept busy at the New York studios since being signed by Paramount some months ago, the Four Marx Brothers are filming "Animal Crackers," their second for the same company, with Clayton, Jackson and Durante scheduled for further Paramount activities here.

The Warner studio in Flatbush provides occasional work for such comedians as Lew Fields, Joe Frisco, Eddie Buzzell, Bert Lahr and others equally well known.

W. C. Fields and Clark and McCullough are both making a series of short comedies here for RKO, using the Ideal studios, pending completion of remodeled Gramercy studio.

PORTABLE SOUND RECORDER

Experienced cameraman, owning the finest portable film recorder on the market, now available to independent short subject producers, in the East. (Weight of recorder 400 lbs.) A good proposition for high class scenic novelties or industrials. If interested in most modern photography and sound, at reasonable cost, write

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Box No. 196 c/o Film Daily
1650 Broadway
N. Y. C.
**Theatrical Equipment**

**By William Ornstein**

**Pointers in Film Handling Contained in New Manual**

This is the first of a series of articles reprinted by arrangement with Messrs. B. & H. Special Lens Company, New York, N. Y., compiled by J. S. MacLeod, manager of the company’s exchange maintenance department. The articles are written with special consideration of the physical handling of film and discs.

**Film Inspection Instructions**

1. Inspection Department employees are under the supervision of the chief inspector and will perform their work accordingly.

2. Tables, splicing machines and all other equipment used by persons in the inspection department are to be used for none other than the purpose for which they are intended.

3. When splicing machines become dull or out of line, or when any person’s work becomes unsatisfactory or defects, the chief inspector is responsible for the section of the room.

4. White cotton gloves need to be removed before inspecting film to prevent any foreign material from being introduced into the machine.

5. In order to secure the fluid for this cleaning process, lengthy searches were conducted both in the Bell & Howell laboratory in this country and the Taylor-Hobson Scientific Research division in England, it is stated. Complete and careful instructions accompany the kit.

**Separate Unit on Ships**

**For Steady Project**

By building a night club, a room in the new Powers Cinephone portable equipment soon to be placed on the market at a price ranging from $1,500 to $2,000.

**Assembles Engineer Staff**

St. Louis, Mo.—With the opening of the local branch office of General Talking Pictures Corp, a staff of engineers has been assembled for installation and servicing DeForest apparatus.

**Motion Picture Apparatus of Every Type**

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Motion Picture Department U. S. and Canada Agents for DeForest

**Says Turbine Ventilator will Work in All Weather**

Detroit—Operation under all weather conditions, unhampered by snow, sleet or rain, is claimed by the Allen Turbine Ventilator, which is constructed of “Armco” iron galvanized metal and does not permit any down drafts. Its powerful suction force of the rotating turbine is said to make downdrafts a mechanical construction in the industry. It is noiseless in operation and once installed requires no attention, care, or adjusting other than lubrication.

**DeForest Unit Begins Operation**

Frazee, Minn.—Approximately $8,000 is being spent for remodeling the Palace.

**Redecorates Sioux City Orpheum**

Sioux City, la.—Redecoration work has been started at the Orpheum.

**Installs New Lamp, Sound Screen**

Clear Lake, la.—A new sound screen and automatic lamp have been installed at the Park.

**Boone Strand Remodeled**

Boone, la.—The Strand has been remodeled and repaired and reopened with sound equipment.

**Bell & Howell Makes Special Kit for Lens**

Bell & Howell has introduced a B. & H. Special Lens Cleaning Kit which is an important item in every projection booth as well as for camera users. The kit consists of a scientifically prepared fluid for cleaning lens surfaces, a piece of specially tanned and hand-chamois leather for removing stains which cannot otherwise be removed except by regrinding and repolishing the stained surface. There is also a piece of selected, washed, lintless linen made from Irish flax. Extreme care has been exercised in securing a type of linen which would be thoroughly free from fillings and starches and at the same time leave no lint. Also there is a camel’s hair brush for removing dust before applying the liquid.

**In Order to Secure the Fluid for This Cleaning Process, Lengthy Searches Were Conducted Both in the Bell & Howell Laboratory in This Country and the Taylor-Hobson Scientific Research Division in England, It Is Stated. Complete and Careful Instructions Accompany the Kit.**

**Buys Half Interest in Equipment**

Larned, Kan.—A half interest in the equipment and business of the State has been acquired by H. L. Dunnuck.

**To Handle Cinephone Portable**

Kansas City, Mo.—Southwestern Electrical Products will be local distributors of the new Powers Cinephone portable equipment soon to be placed on the market at a price ranging from $1,500 to $2,000.

**Assembles Engineer Staff**

St. Louis, Mo.—With the opening of the local branch office of General Talking Pictures Corp, a staff of engineers has been assembled for installation and servicing DeForest apparatus.
Theater Equipment

ORTHWEST EXHIBITORS OFFERED FOWLER AD REEL

Minneapolis—Exhibitors attending the Northwest Theater Owners recent annual meeting were familiarized with the Fowler Advertising Reel consisting of three acts and ads on 1,000 foot reel. In showing the reel, the merchant is editted with presenting a specified act. The exhibitor gets the act free of charge but the merchant pays for it plus expressage charges.

enkins-DeForest Plan to Pool 500 Patents

East Coast Bureau, THE FILM DAILY

Washington—In making application for a construction permit for a television station at Passaic, N. J., Allen B. Du Mont, chief engineer of the DeForest Radio Co., told the Federal Radio Commission that the enkins Television Co. and DeForest are considering pooling of about 50 patents which both companies own. Expressing his opinion of that strides in television within the next few months, Du Mont stated that the company was handicapped making television tests because of the license although DeForest has an experimental station at Passaic.

Telechron Clocks Now Ready

National Theater Supply is now distributing Telechron clocks which operate direct from electric circuits the usual voltages, or from a small electric motor. They are said to be no winding, cleaning or regulating and yet give an accurate check running time.

Going Movie

In the May issue of "Popular Mechanics" almost 19 pages are taken up with scientific information about motion pictures. Six pages are devoted to MagnaFilm and keeping out extraneous noises while recording; one and one-quarter pages have to do with Noiseless Shoes and Jewels for talkies; one page is given over to a cartoon on a Duplex Theater; four pages explain a ten-cent Store Edison; on the first and second pages of a page information is given relative Portable Sound Movie Outfit for School or Business, and "Camera 1." Feeding the Newsreels is explained with photos and text on nearly six pages.

Individual Room Refrigeration Possible Through New Process

Hartford, Conn.—Ammonia refrigeration through individual room control is possible by using special apparatus of the Automatic Refrigerating Co., which has a back pressure regulator, thermostat expansion valve, thermostat, solenoid valve and motor operated valve. This apparatus is set to shut down the machine at the highest suction pressure possible and obtain the desired temperatures. Highest efficiency is claimed when the thermostat valve is located in the liquid line just after the solenoid liquid valve. The amount of ammonia fed to the expansion coils is controlled by a thermostat chamber placed in the outlet from the last coil fed by the valve.

A thermostat is placed in the cold storage room and connected to the solenoid valve. When the room warms up to a certain temperature, the thermostat will open the solenoid valve and allow ammonia to be fed to the expansion coils. When the room has been cooled to the desired temperature, the thermostat will close the solenoid valve and shut off the liquid supply to the coils.

The solenoid valve is electrically operated and controlled from a thermostat located in the room. The valve is so constructed that it closes in the case of failure of electric power. This stops the flow of ammonia to the expansion coils until power is restored and normal operation is again resumed. A solenoid valve can be located in the main liquid line from the receiver to shut off the supply of ammonia to the expansion valves when the machine shuts down. Motor operated valves can be furnished in place of the solenoid operated valves where they are preferred. These can be used for either A.C. or D.C., 110 volts, the company states.

Felt Lined Walls

Across all the walls in the new Warner-Hollywood are stretched panels of heavy damask, lined in felt, which, it is said, insures better sound reproduction. Neither the damask nor the felt touches the walls, in fact, there is a two-inch space between fabric and wall, so that sound, when it reverberates through the house first hits the felt. This precludes the slightest distortion or "bounce back" of sound.

34-ft. Screen Installed

Newark, O.—The Midland here has installed a 34-foot silver screen in anticipation of large width film attractions. A complete refrigerating-cooling system was recently installed by Carrier Engineering Corp. and is now in operation.

Demonstrate DeForest Device

Minneapolis—After exhibitors attended the Northwest Theater Owners' convention at the Nicollet Hotel, a demonstration of DeForest equipment was given at the Ideal here. Fred Cubberly, new Northwest sales head for the DeForest firm, was on hand with engineers to demonstrate and explain the machine.

Claude General Neon Takes Over Four Films

Following organization of the Claude General Neon Lights, Ltd., with headquarters in London, the company has absorbed the Buro Sign Co., Ltd., Atomlite, Ltd., Neon Lights, Ltd., and Illuminated Advertising Co., Ltd., of London, the last two of which previously manufactured electric displays under the Claude patent rights. Board of directors of the newly organized company comprises the following:

Wilson and Fletcher, representing the General Electric Co. of England interests, Julian Siess, representing the German interests, and W. T. P. Hollingsworth, president of Claude Neon Lights, Inc., of New York, with H. Marryat, M.I.E.E., M.E. Mech., as chairman of the board. Mr. Moyle will be general manager, and Mr. Higgins of the engineering staff of the General Electric Co. of England will be manager of the plant.

Butler Local Electors Officers

Butler, Pa.—Howard Smith has been elected president of the operators' local No. 342. Charles Lundunstadt has been named business agent and C. S. Black, corresponding secretary.

FROM FLAME PROOF TO WATER PROOF


FRANK NETSCHERT, Inc.

61 Barclay Street, New York, N. Y.
LACK OF QUOTA TALKERS CREATES PROBLEM IN N. Z.

Auckland—Lack of audible quota films has brought owners of wired houses in New Zealand face to face with vexing problem as they struggle to produce one reading. Exhibitors are under compulsion to show five per cent of British films in the course of a year. At the moment there are available to them are three British quota talkers.

Independent Exhibitors To Confer in Australia

Sydney—Exhibitors throughout Australia have agreed to send representatives to a federal conference to be held for the purpose of discussing the effect of talking pictures on independent theater owners. Among the topics to be considered will be sound film rentals, double-feature bills and protective measures.

Carl Froehlich to Make Two More Bi-Linguals

Berlin—Carl Froehlich, producer of the bi-lingual film, "The Night is Young," intends to produce one more film in German and French.

L. Prowse-Knox Is Named RKO New Zealand Mgr.

Sydney—L. Prowse-Knox's appointment as RKO manager in New Zealand has been announced here by William Scott, general manager for the company in Australasia.

Germans Plan African Film

Berlin—Van Gulla Pfeifer and Dr. Dalheim plan a talking film of life in Africa containing native African music.

Joins Commerce Chamber

Sheffield, England—Local branch of the Cinematograph Exhibitors' Ass'n has been made a member of the Sheffield Chamber of Commerce.

Another Paris Film House

Paris—Paris will have another picture house when the 1,200-seat theater being built on the Rue Rochechouart, in the Montmartre district is completed.

Ralph Clark Coming to U. S.

Sydney—Ralph Clark, who represents First National-Warner in Australia, is on his way to confer with executives in the U. S. on next year's program. He expects to return to Australia on Aug. 1.

Props Doubled

Sydney—Amalgamated Pictures, Ltd., doubled its profits last year. The company's balance sheet for the year ended Feb. 28, revealed earnings of $107,000, compared with $52,000 the preceding year.

220 HOUSES IN FRANCE ARE WIRED, REPORT SAYS

Paris—There are now 220 wired houses in France, according to a check-up conducted by "Cinematograph Francaise." This figure is higher by 52 at the end of last year and represents an increase of about 30 per cent.

10 YRS. NEEDED, TALBOT SAYS, TO FORM VIRILE BRITISH UNIT

London—Establishment of a virile production and distribution organization in the United Kingdom would require about 10 years and the investment of at least $7,000,000, according to Haydn Talbot, American screen writer.

"The British Film Rentier" in connection with the amendment of the films act. Talbot says:

"I write with interest a cable dispatch announcing proposed revisions of the British quota act. Of especial interest to me is the proposal to limit the use of alien scenario writers. I am wondering, however, whether the lessoning of the frightful handicap which the legislative enactment has imposed on the British film industry will ameliorate matters to any extent while widespread.

"Can anyone reasonably expect any British film producer to offer any alien scenario writer a job on the following terms:

"An iron-cloth contract with a minimum life of three years;

"The writer to have the right to refuse to work on any story which does not appeal to him;

"The writer to be free to do his work either in his office or out of it, and be answerable to no one for his movements.

"The writer to have equal authority with the director during the preparation of the scenario, and to act in an advisory capacity, on the understanding the actual shooting of the picture;

"The writer to be guaranteed a place and recognition in all forms of paid publicity;

"The writer, at all times and under all conditions, to be guaranteed recognition by the producer as the sole and equal importance with that of the director.

"Before any American scenario writer of any standing can be attracted away from Hollywood to London these terms must be offered, as they are so well established here as to be taken for granted.

"I have purposely omitted reference to the matter of talking films. But, if it is a fact that a well-known British writer was paid twenty pounds a week while he was turning out for a leading British studio, it should be said that the most modest American screen writer, who would elsewhere expect to appeal the most reckless spendthrift amongst the film moguls, would refuse even one picture will continue to draw paying crowds."

15 Cologne Houses Wired

Cologne—This city today has 15 theaters equipped to show audible films.

Sid Saylor is in "Sid’s Long Count" Universal. Time, 20 mins. *Fair Comedy*

Sid Saylor appears here as a tentative pug who, with his manager, aims to selling electrical reducing machines after he has been knocked out in a fight. The job brings him good shaking but little else. In one scene he’s helping the hands of a cop who discovers him demonstrating the device to his life. Fairly entertaining as a whole, with moments now and then which are extremely hilarious.

Arthur Lake in "Peek A Boo" Universal. Time, 20 mins. *Mild Comedy Antics*

"Peek A Boo" is a mild affair only because its material is time-worn and presented with little imagination. The leading player is Arthur Lake, who has the role of a bell-hop ill of the ambition to become a detective. A robbery in the hotel gives him the opportunity he is looking for to test out his knowledge. He becomes a partner in the arrest of the culprits and wins the daughter of the owner of the hotel. There are moments when the film is rather amusing, but there could have been more of them.

“Street of Mystery” Pathé. Time, 12 mins. *Corking True Crime Show*

"In Streets of Mystery" Tom Terriss has produced a film record of certain aspects of life in India that is every bit as good as the first of his Vagabond series, "The Golden Pagoda." It is a travel story that catches with startling fidelity, the mystery and drama forming so much a part of Hindu existence. Absorbing entertainment of the finer sort. Should meet with a big response wherever it is shown.

Pathe Audio Review No. 19

"Oh, How You’ve Changed" Pathé. Time, 10 mins.

This deserves to be listed among the best of the Audio Reviews produced up to this existence. Its beauty, compelling interest and instructive virtue in the subject of the story. Its highlights is a pictorial record of one of the most beautiful scenes in France. You are shown through the various stages in the production of the precious jewels from the vineyard to the storage vault. The rest of the interest is given over to striking views of the famed Torrey Pines of Soledad Canyon near La Jolla, CA, and a demonstration by Marguerite Agnel of her method of body exercises based on a study of animal movements.

"The Prisoner’s Song" Paramount. Time, 8 mins. *Pip Song Cartoon*

Max Fleischer has done an ace in making a song cartoon based on "The Prisoner’s Song." The comic travesty on jail routine is fitted very neatly to the popular ballad. Good for plenty of laughs.

"Buddy Traps" Vitaphone. Time, 7 mins. *Good Musical Novelty*

The performer in this musical novelty is a young man who sings a little, does some, and manipulates a pair of drum sticks all around the place. He taps harmony out of a wide assortment of objects, from regular drums to telescopes, skis, chairs and whatever. It is diverting particularly because it is unusual and also on account of the youth and versatility of the artiste.

The Potters in "Getting a Raise" Vitaphone. Time, 12 mins. *Excellent Comedy*

As the first of a series of short comedies, this is a very pleasant comedy of the average American family. The plot holds promise as well as giving satisfaction. Lots of humor and some sentimental interest is embedded in it. There is a quiet moment by a raise from his boss, who makes the faithful employees out of the more money idea. Lucien Littlefield impersonates Pa Potter in fine style. Others who help are Lucile Ward, Mary Hutchinson, Billy Saft, Dell Henderson, Junior Bailey and Dot Farley. Direction is good.

"Anywhere By Air" Visigraphic. Time, 18 mins. *Airplane Stuff*

This is a good subject for the aviation fans, being a personally conducted tour through some of America’s greatest schools and flying schools. It has been synchronized with an explanatory talk by the expert, Casey Jones, who describes the various details of solo flying, tail spins, and shows flying classes at their work. Views of the various Curtiss fields are given, but the film is essentially an industrial subject which the exhibitor must determine for himself if suitable for his screen. It has the elements of a popular subject, however, for everything is explained in popular terms.

Lucien Littlefield in "Big Money" Vitaphone No. 4009. Time, 14 mins. *Plenty of Humor*

"Big Money," one of the Potters series, is an extremely funny short in which Lucien Littlefield appears as a professional correspondent. He is hired by a lawyer to make a divorce to a client who is seeking a divorce. Mr. Potter makes it for them when she discovers him in the lady’s arms.

Roberto Guzman in "The Military Post" Vitaphone No. 3278. Time, 6 mins. *Some Good Singing*

Roberto Guzman, the Mexican tenor, shows in this short. This series, a two-attitudes number in the role of a love-suffering soldier. His voice is well-recorded and the Technicolor work is beautiful in its distinctness. Class audiences will find this a satisfactory entertainment.

Neely Edwards, Lou Brice in "The Window Cleaners" Vitaphone No. 3566. Time, 7 mins. *Satirical Fun*

Here is a bit of satire done in novel fashion. Two window cleaners find themselves looking in on two love affairs in suits adjoining each other. Each is a case of making love to the neighbor’s wife. The cleaners, played by Neely Edwards and Lou Brice, comment on the show in doggerel set to music. An entertaining little filler.

Robert L. Ripley in "Believe It Or Not" Vitaphone No. 1095. Time, 9 mins. "Not So Hot"

In this short, Ripley, the well-known cartoonist, reveals little that he has not revealed before. The result is that people in the big cities will find this number but moderately entertaining. He does show you, however, a thing or two that is hard to believe, though true.

"The Jazz Rehearsal" Vitaphone No. 3760. Time, 15 mins. *Color and Music*

"The Jazz Rehearsal" is a most entertaining musical short in Technicolor. It has some nice music of a popular note and dancing that is fast and clever. The coloring is at times rather striking and the setting has been lavishly done. The thing is executed with real feeling.
**“Show Girl in Hollywood”**

With Alice White, Jack Mulhall
First National Time, 1 hr., 18 mins.

AMUSING STORY OF HOLLYWOOD SHOW BUSINESS FULL OF LIFE AND COLOR GOOD WORK BY IMPORTANT CAST.

J. P. McEvoy's story of Broadway trying to crash the gates of Hollywood, where he has been transformed into a diverting talker. It is a film that young people in particular will enjoy immensely for it has snap, color and romance. To older people the picture will appeal chiefly because of its satirical quality. At bottom "Show Girl in Hollywood" is a satire, and a delicious one at that.

The production has been unfolded with much humor and has been in conjunction with magnificent settings. To this add the stunning effects in technicolor. Alice White and Jack Mulhall play the leads satisfactorily. Others are: Ford Sterling, Blanche Sweet, John Miljan, Miss White figures as a Broadway showgirl who goes to Hollywood and becomes a star after overcoming innumerable obstacles.

**Cast:** Alice White, Jack Mulhall, Ford Sterling, Blanche Sweet, John Miljan, Virginia Sale, Spence O'Dell, Lee Shumway, Herman Bинг.

**Direction:** Producer, Mervyn LeRoy; Author, J. P. McEvoy; Adapter, Harvey Thew; Dialogue, Harvey Thew, Editor, Not listed; Camera, Col. Polito; Monitor, Not listed.

**Assessment:** Good. Photography, good.

---

**“Ladies in Love”**

With Alice Day, Johnny Walker
Columbia Time, 1 hr., 11 mins.

NICE OFFERING WITH WHOLESOME, HUMAN STORY AND INTEREST MAKES STRONG FAMILY PICTURE. GOOD NEIGHBORHOOD SUBJECT.

Here is an independent production that is better than most to be found in that field. It has been very intelligently handled throughout, with restrained direction and acting. The story has a strong human interest slant, with a plot that holds the interest. It has a sweet love theme that will appeal to the popular mind. Alice Day as the girl is good, and so is Johnny Walker, who is ideally suited to the role of a young chap from the country who makes good in the big city. The story is very modest, but it has the atmosphere of the radio station running throughout the scenes. The theme song is exceptionally good, and it is to be recommended for the clean and wholesome story that makes it ideal fare for family trade. Edgar Lewis did a good job in directing.

**Cast:** Alice Day, Johnny Walker, Freeman Wood, Marjorie Kane, James Butts, Dorothy Gow, Elmer Flynn, Mary Carl, Mary Fox, Bernice Lanost.

**Direction:** Producer, Author, Charles Beahan; Adaptor, Charles Beahan; Dialogue, (Various), Editor, Not listed; Camera, Cramerman, A. M. Anderson.

**Assessment:** Good. Photography, okay.

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**“Old and New”**

(Silent)

Awkward Time, 1 hr., 14 mins.

FAST MOVING RUSSIAN PRODUCTION DEALING WITH PEASANT PROBLEM. TASTEFUL AND OBVIOUS INSTRUCTIONAL PURPOSE.

Because it deals with human fundamentals in a simple but telling way, this 14-minute short some would arrest the interest, this latest handiwork of S. M. Eisenstein rates a good mark as amusement fare notwithstanding its obvious Russian government effort to arouse and educate its suffering peasantry. The old methods of individual farming by the drudgery of primitive hand labor are brought into striking contrast with the new machine age. Brotherhood and cooperative satisfaction among the players stratified until even the longest and shaggiest beasts are obliged to give their approval to the story's theme. The action moves along at a fast clip. Particularly amusing is the cut-in, which sometimes run at a pace almost enough to make you dizzy. There is an occasional interlude, but the story, despite some of it probably was not intended to be funny. Photography is good and contains some unique touches. For the more keenly intelligent audiences, such as the intellectual clientele of art theaters, this will prove a real treat.

**Directors:** S. M. Eisenstein and G. W. Alexandrov; Authors, Same; Camera, M. G. Eisenstein.

**Assessment:** Excellent. Photography, fine.

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**“Swing High”**

(Silent)

Pathé Time, 1 hr., 35 mins.

COLORFUL CIRCUS STORY OF EARLY NINETIES. WELL DIRECTED HELEN TWELVE TREES BEGINS SHOW BUSINESS ABILITY. FRED SCOTT SCORES WITH SINGING.

This is one of Pathé's most ambitious productions and is, accordingly, a pleasing. The story, which is laid in the early nineties and deals with life among circus performers, has been given a colorful production. Helen Twelvetrees is a pleasant surprise and does excellent work. Fred Scott is a convincing performer and has a good voice.

Joseph Santley has done well with the direction, his experience with stage musicals being of service in such a project. Once the newcomer from the stage, proves a very able comedian, and his "traveling salesman and farmer's daughter" number is a highlight of the film.

**Cast:** Helen Twelvetrees, Fred Scott, Double Bill, Maud Powell, George Fawcett, William Langen, Raymond Hatton, Alphonse Pelletier, Chester Conklin, Stepin Feicht, Robert嶝on, Mickey Bennett, Ben Turpin, Little Bolt.

**Directors:** Joseph Santley; Authors, Joseph Santley, Samuel Goldwyn, George M. Cohan; Dialogue, James Seymour; Camera, James Seymour; Camera, Henry Sullivan, Ted Snyder, Mort Harris, Abner Silver; Camera, David Abel; Monitors, Charles O. Loughlin, Somach-Ackerman, Day.

**Assessment:** Good. Photography, good.

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**“Around the Corner”**

With Charlie Murray, George Sidney
Columbia Time, 1 hr., 9 mins.

A SUREFIRE LAUGH-GETTER. CHARLIE MURRAY AND GEORGE SIDNEY DO WON DERS WITH A COMMONPLACE LAST SIDE STORY.

The comedy of Charlie Murray and George Sidney is about all that matters in this yarn of the New York East Side. Murray, in the role of a policeman, and Sidney as a pawn shop proprietor, keep the funny moving at a fast pace. The old ladies are the guardians of a young miss who falls in love with a millionaire's son despite their efforts to marry her off to another. When the wealth of minks makes meat of a professional tug, who is a rival for her affection, and a complete change of heart. Good work is done by the supporting cast, especially in the part of Delaney as the butler and Joan Peers as the maid.

The action has been directed by Bert Glennon with a fairly good eye to comedy possibilities of this crack, cxcr, and shows a number to have a lot of pretty jokes on the story and dialogue.

**Cast:** Charlie Murray, George Sidney, Joan Peers, Charles Delaney, Larry Kent, Jeff De Vorska and Fred Sullivan.

**Directors:** Bert Glennon; Author, Jo Swerling; Adapter, Jo Swerling; Dialogue, Jo Swerling; Editor, Gene Mitchell; Camera, Not listed; Monitor, Man, John Lividary.

**Assessment:** Directon, all right. Photography, good.

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**“The Break-Up”**

(Synchronized)

Talking Picture Epic

Time, 53 mins.

HIGHLY INTERESTING AND INSTRUCTIVE RECORD OF AN ALASKAN ADVENTURE. REFRESHING AND PICTORIALLY EFFECTIVE.

Those who like travel and adventure films should find in "The Break-Up" much to satisfy them. The picture is a pictorial record of a recent Alaskan expedition undertaken by a group of explorers headed by Captain Jack Robertson. It pictures life in the Alaskan wastes with remarkable fidelity and in a most effective manner. The film boasts some really impressive camera work, with an endless succession of shots of jagged ice fields, towering ice-sheeted mountains and forests deep in snow. There is a sweep and a freedom to the camera work, which is unusually made more interesting and powerful by a fine photography. And there are moments of tense drama, as is to be expected when man meets nature. Jack Robertson on more than one occasion is seen playing with death in his perilous trip over the treacherous country. For the girl, at the same time a fine record of animal life in Alaska, is accompanied by a description of Captain Robertson. "The Break-Up" should be ideal entertainment for summer days.

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**“Prince of Diamonds”**

With Aileen Pringle, Ian Keith
Columbia Time, 1 hr., 7 mins.

SATISFACTORY LOVE TRIANGLE DRAMA EFFECTI VELY PRODUCED AND SCENICALLY PLEASING. AILEEN PRINGLE AND IAN KEITH GOOD.

In spite of a none too original plot, this picture has much to recommend it. Its photography is excellent, it is fortunate in a number of good performances, and in its suggestion of modern life in an English castle it leaves little to be desired. The story tells of a woman who is forced to wed a wealthy jeweller unfledged by her father to save the man she loves from being unjustly exposed as a thief. The fellow, unaware of the reason behind her marriage to his rival, escapes to the Far East, where he becomes rich through the discovery of a diamond mine. After he breaks the woman's husband by unmasking him, he returns to England to complete his revenge. Aileen Pringle and Ian Keith do good work.

**Cast:** Aileen Pringle, Ian Keith, Frick Riordan, Charles K. French, Robert Lincoln, Vivian Loxton, Frances Bum; Editor, Albert C. elé; Camera, Lee Garmes.

**Directors:** Karl Brown; Author, Gene Mark; Ed_FORMAT; Dialogue, Edward Flaherty; Editor, George King; Camera, Ted Tetzlaff.

**Assessment:** Good. Photography, good.
**The Film Daily**

**Sunday, May 4, 1930**

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**Warner Oland in "The New Adventures of Dr. Fu-Manchu" with Neil Hamilton and Arthur Pyrman**

Timed, 1 hr. 11 mins.

**SPLENDID THRILL PRODUCTION WITH EXCEPTIONAL CAST. WARNER OLAND AGAIN GIVES FINE PERFORMANCE. A POPULAR NUMBER ANYWHERE.**

Again Warner Oland as the clever and fiendish Oriental starts the spine tingle. He brings them till the end of the picture. Rowland Lee has done a strong directorial job, and the suspense is built up with mounting tension to the climax.

O. P. Heggie as the Scotland Yard inspector is fine, and offers a splendid foil to the masterful characterization created by Warner Oland of Dr. Fu. For the lovers of thrill and the mysterious, this will go over big. But Warner Oland has handled this stuff with a soft pedal so that the murders and other bedevilment of the sinister Dr. Fu do not register as too grizzly. Unfortunately he has little to do, and the honors are divided between Oland, Heggie and Neil Hamilton.

**Cast:**

**Director:** Fred Niblo; **Author:** Leo Tolstoi; **Editor:** Dorothy Parramore; **Dialogue:** Edwin L. Locke; **Cameraman:** Percy Hilbert; **Monitor Man:** B. S. Howard; **Sound:** E. R. Nettleton; **Gardener:** M. E. S. Martin; **Costume and Set Design:** Charles D. Hall, Lamar Wood; **Musical Director:** Leo Calvacca; **Musical Score:** Max Steiner.

**The Second Floor Mystery**

With Loretta Young and Grant Withers

First National

Timed, 58 mins.

**ENTERTAINING MEL O. DRAMA THAT HOLDS THE INTEREST THROUGHOUT. DIRECTING STRIKELY WITH DIRECTION AND ACTING WELL DONE.**

Romance and adventure. Not a mystery in the exact sense of the word, but the plot is enjoyable and the principals, especially Miss Young and Withers, are patred out nicely. There is a certain charm in the telling of the story, in which Roy Del Ruth has injected a deft and clever touch. Based on "The Agony Column," Withers and Miss Young, while eating in a London restaurant, find this newspaper column grossly entertaining. He tries to become acquainted with the heroine, who is accompanied by her father. When he is asked to write her a letter a clever thrilling letter. He proposes a mystery that provokes her to call the police. In revenge, she gives him a little stunt, that of putting her mischief maker temporarily into prison.

**Cast:**
- Grant Withers, Loretta Young, H. B. Warner, John Lodge, Clare McDowell, John Litel, Mary Forbes, Lila Lee, Ralph Morgan, Hugh Herbert, Harry Cording, John M. Lowry, Sidney Bracey, Crawford Kent, Enid Bennett, Paul Cavanagh, Richard Travis, John Carradine.

**Director:** Roy Del Ruth; **Adaptor:** Joseph Force; **Author:** Earl Derr Biggers; **Dialogue:** Joseph Force.

**Direction:** very good. Photography, fine.

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**Warner Mackaill in "Strictly Modern"**

With Sidney Blackmer

First National

First National Time, 1 hr., 3 mins.

**GOOD ENTERTAINMENT WITH GREAT CAST AND ACTING, DIRECTING AND DIALOGUE CREDITABLE. MACKAILL AND BLACKMER DO A LOT TO PLEASE.**

Based on the play, "Cousin Kate," and presented by a cast of selected players, entertainment reigns supreme. The action is bright, the dialogue is clever, the acting is fine. The plot holds the interest with Miss Mackaill and Blackmer meeting under peculiar circumstances, falling in love, their identities unknown and only revealed while they are having a tryst affair in the hero's cottage. The heroine happens to be a novelty artist but acts as liaison in order to reconcile the parted lovers. True to form, she gives up the hero when she learns that he is her cousin's lover. When she gains knowledge of another secret amorous affair going on between her cousin and the hero, she takes matters into her own hands, concocts a plan, and serves it to those intended. Things begin to happen just when the cremen plot begins to end with the judge collapsing to the satisfaction of all. Nicely directed by William Seiter.

**Cast:**
- Dorothy Mackaill, Sidney Blackmer, John Wray, Marion Byron, John Dugan, Hugh Herbert, Robert McWhee, John M. Lowry, Sidney Bracey, Richard Travis, John Carradine.

**Director:** William A. Seiter; **Author:** Max Davis; **Adapted by:** J. M. Fisk; **Costumes:** Gene Towne; **Dialogue:** T. Morris, Gene Towne, Mabel Leighton, Margaret Wells, James Caven, Charley windshield, Lottie Wilson.

**Direction:** good. Photography, very good.

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**"JAPANITES" IS SWELL STAGE SHOW AT CAPITOL**

Artistry and vaudeville-flavored entertainment, together to make "Japanites," current stage show at the Capitol unusually fine audience stuff. Outstanding in the show are the "sensational Kikutaras," Japanese troupe of acrobats, which perform a number of original and thrilling stunts. An excellent number, this, far removed from the familiar acrobatic turn.

Personal Ted Claire acts as master of ceremonies, sings and dances, the boy and girl stunts in a style that clicks. The stage is walled with Japanese screens and panels which are removed late in the show to reveal a garden effect.

**Directed by:** Leo Calvacca; **Musical Director:** Paul Whiteman; **Costume Designer:** Paul Whiteman

**PAUL WHITEMAN PROGRAM MUSICAL TREAT AT ROXY**

Paul Whiteman is the big show at the Roxy this week. The members of his orchestra and his band, with the conductors of his own band and the Roxy Symphony Orchestra in a combined ensemble of 125 pieces. Facing his men in the orchestra pit, Whiteman stands with a huge black-and-white caricature of himself staring down upon him from the center of a curtain on which are outlined figures of musicians executed in modernistic style against a background of dull gold.

It is a musical program of generous proportions that has been devised by the Roxy management to celebrate the opening of "King of Jazz." As if the presence of White- man and his orchestra were not enough, George Gershwin has been brought in as principal soloist in "Rhapsody in Blue" number that is beautifully done. This is the highlight of the performance. Another Gershwin composition on the program is "Strike Up the Band." Other numbers on the program are the "Three Tangoes" of Nocetti, Hickox and Dupont; the "Sing, You Sinners" of Harling and Coslowi; Rodgers' "A Ship Without a Sail," and selections from the works of Victor Herbert.

The show gained entertainment value through the singing of Mildred Bailey, Ethel Pepsi, Laura Lu and Santiago and the Roxy Chorus. Orchestral arrangements are by Ferdie Grof, Roy Barby and Leonard Hayton. Max Herzberg is responsible for the choral arrangements.

**First National Players on Air**

Amarilyn Miller makes her radio debut in the current number of the series of radio programs arranged by First National with the Del Monte company and known as the Del Mon- te Hour. Walter Pidgeon appears with Miss Miller in the countrywide broadcast, which takes place every Saturday night at 8:30 Daylight Sav-

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**AMALGAMATED VAUDEVILLE AGENCY**

**Attractions for Picture Theatres**

**Standard Vaudeville Acts**

1600 Broadway, New York City
Phone Penn. 3580
Talking Picture Epics Forming Theater Circuit

(Continued from Page 1)

Las, Spokane, Denver, Pittsburgh and Cincinnati.

Talking Picture Epics program for 1930-31 includes more than 20 talkers, each featuring a celebrated explorer, adventurer, scientist, writer or speaker. In addition, it will release a long list of short subjects of a diversified nature.

Publix-Warner Philly Theater War Looms

(Continued from Page 1)

Fox has two features in Philadelphia and Loew is not represented at all. The Wilmer & Vincent circuit remains the only major independent chain in the territory.

“What A Man” for Canada

Bud Rogers, director of sales for Sono Art-World Wide, reports a deal has been closed with the Canadian Famous-Players chain for bookings on “What a Man” with first runs in Toronto, Ottawa, Vancouver and St. Catherine.

C. B. Rahm with Big Four

Denver—C. B. Rahm has signed a contract as Intermountain District Manager with Big Four Film Corp., of which John H. Freuler is president.

Films Help Tibbett

Baltimore—As a result of added popularity won through the medium of his film work in “The Rogue Song,” Lawrence Tibbett proved a big draw on his appearance here in the opera “Aida.”

United States

Lynn, Mass.—Alexander L. Lashway, now managing the Olympia will be in charge of the new Publix when it is completed in July.

Norristown, Pa.—Bids have been taken for erection of the Ritz on West Main St. Sablosky Bros. are the owners.

Marshall, Tex.—East Texas Theatres, Inc. opened its Paramount here this past week.

Milwaukee—Plans for the new Fox house, which were temporarily set aside, will be continued. Negotiations are under way for a suitable site.

El Paso, Tex.—Possibility of Fox building a house here is seen in the announcement that representatives of the company are scheduled to arrive soon to survey conditions.

Mt. Holly, N. J.—D. H. Fox, son of owner Jacob B. Fox, is now managing the Fox here, replacing Victor Colwell, who has resigned.

Byron, Ill.—Henry and Elmer Laudeh, operators of the Mt. Morris, Mt. Morris, have leased the Rose here. Sound devices of their own construction will be installed.

Lubbock, Tex.—Lindsey Theaters, Inc., has been chartered at $110,000. Incorporators are Mrs. Betty Lindsey, C. C. Lindsey, Ralph Lindsey.

Bridgeport, Conn.—Warner’s Cam- era here, Edgar Lynch manager, is installing a $75,000 cooling system.

Stamford, Conn.—With the legal questions in connection with the radio adjustment, Publix has taken over the four Buono houses, the Strand and Palace in Stamford, and Empress and Regent in Norwalk.

Waterbury, Conn.—The Hamilton, Waterbury, is being remodeled at a cost of about $20,000.

Canton, Texas—The old Royal is now being torn down to make way for the new house planned on its site.

Ranger, Tex.—Arthur Swanke has succeeded J. T. Hughes as manager of Arcadia. Hughes has been transferred to Paris, Tex., where he will handle the Publix houses.

Portland, Ore.—Work has begun on the new film row at Nineteenth and Kearney. Paramount plans to move in about the middle of September.

Falfurrias, Tex.—Jack Case is building a theater here in opposition to the Frank Jungman house.

Dallas—Hal Norfleet is now exploiting Universal pictures in this territory.

Indianapolis—Dick Paton has severed his connection as publicity and advertising director for the Walker.

Dallas—Rumors are rife here that L. L. Dent will re-enter the field with a supply and equipment business.

Portland, Ore.—W. R. Walsh, F. N. booker for the last three years, has been promoted to city salesmen. Vivian Calvin has been made assistant booker.

Medford, Ore.—Walter Leverette will open his Holly here on July 1. He also plans to open the Broadway in Yreka on June 1.

Mckinley, Tex.—Having been found guilty of violating the Sunday law, Roy Bruckman, operating the R & R theaters here, has been fined $350.

Portland, Ore.—Local employees of First National have organized a social club with Vivian Calvin as treasurer. The first outing is planned for early in July.

Buffalo Center, la.—The Regent, recently leased by M. Butterfield of Sioux Falls, S. Dak., will be reopened with sound.

Ivanhoe, Minn.—The Gem now has sound. H. P. Faulds is manager.

Kenosha, Wis.—After six weeks of darkness, the Roosevelt has reopened under the new management of Charles H. Collins. De Forest equipment has been installed and a large sized screen added.

Milwaukee—Exhibitors Exchange, poster service, has been taken over from Eddie Krofta by his brother John F. Krofta. Eddie is now connected with the local United Artists foreign exchange as booker and office manager.

Foreign

Paris—“A Woman Has Lied” will be one of the first pictures to be produced at the Joinville studios of Cinestudio Continental.

Bristol, England—Showing of slides bearing safety regulations is required by law in theaters in this city.

Paris—First Italian talker, based on Genina’s “Miss Europe” and produced at the Paris-Tobis studio, is ready for distribution.

Week’s Headlines

Monday

Eastern Pa. exhibs will meet to discuss crisis. Scouting country for comedy talent. Universal’s 1930-31 lineup outlined.

Tuesday

Laurens drive on houses without music. $30,000,000 to switch to wide film. Paramount to produce in foreign countries.

Wednesday


Thursday

50% jump in Fox’s first quarter 1930 earn. All four firms to sell films individually. Independent supply houses form organizations.

Friday


Today

Producer-exhibitor advisory board is sought. Publix-Warner war lines in Philly. Talking Picture Epic forming theater circuit.

Contract for Lillian Roth

Lillian Roth, who is on her way East from Hollywood to appear with the Marx Brothers in “Animal Crackers,” has been signed to a long term contract by Paramount.

By Airplane


New Music for “Heads Up”

An almost entirely new musical score will be written for the film version of the stage success, “Heads Up,” which Victor Scheitzinger will direct at the Paramount New York studio. Charles “Buddy” Rogers will be starred, with Helen Kane and Victor Moore head the featured supporting cast.

TEN YEARS AGO TO-DAY

Inscription on a recent advertisement of the Frohman Amusement Co. complete its serial “The Invisible Ray.”

Sol Lesser decides to concentrate on exhibitions.

Southern California exhibitors demand removal of United Artists’ Los Angeles managers.

Famous Players form $3,000,000 corporation to produce in India.
Reduction in Costs

THE era of economy that was started in the motion picture business some years ago with the merging of producing, manufacturing, distributing and exhibiting interests was directed toward the elimination of duplicated costs. And, while all of the benefits of this industry-change have not yet been realized, it has moved gradually toward perfection.

Since trade paper advertising is a vital and necessary part of selling effort in this business the film trade group of the Associated Publications, Inc., was formed to further along the economy program by serving its industry through the reduction of advertising costs and the increased efficiency and quality of regional trade publications, which, naturally, brought about greater advertising results.

By printing all of the papers in our own plant in Kansas City, the geographical center of the country, and by eliminating the duplicated cost of printing national and general trade news, which runs throughout the entire group, we have been able to make a saving in our production costs that has been passed on to our advertisers using our entire group, in the form of a liberal discount off the regular rates of the individual publications. An additional saving is afforded to our advertisers through the requirement of only one printing plate. An advertiser can now reach 20,000 exhibitors and film trades people for almost half the former cost and through papers that are immeasurably of greater service to the industry than the regional trade press of the past has ever been!
WANTED by the PUBLIC!

A handsome reward is yours if you play . . .

The ARIZONA KID

The further adventures of O. Henry's lovable bandit, The Cisco Kid

with

WARNER BAXTER

MONA MARIS
CAROL LOMBARD
MRS. JIMINEZ

"IN OLD ARIZONA" blazed the trail in outdoor talking romances. It broke records everywhere. And Warner Baxter's performance as The Cisco Kid won him the actors award of merit presented by the Academy of Motion Picture Arts and Sciences.

Here's Warner Baxter playing the same romantic bandit in a brand new story that carries him through even more exciting and colorful adventures in old Arizona.

Remember! "The Arizona Kid" is just one of a dozen big movietone money-makers coming to you between now and mid-summer!
More Exhibitor Groups in Protest Over Higher Cost of Bills

With the exhibitor units of the M.P.T.O. of Eastern Pennsylvania and Southern New Jersey, the New Jersey Theater Owners and the Northwest Theater Owners, already officially on record in protest against the practice of making feature pictures shorter, organized resentment (Continued on Page 2)

ROSS TO MAKE 10 MORE SIDNEY-MURRAY COMEDIES

Nat Ross, producer and director of the George Sidney and Charlie Murray comedies for Universal, is due in New York early this week from the Coast to convey arrangements for making 10 more productions with these comedians. Since signing his Universal agreement six weeks ago, Ross has finished two pictures, “The Old Mazumma” and “Beware of Women,” and is bringing the prints with him.

433 Wired in Canada

Ottawa—Latest figures show that 433 of the 975 theaters in Canada are wired. Toronto leads in the number of installations with 63.

In 10 Tongues

London (By Cable)—“Elstree Calling,” to be made by British International Pictures, will have 10 language versions: English, German, Italian, Dutch, Czech-Slovakian, French, Polish, Spanish, Swedish and Belgian. Each edition will have a prominent actor from its respective country and some special material of that country.

COMERFORD TO REMAIN UNDER PUBLIX REGIME

Under the deal whereby Publix buys the Comerford Circuit, as reported exclusively in THE FILM DAILY last Friday, M. E. Comerford will remain with the organization and assist in the management of the houses, which will be known as the Publix-Comerford Circuit. Amount involved in the transaction is placed at close to $200,000.

Neuseld and Gatzert

Promoted by Tiffany

West Coast Bureau, THE FILM DAILY

Los Angeles — Sig Neuseld has been promoted to head of Tiffany’s (Continued on Page 2)

Wide Film Standardization May Be Postponed by S.M.P.E.

BERLIN (By Cable)—An arrangement whereby Paramount will be enabled to produce in Germany is expected to be worked out by Jesse L. Lasky, who is now in the city, and Adolph Zukor, who is due in about a week. In the event no settlement is reached with the German talker patent companies, similar efforts will be made in Vienna, Lasky states.

S. M. P. E.

—gathering for pow-wow

— By JACK ALICOATE —

IT SO happens that you don’t know exactly what the above label presents it refers to the Society Motion Picture Engineers, and further, you are not entirely familiar with the activities of these serious-minded and academically inclined gentlemen we might observe that they, collectively, are responsible for about 90 per cent of the many new and startling innovations in this business, art, industry or racket, according to just how well you fill in the cinema sense of things. Added to this we might gently drive home the fact that inasmuch as this business is about 90 per cent mechanized, including war tax, the aforementioned societies and the clear thinking members thereof do play modest but by no means unimportant part in the progress of the industry. With these facts approximately established we will proceed to the semi-annual gathering of the worthy gentlemen being held in Washington, D. C.

Technical Progress

To the S.M.P.E. can go much of the credit for the unusual technical progress of this industry over the past few years. Here is the melting pot of scientific thought. The mixed reflection of technical experimentation. The clearing house of technical ideas as well as the show window of progressive scientific accomplishment.

This semi-annual meeting that gets under way in Washington to-day is unusual significance. Among the speakers will be Will Hays, Irving Alben, Harold B. Franklin and Francis Jenkins. Subjects to be covered are many and include every mechanical and technical branch of

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ZUKOR AND LASKY TO SEEK ARRANGEMENT IN GERMANY

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by ARTHUR W. EDDY

WASHINGTON — Developments in sound, color, wide film and television are highlights among the topics to be discussed at the spring meeting of the S.M.P.E., which swings into action at the Wardman Park Hotel today and concludes Thursday. Attendance of approximately 200, representing practically every section of the country, is expected. As the session opens indications are that fixing of a standard width for wide film may be postponed until a later date. The standardization committee has been considering this

(Continued on Page 2)

GAUMONT-BRITISH AFTER 17 UNITED PICTURE HOUSES

London—Gaumont-British is reported negotiating with the United Picture Houses with a view to taking over the string of 17 theaters operated by the chain in Great Britain. Ratification of the proposal will be sought at a meeting of United shareholders to be held soon. Among the theaters in the chain are the Rivoli, Whitechapel, the Woolwich Hippodrome; the Putney Hippodrome; the Stamford Hill Cinema; the Broadway, New Cross; the Mile End Empire; and the Electric Theatre, Bournemouth.

WARNERS BUY TWO MORE

Purchase by Warner Bros. of the Chatin and Nittany in State College, Pa., is announced by Spofford J. Sloukas. The houses formerly belonged to Morris Baunn.

ARMY GOES TALKER

Closing of a contract for installation of RCA Photophone equipment in 35 U. S. Army posts, supplementing a previous contract for 52 installations, will provide a total of 60 Army posts with facilities for talking picture shows, it is announced by Charles J. Ross, of RCA Photophone.
the industry. Those inclined to keep up with what's in motion pictures will do well to follow closely the negotiations of this body. While the actual thoughts in Washington to-day may develop into a definite industry reality to-morrow, let's see how and if the technical progress of motion picture takes for no man.

**S. M. P. E. gathering for pow-wow**

(Continued from Page 1)

**PUBLIX SEES BIG REVENUE FROM SCREEN AD SERVICE**

Big financial benefits are expected to accrue to Publix as a result of the contract entered into with William Johnson, President of the Screen Service Corp., whereby screen advertising will be shown in Publix houses, it is stated. The agreement relates to houses which are now at least 90 per cent owned by Para- mount, directly or indirectly, or at least 50 per cent owned by Para- mount and operated by Publix. The films will be in two classes, one being style films in music and color, and are to be played in all theaters except those under an existing contract, and the other being general advertising films. These films are to be shown primarily as trailer advertising. They will be put out in complete units of minimum weekly rental.

Publix will have full control of the choice and presentation of the screens. It is planned to make the productions of entertainment value, so that the circuit will be getting a program number at no expense. The public is to be educated to the fact that revenue thus derived by the theater company will be to give better programs and service.

Johnson and Publix officials now engaged in selecting the cities with the largest potential, including Kansas City, and Kansas City, and will give definite orders to the theaters to cooperate in the showing of these pictures.

Although the agreement just signed will not apply to houses that are already under contract to other companies, arrangements are to be made, if possible, to have these other companies furnish the theaters with the same type of service as that provided by Johnson.

**R-K-O Reported After**

**Several Bklyn. Houses**

R-K-O is reported scavenging around for several Brooklyn chains, with negotiations already under way for the Fred Hubner houses, the Elyra, Dycker and Shore Road.

**Oakie undergoes Operation**

John Oakie, whose contract specifies, is confined to his hotel room in New York suffering from a sudden throat infection which required a minor surgical operation. The result of the starting date of "The Sop from Spain" by Edward Sutherland will direct, has been temporarily postponed for about a week.

12 FEATURES, 24 SHORTS PLANNED BY JUDEA FILMS

A program of 12 features and 24 shorts is announced by Judea Films, Inc., producers of audible pictures in Yiddish. The company's first feature, "M. Yiddish Mama," in which Maxine Simon has the lead, is set for release May 15. The third short, "O. Doctor!" featuring Menashe Skulnik, will be released May 20. The second feature film has gone into production under the direction of Sidney M. Goldin. It is based on Tolstoi's "The Living Corpse" and has Samuel Goldenberg in the leading role.

Chevalier Film for First

**AMPA De Luxe Premiere**

Maurice Chevalier's new Paramount picture, "The Big Bund," will herald the company's first AMPA premiere de luxe to be held tomorrow night, beginning at 8:30, at the Chanin Auditorium, on the 50th floor of the Chanin Bldg., 120 East 42nd St. Other items on the bill include the Forbes Randolph Singers in "On the Plantation," Tiffany short, MacSennett's "Match Play" and Van Breunen's "The Golden Pagoda." The show is complimentary for AMPA members, and there will be refreshments after the performance.

Brumberg Resigns from

**Sono Art Chicago Post**

Chicago—W. W. Brumberg has resigned as manager of the local Sono Art World Wide branch. L. West, Alexander, special mid-western representative, is temporarily in charge of the office pending appointment of Brumberg's successor.

**Pathé to make "G. R."**

"Pathé is understood to be signing a contract to make the Universal Newreel, which will be turned over to the latter company in silent form for the addition of Graham McNamee's talking accompaniment.

**M. P. Service Co. Moves May 15**

Motion Picture Service Co. will move on May 15 from 417 W. 44th St. to 318 West 48th St.

**Ready for State**

**Right Buyers**

Schiller's Famous Drama
Rossini's Grand Opera

**"William Tell"**

Seven Reels Synchronized Singing, Music and Sound

For particular address

A. J. Danziger

630 Ninth Ave., New York

**The Industry's Date Book**

Today: Decision to be held down N. Y. fire test case.
May 5-8: S.M.P.E. Spring Meeting at Waldarn Park Hotel, Washand. D. C.
May 8, 9: The "Mardi Gras" of C.C. at Westchester Country Club, Fl.
May 11: First Annual Flukker Flicker of the Motion Picture Club at Liberty Theaters, Washington.
May 13-14: M.P.T.O. of Oklahoma, Oklahoma City.
May 16-17-18: Paramount Easterners hold annual sales meet Atlantic City.
May 18-19-20-21: M-G-M Convention at C.
May 19: RKO sales convention opens at 1 A. M. at New Y. Exhibitors to attend H. Buchsbaum dinner at Astor Hotel.
May 21-22: Pathfinder regional meet at Ambassador, A. C.
May 24-25: Pathfinder regional meet at C. cago.
May 26: Film round-up at Movietone City, Cal.
May 24-25-26: Paramount westerners hold annual sales meet San Francisco.
May 27: Opening of National of Wanners and F.
May 30-31: Pathfinder regional convention.
San Francisco.
June 2: 10th meeting of I. A. T. S. M. P. Operators at Los Angeles.
June 2-7: International Cinema Con-ex, Brussels.
June 8-9: Townsfolk, North and South Carolina, meet at the Ocean for dinner and some Beach Buckets.
June 17: 16th Film Golf Tournament.
June 19: Premiere of "With Byrd to South Pole." at the Rialto, N.

**DRASTIC ACTION PLANNED IN KANSAS BLUE LAW DRIN**

Topeka—Drive to enforce Sabba blue laws in Kansas has taken a added fervor with the threat that drastic action will be taken against theater owners who insist upon giving Sunday shows. "We are prepar ing to get out an injunction against theater owners and to direct court attorneys to take similar steps," say William A. Smith, state attorney general. "Every prosecutor in counties where shows operate on Sunday has been warned the law will be enforced."

The "Pride of the East Coast"

The "Home Town Press" of all theater owners. The most influential of all theatrical journals in the in-dustry, everlastingly at it for the 12th successive year.

100% coverage of the 36 states territory.

EMANUEL-WOODWORTH PUBLICATIONS

Main Office, 219 N. BROAD ST., PHILA.
The Freshest Story of the Year!

"The Dude Wrangler" is a direct response to repeated requests by exhibitors for a relief from the sameness of the stories which have cluttered up our screens during the past year. Here is a comedy Western that tore the buttons off the vests of the critics at its preview. A wagon-load of laughs, sparkling dialog and swell trouping. Watch it set the industry talking!
Timely Topics

A Digest of Current Opinion

Straight Talk to Showmen

The public is fickle... easy to please for the moment, but a constant repetition soon tires and your patron starts to shop for entertainment. Business will go where it is most intelligently urged... where its entertainment wants are satisfied and where courteous attention prevails. The intelligence of the urge is paramount. Consider today what you are going to do tomorrow. We are a success today, not because we bask in the sunshine of that success; take advantage of this good fortune by thinking of the new show world that may be just around the corner.

Harold Franklin

Talking Pictures Shown in Chile

CHILE'S first "talkie" has recently been successfully shown in Santiago's downtown theaters. The theater, which was formerly a second-run house, was the first to install up-to-date American sound equipment. The picture shown was a musical review, the singing and speaking being in English with the Spanish translation superimposed on the picture, and Chilean patrons who understand no English said that they were able to follow the picture quite easily. The theater, which has a seating capacity of 1,000, was filled, and the performance well received. Under the present plan of showing, with speaking parts in English and superimposed Spanish dialogue, the musical-review type of picture is best adapted to this market. However, if any continued success is to be gained it is thought that it will be necessary to supply talking pictures in the Spanish language.

Milton T. Houghton, Asst.
Trade Commissioner, Santiago

A FILM FACT A DAY

45 per cent of United States sound installations are in the East; the West has 40 per cent and the South 15 per cent.

ALONG THE RIALTO

with Phil M. Daly

THESE columnists are certainly stepping out...first Mark Helliger goes on the air, then Walter Winchell is appointed judge of a baby parade in a night club (and what babies!) and now comes announcement that Heywood Broun has gone vaudeville......Hiram Brown states that Heywood will do his stuff at the Palace the week of May 17th and will contribute his salary to four stage and screen funds....first thing you know these chaps will have to hire columnists to write their columns if these outside offers increase......And we see by our own lil' paper (which our ad dept, tells us prints all the news FIRST) that Al Capone, the racketeer, is trying to seize the Chicago theater unions......no doubt these racketeer pictures gave Capone an idea.

WE see by the Hearst Metrotone News announcement that bullfighting has been made painless in France.....now if some day we will do a show which is held in Flatbush, it will become a nice place for tourists....Pat Flaherty, headlining Red Star Music Co., will soon head in to Movietone City to reorganize the layout and Harry Hoch has joined Pat's organization to handle commercial radio accounts.....Rian James, columnist on the Brooklyn "Eagle," wrote a film review stating: "You ain't seen nothing till you've seen this picture"... and a goof wrote back: "Yeah? And I ain't seen nothin' after seen it"...Lynde Denig, in between working on the First Nash yearly announcement, has sold several stories to the "New Yorker"......

JOHN WRAY, who goes over with a noisy bang in "All Quiet on the Western Front," will soon leave for Chattertown to start work in "Saint John's Day." In a scene very much like that for "Ladies Love Brutes," as George Bancroft knocked Stanley Fields through a packing case, he sez: "And that's for Realism"......so Stanley picked the soldiers from his epidermis, super- stratum, etc., to be in the picture, and handed them to George, saying: "And that's for Make-Believe"

J. P. McEOVY will be honored with "McEovy Night" at the Winter Garden Thursday evening when his "Show Girl in Hollywood" is the attraction......Those AMPAS, following the example of the trade itself, will be on hand for the occasion, and all the local authors, artists, etc., will be present. The show will be a complete picture show, with special attractiveness for the fans of the Fox stars, and there will be an appearance by the guest star, written especially for them. The program will be the same as that for "Paramount On Parade," with the exception of the musical numbers by the cast, which will be replaced by a special feature for the audience. The show will be presented by the Fox Studio Orchestra, under the direction of Jack Oakie, and will be broadcast over all the network stations.

DICK BARTHELMES is being considered for the lead in "Adios"......if they decide on him, does this mean that First National and Dick are saying farewell to each other?......H. Jerome Chazen has been made assistant to C. A. Hill, general booker for Fox.......Harrison Carroll of the Losange "Herald" notes that Dick Whiting has composed 151 sones in less than a year, among them the hits "Sweetie" and "Louise"......At a dinner party in Harold Lloyd's home, his English butler approached him and sez: "I'm sorry to disturb you, sir, but the house is on fire"......and Harold, busy in conversation, replies: "Please remind me of it later"......

AND now Arthur Caesar, the King of Razz, is trying to figure out if First Nash's racketeer story, "Little Caesar," is a subtle way of razzing him......They are opening a specialty sandwich shop in Hollywood exclusively for actors, probably specializing in ham sandwiches......Bernard Berenson, from Dallas, Texas, suh, is now assisting George Bilson at First National......Henry's Cafe in H'W'd has a new awning, and Jimmy Starr says it will keep a lotta actors from getting wet......oh, so they DO have weather in California?

FILM TRAGEDIES: They forgot to clear the picture title.
United States

Earlham, Ind.—Charles Smith, manager of the Family, will dispose of its equipment to theater men nearby.

Hollister, Cal.—With the turning over of the Opal by Fox West Coast to Golden Theaters Co., the house will be remodeled, enlarged and rebuilt. W. E. will be installed. About 70,000 will be spent for this work.

Fairfax, Minn.—The New Topic is used for redecoration and upholstering and installing new chairs. The existing system is also being changed.

Geneva, N. Y.—Remodeling work has been resumed at Smith's Opera house after plans were revised. About $50,000 will be spent by Fox owners, in making the house practically new.

Chicago—Thomas E. Maloy, business agent of the Moving Picture Machine Operators' Union, will be a patron delegate of the American Federation of Labor to the British Trades Union Congress at Nottingham, England, in July.

Bayonne, N. J.—Bob Weshner is now managing the De Witt. He was formerly at the Hollywood, East Orange. Both are Warner houses.

Chicago—Douglas George is resigning from the National Program Corp. to take a job as assistant to J. C. Keefe, advertising and publicity manager of Fox Midwest.

Washington—George Gatts, Windsor franchise holder in this territory, has enlisted the services of Jack Wiesian to exploit "Her Unborn Child."

TEN YEARS AGO TO-DAY

France decides there will be no embargo on films.
Screen Plays Productions, $11,000,000 corporation, formed in Delaware.
National Association reports decrease in film thefts.
Crandall denies he has sold his Washington theaters to Goldwyn.

COLUMBIA HAS THE BEST SHORTS IN THE FIELD

Mickey Mouse Silly Symphonies Krazy Kat Screen Snapshots

BOOK THEM NOW
Coast Wire Service

Latest Hollywood Happenings

4 Big Ones in 5 Months
Shot by George Barnes

Four of the biggest pictures within five months will be the luggage record of George Barnes, head cameraman for Samuel Goldwyn. The day he finished Ronald Colman's "Raffles," he was notified he would have to start the next day on Gloria Swanson's "What a Widow." The day after that picture was completed, Barnes started filming Mary Pickford's "Forever After." He will photograph Evelyn Laye's initial picture within a week after completing "Forever After."

Court O. K.'s Joan Marsh Contract
Contract of Joan Marsh, 16, with Universal for a five-year period has received court approval, necessary because of the girl's age.

Dot Farley in "Swell People"
Pathe has cast Dot Farley opposite Harry Grabbin in "Swell People," being directed by Wallace Fox. Others in the cast are John Hymas and Lesa McIntyre.

Cathaway Vacationing
Having finished work in "Dixiana," Joseph Cathaway is now taking a vacation before he will appear in his next for Radio Pictures.

Grabbin in Another Pathe Comedy
Harry Grabbin will appear in another Pathe comedy to be directed by Robert DeLacy. He has just completed work in "Swell Company."

Fox Lends Helen Garden
Helen Garden, who is under contract to Fox, has been loaned to Paramount to appear in "Monte Carlo," which will be directed by Ernst Lubitsch.

Loretta Young Turns Writer
Loretta Young has written a scenario which First National may produce with the author in the leading role.

Billy Bevan in "Temptation"
Billy Bevan has been added to the cast of Columbia's "Temptation," which E. Mason Hopper is directing. Others in the cast are Lois Wilson, Lawrence Grey and Eileen Percy.

Start "Civilian Clothes"
Direction has begun on "Civilian Clothes" by Rowland V. Lee at the Paramount studios with Gary Cooper starred. June Collyer is the feminine lead.

Dorothy Jordan in "Spring Fever"
Dorothy Jordan has been handed an important role by M-G-M in "Spring Fever." Robert Montgomery and Dorothy McNulty are in the cast.

A Little from "Lots"
By RALPH WILE

Reginald Sheffield is becoming one of our best little New York-Los Angeles commutors. Alfred E. Green, the director, liked Sheffield's work in "The Green Goddess" so well that when he was assigned to direct "Old English," also starring George Arliss, he sent for Sheffield, who was acting in "Dear Old England" in New York.

By the way, Reginald's sister, Flora, who is a Broadway favorite, will follow in her brother's "air-step" and also the "lot". While here she will visit Ruth Chatterton and other friends of New York stage days.

Our Passing Show: Edward H. Griffith and Robert Ame chatting at Pathe; Arthur Zeller motoring on Sunset Blvd.

Emile de Recat, head of the Pathe studio's foreign production department, finds that his three trips around the world are proving of much benefit in his present work of producing foreign versions of American pictures. While globe-trotting, he made a close study of the life of the natives of the various countries he visited. He was the first man to gain permission of the French government to use the Chateau de Versailles for scenes in a picture. The picture was "Le Roi Soleil," which he made in 1911.

Josephine Loretz is vacationing at the Rancho Santa Fe, having completed two original stories with continuity and dialogue for Gloria Swanson. Miss Sarn is now finishing production on "What a Widow," one of the stories.

Well-known Owens—Davis, Moore, Marks, Seena.

"Hank," Arnold, the demon statistician of Santa Monica Blvd., has sworn to action again. He reports that Eddie Cantor, who is working on the cook house sequences in "Whoopie," has used up five cans of baking powder, three sacks of flour and 20 pounds of salt without producing even one waffle fit to eat.

George Crone has finished the direction of "Reno," his latest picture for Sona-Art. It is a fetich with this director to have a finger in the cutting of all his pictures and he is now supervising the editing of "Reno."

Short Shots from New York Studios

By HARRY N. BLAIR

ANYONE visiting the "Animal Crackers" set at the Paramount New York studio might be led to believe that the Marx Bros. are twins since an extra set of "stains," dressed exactly like the famous comedy quartet, are always evidence.

Ripley is preparing material for the second of his Vitaphone Varieties. Filming the big "Believe It or Not" man is quite an event at the Brooklyn studio. All the staff "was to be shown" and turn out for force to watch the proceedings.

Vernon Duke, who recently joined the Paramount New York studio music staff, will specialize in songs for "Heads Up" and "The Sap From Syracuse." is known on the Continent as Vladimir Dukelsky. His latest symphony was given for the first time by the Boston Symphony last week, and received an ovation. Duke is a member of the Russian aristocracy and has spent a great deal of time in England.

"Ye Heart Shoppe" is the latest of Columbia's single reel series completed and has been done in Photos of Kegby, Reece, Jerry Norns, Leigh Lovel and Phil Bishop are the cast under direction of Bradle Barker.

Resentment Grows Against Short Length Features

(Continued from Page 1)

is brewing in the camps of motion picture owner bodies. The Oklahoman, the North and South exhibitors will take up the subject at their coming conventions, and several other organizations are giving it attention.

Chief among the complaints is the contention that shorter length features is resulting in a considerable increase in the cost of bills, due to the necessity of booking additions subjects. The shorts, it is claimed sometimes cost more than the feature. Some exhibitors have found it more economical to run double feature programs instead of a feature and a long list of shorts, but this policy, tried out on a big scale among Cleveland neighborhood houses, has not worked out well in most places.

Gottesman Concludes Deals

Alfred Gottesman, Warner Bros. executive, is back in town after a tour of Pennsylvania, Ohio, West Virginia, New York and New England states. While he was away, negotiations involving recent acquisitions of theaters by Warners. He leaves again in a few days for another trip of about two weeks.
MONTA BELL PRODUCTIONS

"Young Man of Manhattan"

"The Big Pond"
with
Maurice Chevalier

"Gentlemen of the Press"

"The Letter"
with
Jeanne Eagels

"The Lady Lies"

"Applause"

Address

Hollywood Athletic Club
S. M. P. E. Spring Meeting
Starts Today in Washington

(Continued from Page 1)
subject for some months. Determination of the producers to go slow on this evolution, coupled with various problems encountered, will probably result in deferring any definite action.

The program arranged for the conference is one of the most pretentious in the history of the society. It calls for expressions from such authorities as Will H. Hays, G. Francis Jenkins, Irving Thalberg and Harold B. Franklin as well as experts in the technical development of the industry. An important feature of the proceedings will be reports submitted by various committees.

The society is expending every effort to focus national attention on its work as disclosed by the meeting.

R-K-O and Columbia
Close Booking Contract
(Continued from Page 1)
short subjects as well as 20 features being included in the deal.
Besides providing it an outlet in key cities throughout the country, the arrangement gives Columbia access to the Globe in New York as a Broadway show window. The contract also specifies that representation will be given Columbia product in any additional theaters acquired by R-K-O.

Neuseld and Gatzert
Promoted by Tiffany
(Continued from Page 1)
new short subject department, Milton Gatzert has been appointed business manager of the Tiffany studios.

Newman's First "Humanette"
Kansas City—Frank Newman, former local exhibitor, has completed the first of a series of 12 shorts to be distributed by RKO under the designation "Humanettes."

WASHINGTON will officially welcome the conventioners through the person of Major-General Herbert B. Crosby, who will speak the customary cordial words at the inaugural session this morning.

J. I. Crabtree, president of the society, will occupy the rostrum during the sessions. Crabtree, in case you don’t know, hails from the Research Laboratory of the Eastman Kodak plant at Rochester.

The Wardman Little Theater, which is a unit in the Wardman Park Hotel, is providing the spot for the daily sessions.

Will Whitmore is wearing out typewriters in enlightening the world about the S.M.P.E. He’s doing publicity in connection with the meet.

The conference will momentarily skip school Wednesday afternoon to go sight-seeing. The White House and Mt. Vernon are named in the date book.

A lot of interest is being evidenced towards the address to be made by Will H. Hays at the semi-annual banquet Wednesday evening. It's going to be etherized across the country through a national radio hookup.

M-G-M Writers Go West
P. G. Wodehouse, English humorist, and M. Yves Mirande, French playwright, both recently placed under contract by M-G-M, are on their way to the Coast to begin work.

S. M. P. E. Sidelights

SHUBERT THEATRE
NEWARK, N. J.
Sole Management  M. S. SCHLESINGER

Is Now Equipped With
Western Electric System

OPEN TIME AVAILABLE
Apply to Shubert or Erlanger offices or direct to Mr. Schlesinger
One of the best located theatres in Newark
Seating Capacity 2,000—2 Floors

Arthur Eddy
Is in Washington
Covering the deliberations of the Society of Motion Picture Engineers

FOR

FILM DAILY READERS
The Mirror

— a column of comment

EFFORTS SUBMITTED yesterday by the Society of Motion Picture Engineers to make it clear that its members are fully aware of the fact that there are complex problems to be solved by the industry and that it must adopt new developments. Both sound and color, although officially arrived, are still in need of doctors to make them 100 per cent excellent. This group of industry scientists will concentrate its fostering efforts on these two objectives. In the meantime, however, experimental work in television, wide film and stereoscopic effects will not come to a halt. The society, exercising its often-vowed common sense judgment, realizes that the industry must not move forward with a rapidity which has vitally important tasks unfinished. Its careful procedure at this revolutionary period no doubt will receive the hearty approval of every element of this picture business.

* * *

An idea worth entertaining has had its birth in Chicago with a plan for producers and exhibitors to sit together with object of lining up product for which there is a wholesale demand. Such a system, if properly administered, ought to inject a whole of a box-office appeal in pictures. There's no more accurate gauge in this movie-wide world than the men who rub shoulders with the pay-as-you-enter customers.

* * *

NOTHING IS quite as eye-attracting a newspaper advertising copy as good illustrations. That old and serendipitic standby, the scrapbook, has at last made effective by pictures which tell something. Wonder how many illustrations you're using in your ad copy?
PACENT LAUNCHES DRIVE IN NON-THEATRICAL FIELD

An intensive sales drive in the non-theatrical field has been launched by Pacent with the appointment of Robert H. Spahn, formerly in the piano field, as special sales manager to direct sales among clubs, churches, educational institutions, lodges, camps, etc.

Song Sheet Racketeers

Now Active in Philly

Racketeering in song sheets containing pirated music is now reported to be under way on a big scale in Philadelphia, following the breaking up of the activity in New York by the conviction of 188 printers and distributors and the arrest of 1,326 persons according to John G. Faine, chairman of the board of the Music Publishers' Protective Assn. A squad of special investigators has been put to work in Philadelphia, Pa., says there and will there be a grand jury probe as a result of alleged lack of cooperation from local police and public officials.

ACTORS' COMMITTEE NAMED TO CONFER ON AGENCIES

Hollywood — Announcement has been made of the actors' committee which will confer with agents and distributors on the current situation on the coast. It comprises Jean Hersholt, Lon Chaney, Mitchell Lewis, Rod LaRocque, Monte Blue, Sam Hardy and DeWitt Jennings.

HODES MADE ASSISTANT TO CHARLES ROSENZWEIG

Phil Hodes, formerly assistant manager of theranic New York, has been appointed assistant general sales manager. Charles Rosenzweig. He has already taken up his new duties at the home office.

"FLIP" GETS WELCOME

A unique sales record has been set by "Flip the Frog," now synchronized cartoon creation of "UB" Iwerks, according to Charlie Giegerich, general manager of Celecox who says that with all European rights for the series were sold within 10 days after the first announcement of the series was made in the trade press.

GAUMONT-BRITISH GETS UNITED THEATER CHAIN

London — Negotiations placing the Gaumont-British theater Corp. in control of the United Picture Theaters circuit have been completed here. The theaters are taken over, 16 in number and located in London, the staple, Cinemas, Charing Cross Road; Old Kent Road Picture House; Woolwich Hippodrome; Kennington Theater; Rivoli, White Chapel; Shakespeare Theater, Aldever Hill; Empire, Mile End Road; Camden Hippodrome; Kilburn Palace; Broadway, New Cross; Stamford Hill Cinema; Putney Hippodrome; Paragon Palace, Southall; Palaceum, Commercial Road, S. E.; Putney Palace; and Wandsworth Palace. The deal increases the number of theaters in the Gaumont-British chain to approximately 350.

LESS AMERICAN PICTURES IMPORTED BY ITALY IN '29

Rome — Importation of American films to Italy suffered a decline last year, amounting to 1,547,752 meters as against 1,589,015 in 1928. Film shipments from Germany, on the other hand, registered a remarkable increase, rising from 136,003 to 249,561 meters. Great Britain sent 355,301 meters of film to Italy last year as compared with 354,464 in 1928.

21 TORONTO THEATERS IN CO-OPERATIVE POOL

Toronto — Twenty-one local independent houses have become affiliated with the Exhibitors' Co-operative of Canada, Ltd., a mutual buying organization with headquarters here. F. R. Lenon is purchasing agent for the group. Films are bought in the open market as well as through the pool.
**Timely Topics**

*A Digest of Current Opinion*

Australian Censorship fits British Films

THAT the talkies are permeating the American film idea in all directions is the substance of the annual report of the Commonwealth Film Censorship Board. ... The report also "de-"eployes an unfortunate tendency among British producers to depict scenes that are not elevating," British feature films it shows are subject to a greater percentage of eliminations and rejections than are American films. During the period under review, American films subject to cuts, are shown to have been 47 per cent, while 61 per cent of British films are classed in this category.

"Film Renter," London

* * *

Australian Paper Defends Our Films

A WOMAN proceeded to tell the South Australian Housewives' Ass'n that the average American film had a demoralizing and pernicious effect; that pictures based on American standards were opposed to the British and Australian ideals of morality, law and order; that the British film was of a better standard, and if an agitation were made for British films, they would be forthcoming in large numbers. ... Any statement of British films being of a better standard than the American always receives newspaper space, but excites only the decision of the 2,500,000 people, who attend cinemas every week in Australia, and who know considerably more about films than the speakers at women's clubs. The opportunity for England is wide open this year, but by using the old tactics of villifying producers of other nationalities.

"Everymen," Sydney

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**ALONG THE RIALTO**

with

Phil M. Daly

**PETE WOODHULL** shoots us this telegram: "Please correct impression that I was caught in tornado at Tekemah, Neb. Left there few hours before it struck. Too busy selling DeForest equipment to let little thing like tornado catch up with me." ... ok, Pete, and we are billing you for this DeForest ad at regular display rates. ... A mooch picture house advertises: "Greta Garbo talks for three days at this theater" and Harrison Carroll of the Losang "Herald" comments that Greta will qualify for the U. S. Senate.

* * *

**FIRST NASH WEEK** is being celebrated on Broadway, officially, for they have set three big ones for the main artery right now. ... "Show Girl in Hollywood" at the Winter Garden, "Song of the Flame" at Warners (premiere tonight), and "Strictly Modern" at the Strand ... Al Boasberg, the harmless expert at M-G-M, shot this one: "Lon Chaney made himself up as Irving Thalberg, went into the accounting office, and raised his own salary." ... Now Thalberg should make himself up as Chaney, and collect it. ... James V. Bryan, Universal's managing director in England, after attending the opening of "All Quiet," sent a thousand-word cable to London headquarters covering the rave reviews.

* * *

AND NOW Dave Bader informs us that Al Szechler, manager of the Continent for "U," has learned "to speak German fluently in four languages." ... after puzzling over that one, we've decided it's a result of these multiple-language films, or else that the Germans can't understand Al's German.

Dorothy Dwan is engaged to marry Paul Boggs, Jr., son of a big oil company official ... just another Hollywood babling in oil.

* * *

**WALTER SMITH**, writing scripts for RKO, has just cleared up a big mystery in his life ... at one time he was an officer on Paquito Villa's staff in the Mexican Federal troops caught him and lined him up against an adobe wall to be shot along with some Mex officers ... an American officer among the Fed standing in back of the firing line put up a hot argument for his release, and they led him over the border to safety ... and the other day he wandered into a bookstore in Hollywood ... and the proprietor was the former Federal officer who saved his life.

* * *

**REM ARQUE**, author of "All Quiet on the Western Front," was the subject of discussion in a mixed gathering the other night ... a former German officer present said that the writer's real name is Kramer the word "remark" being his name reversed ... and the speaker added that Remarque, or Kramer, only spenteight days in the front line trenches, but that his remarks on his experiences certainly had made some stir ... check, and double check.

* * *

A NOVEL experience for a film player is that of Barbara Leonard, who plays in four versions of M-G-M's "Monseur Le Fox," ... she plays the English version opposite Gilbert Roland, the French with Andre Luquet, the German with John Reinhardt, and the Italian with Franco Corsaro ... and Hal Roach directs these and a Spanish version, playing the five scenes successively for the five versions throughout the picture. ... Louis Sobol of the "Daily News" runs a column of recollections by Carl Laemmle, Jr., headed "Down Memory Lane." One item is: A year after I was born, my father broke with the trust, the Motion Picture Patents Co. ... watta memory, Carl!

* * *

**H Y PHEN** sez: "The marquee bore some dazzling lights."
COLUMBIA

Proudly announces that its complete program for 1930-31 consisting of proven successes only

The Superior

Theatre

SUPERIOR PRODUCT MERITS
Pictures Twenty

has been booked in its entirety for showing in every

KO

from Coast to Coast

SUPERIOR EXHIBITION
Marching with flaming torches to the castle. What a vivid scene this is!
Already the Talk of the West!
(Sensation Of All Sensations In Warner Bros. Hollywood Theatre)

Now the Talk of the East!
(Brilliant Opening Tonight At Warner Bros. Theatre, Broadway)

Soon the Talk of the World!

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

“Entertainment that has little difficulty in holding its audience.”
Los Angeles Express

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

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

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

“Lavish production. Certain to please. Bouquets should be tossed. Direction excellent. Photography splendid.”
Film Daily

A FIRST NATIONAL
and
VITAPHONE
"VITAPHONE" is the registered trade mark of the Vitaphone Corp. Designating its products.

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

Noah Beery sings "One Little Drink" in a voice two notes lower than any ever recorded. One of the many big surprises.
HORNER COMPLETES FIRST
OF 8 PERRIN WESTERNS

Robert J. Horner has completed "The Apache Kid's Escape," the first of a series of eight all-talking sound-on-film westerns for Associated Film Exchanges. Jack Perrin and his horse, Starlight, are starred. Those supporting Perrin are Buzz Barton, Josephine Hill, Henry Roquemore, Virginia Ashcraft, Bud Osborne, Fred Burns and Fred Church.

Churchill Becomes Drama Editor

Douglas W. Churchill who, with Harry E. Chandelle, recently completed the screen play "René" for Sono-Art, has been named editor of the new dramatic page to be inaugurated May 5 by the Pacific Coast edition of the Wall Street Journal. Under his agreement with the Journal, Churchill is to continue his screen writing, having a third script to do for Sono-Art.

M-G-M Signs French Playwright

Jacques Deval, French playwright and novelist, placed under contract by M-G-M this week, will be directed by Alfred Werker.

Added to "Lilium" Cast

Recent additions to the cast of "Lilium" are Paul Muni, Lee Tracy and Estelle Taylor.

Ford Returns to Coast

John Ford is on his way to Fox Movietone City after a brief visit to New York.

Rosita Moreno at Para. Studios

Paramount's newest acquisition in the person of Rosita Moreno has arrived at the studios from New York and is ready to begin work in her first film. She is of the vaudeville and legitimate stage.

3 Players to Accompany Lloyd

Of the Harold Lloyd unit to sail for Honolulu on May 24, the only players from the Para. unit were Harrieta Kent, Robert McQuade and Lilian Leighton.

ROACH AND CHASE SIGN
NEW FIVE-YEAR CONTRA

Hollywood—A new five-year contract has been given Hal Roach to Charley Chase. Warren Deen and Benjamin Shuman of the Roach managerial staff negotiated the agreement, which, due to the comedian's speed in mastering foreign languages, waives Chase in the money class.

Preparing Script

Sylvia Talherberg and Frank Blam are preparing the script, "Lover Come Back To Me," written by Lawrence Tibbett and Grace Moc; will be co-starred by M-G-M.

"Olympia" in French

"Olympia," Ferenc Molnar's play, will be produced as a French talkie by M-G-M, with Andre Lugue, French actor, in the leading role under the direction of Jacques Feyd.

Armed in Tiffany Picture

Armida is understood to have been signed by Tiffany for the female lead in "So This Is Mexico," which Rex Lease will be one of the principal players. Others in the cast are Robert Edeson and Clyde Cook.

James Cagney in Warner Film

James Cagney has been signed to the leading role in "Handful Cloud," gangster picture to be made by Warner Bros. Arch Mayo will direct.

Schildkraut for "Aloha"

Joseph Schildkraut will play a lead in "Aloha," which Al Rors will direct for Tiffany. The picture is to be made in Hawaii and the company is expected to leave for the island.

May Film Chinese Star

Mei Lan-Fang, China's leading actor, will be signing here with M-G-M for a vacation abroad, with France, England and Italy. Upon her return to the coast she will appear in "Dark Star."

James Hall Signed by Warners

Warners has signed James Hall a long term contract.
BOX OFFICE CHEERS
from COAST TO COAST
for
OHN MCCORMACK

SONG O' MY HEART

A talking and singing movietone romance

9 th WEEK in NEW YORK
7 th WEEK in BOSTON
6 WEEKS in PHILADELPHIA
Los Angeles seconds the emotion!

Repeating unanimous verdict of New York, Boston and Philadelphia, a chorus of praise from press and public greeted the first showing in Grauman's Chinese Theatre of

**John McCormack**

**in**

**SONG O' MY HEART**

**In New York:**

It is something from which a reporter bounds with glee to write about—a huge success.

—Mandarin Hall, Times

Here is screen progress—thoroughly touching and effective. Next to the star, Mr. Kerrigan is the outstanding performer.

—Richard Watts, Jr., Herald Tribune

One of the best stories unfolded upon the screen in many a moon. This picture will bring happiness to millions.

—George Gerhard, Evening World

I enjoyed him via the movietone last evening more than I have enjoyed him in the flesh.

—John S. Cohen, Jr., The Sun

Rollicking comedy, heart-rending romance and superb singing.

—Irene Thier, Daily News

Noted Irish tenor's screen debut is excellent entertainment.

—Rose Pelswick, Evening Journal

Tender in its sentiment and something very near to triumphant in the recording and projection of the voice of its illustrious star.

—Quinn Martin, The World

Had audience in high glee.

—Regina Crew, The American

There is no doubt about it—a decided success—and see if you must.

—William Bohm, Telegram

Frank Borzage has done a splendid job.

—Bland Johanson, Daily Mirror

His a gift to warm the heart.

—Julia Shawell, Evening Graphic

The rare and priceless virtue of simplicity is astonishingly evident in John McCormack's "Song O' My Heart".

—Robert E. Sherwood, Evening Post

We take off our hat to director Frank Borzage.

—Life

"Song O' My Heart" should prove a perfectly fine matinee picture. If you don't like crowds of women, it is just as good at night, for McCormack's voice is one of the rare fine experiences that you will get from the screen.

—Los Angeles Record

Rarely does one picture have so many elements that are pleasing. It has heart warming appeal, that charm of direct simplicity in its tender story, and the fascination of sympathetic direction by the man who made "Seventh Heaven" and "Humoresque", Frank Borzage.

—Los Angeles Express

"Song O' My Heart" abounds with thrilling surprises for the fan intrigued by fresh faces. Maureen O'Sullivan has a fine future and Tommy Clifford captivated the first night throngs. Farrell MacDonald and J. M. Kerrigan are two of the richest comedians seen here in films.

—Los Angeles Daily News

It is written and acted with un fail ing good taste and a becoming air of reality and should please all McCormack admirers.

—Los Angeles Evening Herald

**In Los Angeles:**

"Song O' My Heart" is a genuine accomplishment. There was frequent applause at the opening for the McCormack songs and high praise can be bestowed for both the manner in which they were done and the recording.

—Los Angeles Times

If "Song O' My Heart" had nothing else to recommend it, "Little Boy Blue" would make it well worth hearing. The comedy couldn't have been put into better hands than those of J. M. Kerrigan. He and Farrell MacDonald are a grand pair.

—Los Angeles Examiner

**In Boston:**

An achievement of lasting memory.

—Boston Herald

As delightful a bit of entertainment as you could wish.

—Boston Post

A picture pearl of great price.

—Boston Evening American

The faithfulness with which the tenor's voice is reproduced is amazing.

—Boston Transcript

A splendid achievement, immense entertainment.

—Boston Traveler

**In Philadelphia:**

The screen has done exceedingly well by Mr. McCormack.

—Phila. Inquirer

Mere words of praise cannot commend the great appeal, the charm, the gripping sympathy, the uncloying naturalness, the humanness of John McCormack's performance.

—Phila. Evening Ledger

Faithful reproduction of a magnetic tenor voice.

—Phila. Daily News

**In Foreign Press:**

At no time in the short career of singing and talking pictures has one heard a voice so clear and natural as that of the famous Irish tenor.

—Jewish Morning Journal

A marvelous talking and singing picture.

—Il Progresso

One can well understand why John McCormack is the best loved singer in the world.

—Courrier des Eats Unis

This film is an unforgettable one.

—Staats Zeitung

*Story by Tom Barry • Directed by Frank Borzage*
by HARRY N. BLAIR

Arthur Cozine, asst. studio manager at the Paramount New York plant, is a typical outdoors man, proven by his activities at Rhinecliff last Sunday. Bright and early he hit horseback riding, in the afternoon played tennis and baseball and in the evening, topped things off by flying in an airplane ride.

In the other hand, Joseph Rutberg, cameraman on "Animal Crackers," does all his exercising at a studio getting in all sorts of positions for various assortments of New York shots.

J. H. Rogers, of Paramount's "Doc," has completed filming on "Queen High," under the direction of James Sweeney, chief cameraman, on "Animal Crackers," now in production.

ack Winick, chief projectionist for the Paramount New York studio, has added Dave Norrey, John Pross of George Doyle, formerly of RCA, Robert Millstein, formerly of Warner Bros., to his present staff.

employment among cameramen would be greatly helped if the various studios used a greater number of men instead of concentrating on the same few, in the opinion of W. Armand, who was formerly chief cameraman at the American Sound Recording studios.

elle Haskins, New York so-called girl, made her debut in Louis B. RKO's production of "The Golf Specialist," starring W. C. Fields. Though Miss Haskins had only a small role to play in this picture, Brock promised to give her a larger part in his next production.

ark and Mccoli, in collaboration with Mark Sandrich, director, have completed the script for the first Louis Brock RKO comedy. Most of the action takes place on an ocean liner. Production is expected to begin May 12 at the Ideal studios.

Scotch Love," one of the new Phonograph Varieties, boasts of a cast full of English stage stars including Cicely Court, Nora Swinburne and Beulah Collins. You must come over for tea some time . . . .we'd have a treat.

arry Fox, musical comedy star, who is a very fond of dogs until called upon to occupy the same bed with assorted mongrels in a scene for "The Lucky Break," at the Eastern Telephone studio.

he Marx Brothers, now making a film version of "Animal Crackers," at the Paramount New York studio, crew a specially built "hoosegow" for dressing. The contraption is mounted on wheels and has a regular cell block, with four separate cells, one for each brother.

Bob Roebuck, the 101 Ranch Wild West Show, is starred in "Horse Sense," a Vitaphone Variety, made on location at Westbury, L. I., by Murray Roth.

The Paramount camera staff held its regular monthly meeting in the studio restaurant last Thursday evening with George Fokas, chief cinematographer, presiding.

All the studios went over the top in the Salvation Army drive last week which netted a fine total of contributions for this worthy cause.

A bit of old England is transferred to the Paramount studio on Long Island each afternoon around 4:30 when Okenk Tours, head of the music department, and a native Loudover, has his usual cup of tea.

Leila Leibrand, who used to write scenarios for Ruth Roland, Baby Marie and other players of some years ago, is the mother of Ginger Rogers, now appearing opposite Jack Oakie in "The Sap from Syria".

J. E. Gorney Assigned

Jay Gorney, of the Paramount New York studio, who has just returned from a trip to Hollywood where he made a study of sound recording conditions on the Coast, has just been assigned the post of musical advisor on "Animal Crackers," the second Marx Brothers starring picture for Paramount.

Schartzinger Here

Victor Schartzinger is now at the Paramount New York studios preparing to direct "Heads Up."

Patience Rewarded

On the heels of the announcement that Len Chaney will use his own face in his next picture comes word from RKO that Bebe Daniels, for the first time in her talkie career, will speak her own language in "Dixiana." It will be news to a lot of folks to learn that Southern is a language.

Knipe, Finga Win Cash in "I" Accessory Drive

A cash prize of $100 and title of "Outstanding Accessory Manager" was awarded to C. C. Knipe of Kansas City at the Universal International national sales convention. John B. Finga of Cincinnati was given $50 for maintaining the most attractive exchange. Lee D. Balsby, accessory sales manager for the company gave honorable mention to Guy Cage of Dallas; William Rosier, Charlotte; H. P. Smith, Chickasha; L. T. Jagers, San Antonio; John Rowberry, Salt Lake; F. E. Uman, San Francisco; Phil Bates, Detroit; Simon Falls, Jacksonville; Joseph O'Leary, Oklahoma City; J. R. Brower, Philadelphia; E. M. Briggs, Seattle; C. Post, Portland; Ralph Olson, Sioux Falls; C. Dickinson, Minneapolis; Hillis Berry, St. Louis; J. Jogerst, Buffalo; Frank Hanley, Indianapolis; Sam Zipkin, New Haven.

Depkin, Jr. Now Handling Warner Wisconsin Houses

Milwaukee — Bernard Depkin, Jr. is now in charge of the II Warner house taken over from Universal on May 1. Contract of Fred S. Meyer has also been taken over by Warners. The Alhambra, only Universal house not included in the deal, is reported being sought by Publix.

Charles Wilcox Sails Friday

Charles Wilcox sails Friday for the Olympic for London.

Join U. A. Kansas City Staff

Kansas City—C. W. Rodebaugh and Lee Johns are new members of the United Artists sales staff here.

Canadian Deer Suit

drawn out battle. With an array of witnesses for both sides on hand, taking of testimony is expected to require several weeks and a decision is not likely to be handed down until fall.

The suit here is a forerunner to the action filed by DeForest in Wilmingiott, Del., against Western Electric, although the Canadian decision probably will not have any bearing on the U. S. case. However, the Northern Electric Co., Ltd., the Canadian counterpart of Western Electric, is involved in the litigation here.

8 Managerial Changes

Made in Fox West Coast

Los Angeles—Following appointments of Harry Arthur and C. A. Caballero to New York posts, Harry Hartman has succeeded Arthur as Fox West Coast division manager and Howard White, formerly Caballero's assistant, is now occupying the berth of general purchasing agent for the chain. Other changes effected are the promotion of Les Fountain, who has been in charge of all Long Beach houses to replace Hartman with Marshall Taylor, recently stationed at Ocean Park, now in Fountain's former position.

Lew Clarke has been transferred from Santa Monica to Ocean Park. Norman Sprowl has supplemented Jack Rance at Santa Ana. Stuart Carr leaves Glendale to go to Riverside and Ralph McGowan moves to Glendale.

Columbia Has the Best Shorts in the Field

(Continued from Page 1)
120 in London
The London section of the S.M.P.E. now has a membership of approximately 120. Simon Roberts, vice-president of the London Section, told THE FILM DAILY yesterday that he was dropping in at the S.M.P.E. headquarters this morning, 65 minutes before returning to New York, whence he sails on the Majestic on Wednesday, next week.

Other Topics Discussed
Recent and Future Economic Changes in Projection Equipment was the subject of a paper, by Frank S. Irby of the McGraw-Hill Publishing Company, before the 63rd Annual Convention. The paper was presented by H. B. Tuttle of Eastman Kodak Research Laboratories, making a special report in Motion Picture Photography of the Vocel Chord. Under a new technique recently developed in the motion picture industry, the machine is a mechanism for the projection of sound. The papers were read by Robert J. Irby, Paul R. Heyl, H. B. Santee, J. F. Coflipman, Raymond E. Hindle, P. C. Tudor, and Mrs. C. J. North.

A description of the Cathode ray tube used in television receivers by Dr. V. K. Zweriky of RCA Victor. The system differs radically in a number of ways from the usual scanning-disc method. In the Cathode ray system, the speaker explained, there are no mechanical parts except the cathode ray tube under no mechanical control. The technical quality of color pictures is not yet good enough and considerable further development is needed. The problem of the color pictures is not yet good enough and considerable further development is needed in the future.

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the buying power of the motion picture industry ★ ★ ★ ★ is tremendous ★ ★ ★ and film daily covers ninety per cent ★ ★ ★ of that power ★ ★ ★ this important buying group can be reached ★ ★ ★ regularly and economically ★ ★ ★ every day of the year ★ ★ ★ through the columns of this publication ★ ★ ★ and for years we have been suggesting ★ ★ ★ "a test will tell"
Irby Says Chains Will Own 50 P. C. of Houses by 1935

(Continued from Page 10)

Irby, the biggest of the newer exhibitors, has started a drive for large chains, and this week his representatives are in the north, which contains many large towns in the country.

Irby's drive comes at a time when the small theatre is experiencing a decline in business, and the large chains are expanding their operations. The small theatre is facing stiff competition from the larger chains, and Irby is looking to take advantage of this situation.

Irby has already acquired a number of smaller theatre chains, and is planning to acquire more in the future. He believes that the large theatre chain will be the wave of the future, and is looking to take advantage of this opportunity.

Irby's representatives are in the north, which contains many large towns in the country. They are meeting with theatre owners to discuss the possibility of acquiring their theatres.

Irby is offering a large sum of money for each theatre that is acquired, and is looking to add a number of theatres to his chain. He believes that the large theatre chain will be the wave of the future, and is looking to take advantage of this opportunity.

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Working Conditions on Coast Being Improved

S. M. P. E. TO MAKE ANNUAL MERIT AWARD

Christies Will Produce Two Features for Columbia

Reflections
—gathered along broadway
—by jack alcoate—

ike a sailor who spends a shore leave rowing a boat in central park, we usually spend our moments viewing pictures. he other evening with a dozen or more of less promise fering diversion, we found ourselves viewing that irresistible and inciting "Journey’s End" for the second time. Here is a picture that apparently has little, but ill has everything. With no love story slapping one in the face, but still carrying throughout a reflection of a beautiful and sentimental romance, "Journey’s End" should be seen by every theater-goer in the country. It is deduced an industry achievement.

Concerning Mr. Clarke

Arley L. to be exact. A regular man that can look one in the eye and say yes or no and mean it. Never generalissimo of the fox forces is till this side of fifty and one of the youngest really big men in the country. Not unfamiliar with pictures or the show business and with no silly fusions. Graduate of Michigan, one of the biggest utility magnates in the country, and rated well up in the millions. That’s Mr. Clarke, formerly of Chicago and now of Fox Films, Inc. It is our guess that he does not seek publicity and does a minimum of talking, but, you’re going to hear plenty regarding this young man and his picture activities from now on.

"Charley’s Aunt" Is First on Schedule—Other to be Selected

Under a contract just signed, Al and Charles Christie will produce two features this year for distribution by Columbia as part of the 20 pictures planned on the latter company’s schedule. The first production, for early fall release, will be "Charley’s Aunt," from the famous long-run stage hit, and the other picture is to be selected later.

John Murray Anderson Signs Long ‘U’ Contract

John Murray Anderson, noted musical stage producer who devised and directed "King of Jazz," has been signed by Carl Laemmle on a long-term contract and will make two big specials for Universal this year, followed by two a year for the term of the agreement. After a vacation at his home in Newfound-land, Anderson will go West to begin work.

Herman Paley to Head Fox Screen Test Dept.

Herman Paley is being transferred from New York to the West Coast to head the Fox screen test department.

Wins and Loses

Windom, Minn.—P. G. Redding, owner of the local film house and a battler for Sunday shows, ran for mayor and was elected. In taking office, he swore to do the people’s bidding. The voters here took a poll on Sunday shows and decided against them.

Darmour Studio Starts Double Shift on May 12

West Coast Bureau, THE FILM DAILY

Hollywood—A day and night schedule will be instituted at the Larry Darmour studio on May 12, when the first Karl Dane-George K. Arthur two-reel comedy goes into production, with Lewis R. Foster directing.

The initial Louise Fazenda comedy, on the Darmour schedule, will be started in June. To augment his forces, Darmour

(Continued on Page 8)

60 P. C. of Detroit Area Now Wired for Talkers

Detroit—Latest reports show that 386 of the 544 houses in the Detroit district now have sound equipment. The wired houses for this area average 60 per cent, which is much higher than for the state as a whole.

Joseph Kennedy Retires from Pathe Management

Joseph P. Kennedy has retired from the active management of Pathe and his duties are being taken over by R. T. Flower, C. G. Snedeker and Phil M. Reisman. Kennedy, who also retires from the Gloria Productions, Inc., is leaving today for the South on a vacation. On his return he probably will resume his association with Elisha W. banker.

"Song of the Flame"

Music lovers, whose numbers are being vastly increased throughout the world by the sound screen, will find a genuine treat in this First National epic about a Russian loan of Arc which opened before a responsive audience last night at the Warner for a Broadway run. It has the finest collection and blending of voices we have yet heard in a picture. Bertha Claire is fine as the girl. Alexander Gray makes a splendid romantic prince and Noah Beery is as excellent as the crooked revolutionists. Alan Crossland exercised unusual skill in directing a story that might easily have been ruined in less intelligent hands. There is robust swing to the action, romance in the plot, thrill in the scene, spectacular effectiveness in the group scenes and beauty in the Technicolor photography. Total lack of comedy is an outstanding weakness.

GILLETTE.
CLARKE GIVES DINNER FOR FOX EXECUTIVES

Executives of Fox Film Corp., and Fox Theaters Corp., were the guests of Harley L. Clarke at a dinner last night at the Savoy-Plaza. Among those present were:


Charles Abrams Dies

Charles Abrams, veteran exhibitor, died after an illness of several months. Abrams, who was 55, had been in the business 24 years. He was at one time connected with Eastern Pictures and Columbia Wire Feature Films and in 1910 produced "The Three Mormons." Of late he had been interested in distribution. Funeral services will be held today at 1 P.M. at the Riverside Memorial Chapel, N. Y.

All Warner Firms at Confab

Officials of all companies associated with Warners will be on hand to attend the annual sales conventions of Exhibitors, Atlantic, Warner Bros., and Goldwyn at Atlantic City, beginning May 327. Organizations to be represented will be Warner Bros. Pictures, First National Pictures, Goldwyn Pictures, Mutual, Whitman, Harms, DeSylva, Hendrickson & Brown, Warner Bros. Circuit, Warner Bros. Studio Dept., Continental Lithograph Co., and Continental Theater Accessories.

B. B. Buchanan in Chicago

Chicago—B. B. Buchanan, of the Buchanan Construction department, is reported in town for the duration. He is expected to go from here to New Orleans.

Ben Rothwell Dies

Ben Rothwell Dies

The Film Daily, WEDNESDAY, MAY 7, 1930

Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in

MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES

INcorporated

1540 B'WAY N.Y.C.

TELEPHONE BRYANT 3040

The Industry's Date Book

May 5-6 S.M.P.E. Spring Meeting at Wardman Park Hotel, Wash., D. C.
May 8, 9: R-K-O Golf Club tournament at Westchester Country Club, P. N. Y.
May 11 First Annual FLICKER FROL of the Motion Picture Club at Liberty Theater, N. Y.
May 13-14 M.P.T.O. of Oklahoma, Oklahoma City.
May 14 Universal Club barn dance at headquarters, 725 Fifth Ave.
May 16-17-18-19 Paramount Eastern managers hold annual sales meet at Atlantic City.
May 19 R-K-O sales convention opens at Atlantic City, N. Y. Exhibitors to tender Buffet dinner at Astor Hotel.
May 19 Opening of "The Silent Enemy" at the Criterion, N. Y.
May 21-22 "Romance of a Railroad Man" at Ambassador, A. C.
May 24-25-26-27 Paramount western managers will hold annual sales meet at San Francisco.
May 27 Opening of one-night national convention of Warners and F. M. P. O.
May 29-30-31 Pathe regional convention at Savannah, Ga.
June 2 Annual election of I.A.T.S.E., a M. P. O. Affiliates, at Los Angeles.
June 2-7 International Cinema Congress at Breslau, 1931.
June 9 Theater owners of North and South Carolina meet at the Ocean Hotel, Myrtle Beach, S. C.
June 19 Premiere of "With Byrd to South Pole" at the Rialto, N.
AGAIN
the LION
ROARS!

“CAUGHT SHORT” SENSATIONAL!
Marie Dressler—Polly Moran setting new laugh records!
LOS ANGELES—Held over 2nd Record-Breaking Week!
DETROIT—Held over 2nd Record-Breaking Week!
SAN FRANCISCO—Biggest business in many months!
OPENING BIG EVERYWHERE!—The season’s Sure-Fire Hit!

SHEARER’S “DIVORCEE” TREMENDOUS!
Imagine! Brought back for 2 week engagement after
Initial First Run in SAN FRANCISCO!
BOSTON—Biggest gross in history of State. Beats record held by “Big Parade”!
NEW HAVEN—Business within few dollars of “Broadway Melody” record at Poli’s.

The Good News Company
METRO-GOLDWYN
ELECTRIFYING THE AMUSEMENT WORLD!
Preview of the M-G-M new dramatic wonder-film “THE BIG HOUSE” is the talk of the West Coast. Watch for the Talkies’ greatest triumph.”
SWING HIGH IS SENSATIONAL SUCCESS.
AUDIENCE RESPONSE AND FINE PRESS REVIEWS.
THE KEITH THEATRE IS SET FOR A RECORD-
BREAKING RUN. SWING HIGH WILL PROVE
A BIG MONEY MAKER WHEREVER PLAYED.
CONGRATULATIONS.

J. L. SHANBERGER  KEITH THEATRE  BALTIMORE, MD.
IT’S OFF—to a record breaking run in Baltimore

HIGH

the greatest show on the screen with—

HELEN TWELVETREES • FRED SCOTT
DOROTHY BURGESS and Chester Conklin

Ben Turpin • Nick Stuart • Robert Edeson • Stepin Fetchit
Daphne Pollard • Sally Starr • John Sheehan • Mickey Bennett
George Fawcett • Little Billy • Bryant Washburn • William Langan

Directed by Joseph Santley • Produced by E. B. Dorr

PATHE
Timely Topics
A Digest of Current Opinion

Projectionists Not Always to Blame

Experience has demonstrated conclusively enough that many of our large first-run houses are delivering an inferior quality of sound, not because of any neglect, carelessness or ignorance on the part of their technical staffs but because they are very badly suited to the showing of sound pictures. In any of the majority of cases the projectionists are getting out of their sound equipment about all that is capable of accomplishing. They are doing a conscientious job, but they cannot be expected to overcome the handicaps of bad prints and disks, excessive amplification, substandard equipment which has been installed in many theaters and the factor of reverberation, which is too often an almost insuperable obstacle. The projectionists of the country have done a remarkably good job in connection with the introduction of sound. They should not be compelled to defend themselves against wholesale criticism for results which are wholly beyond their control.

William F. Canavan

Bishop Praises Hollywood Morals

The talkies are only in their infancy. They are capable of enormous development, and they will undoubtedly, within the next ten years, bring the highest kind of music and dramatic art into the smallest towns of the world, where good acting and good music would otherwise never be seen or heard. The idea that the film people are all dissolute and immoral is entirely erroneous. I found there people of the finest character.

Rev. Bishop Deane
Aberdeen, Scotland

Along the Rialto
with Phil M. Daly

With all these sound engineers in Washington for the S.M.P.E. conference, it is reported that a lot of congressmen are attending the meeting, as bigger and better sound is the main problem, they should give these real sound experts a chance to tell what they know. That Sam Morris Month Drive is curling along at a merry clip, with 46,065 bookings to date. The top-notch is Charles Gilmore, Denver manager. And now they are transporting Paris to Hollywood. M-G-M has just imported three players from the Comedie Francaise—Marcel Andre, Andre Berley and Mlle. Tania Fedor. This means that our screen sounds will soon be full of oo-la-lahs instead of hoop-a-doons—another sock in the eye for Broadway.

* * * *

Try as we will, we can't keep this Warner gang out of the spotlight. Their Coast studio reports 18,500 fan letters following the first Saturday evening broadcast over NBC which is by way of being SAME publicity for "Hail Everywhere". Frank Ditcham, Broadwaysing from Lummor with Jimmie Bryson, complains that he is getting sunburned on the roof of his mouth staring up at the tall buildings and Here McIntyre, "the tallest flim flam man in the world." Add Statistics. The costumes in the Capitol revue, "Japanites," required a total of 2,160 yards of material for the twenty-four costumes to dress, or not to dress, that is the chorus gal's question.

* * * *

You will be glad to learn that Ronald Colman has been discovered at last. He was safely stowed away on the "Homicide" for London. This will give the United Artists' publicity palpitators a shock, though—three sleuths report to us that they saw a dead-ringer for Ronald on Broadway yesterday. He probably seems back from Quarantine.

* * * *

John Barrymore has made a unique sound recording for the talking version of "Moby Dick" in one scene the star starts to address the crew: "Well men, etc." and as he raised his hand to speak, a rooster somewhere started crowing. "Well, men! cried John, "Do you hear that?"

* * * *

Among the tough news of the day is that of John Holland, screen actor, who has just inherited $500,000 in cash and $300,000 in real estate from his stepfather's estate. These "Our Gang" kids certainly get the breaks. Johnny Downs, a former Hal Roach protege, is now at the Hipp wowing 'em with a sing-dance act. Plo Ziegfeld is rapidly learning all about the grief of a film director. He sez: "Creating laughs in a cold and silent sound stage is disheartening—worse than getting laughs from a janitor at a dress rehearsal before an empty theater"...but think of all the laughs you get from the stage carpenters.

* * * *

The Vogue of Broadway is now tinted finger-nails... in the lobby of the Strand there is a beauty expert who will oblige....and when the ladies get dolled up, they are equipped with blue, black or pink fingernails to match their costumes...a gentleman had his nails done up, and the usher saw: "This way, madam." Following the stories about Earl Carroll trying to sign Alice White for his "Vainete," Ziegfeld is reported after Clara Bow for the "Follies"...now if you think this is just the press agent stunt of copying another press agent's stunt...well, who's gonna stop you from thinking?

* * * *

Original Lines: "I think the coming season will be the greatest—"
Wide Scope of Subjects Before S. M. P. E.

724 Members

Membership of the S. M. P. E. reached 724, as of May 1, it is indicated by the semi-annual report of the secretary, J. P. Neale. The following颓 members were added during the society's past fiscal year. Active members, of which there are 350, have associated members 339 and five honorary members, who are: Thomas Edison, George Eastman, C. Francis Jenkins, F. E. Ives and the president of the French Photographic Society.

PROJECTON COUNCIL HONORS N. G. D. GOLDEN

Washington—In recognition of his contributions towards the improvement of projection, the Projection Advisory Council yesterday present- ed N. G. D. Golden, Division, Department of Commerce, with a medal. Senator David Walsh of Massachusetts made the presentation. Capitol, P. A. McGinty, represented Thad Barrows, president of the council, who was unable to attend. Pictures of the ceremony were made by Pathe News.

Ladies Entertained

Washington—Ladies attending the S. M. P. E. national convention last week were hosted by Mrs. C. Francis Jenkins at a luncheon yesterday. A sight-seeing trip around Washington will be followed.

Mrs. Walter E. Prosser is hostess during the convention and her assistants are: Mrs. Jenkins, Mrs. Ray- mond Evans, Mrs. N. D. Goldin, Mrs. C. J. North and Evelyn Glasser.

TELEVISION WON'T HURT FILM PATRONS

Washington—Like the radio, television, will have no injurious effect upon motion picture theater attendance, declared C. Francis Jenkins in an exclusive interview with THE FILM DAILY yesterday. Twenty thousand television sets are now being operated by individuals in the United States, he said, a great majority being in the East. Just how soon general use of television will occur, Jenkins does not care to estimate.

Station WJXK, owned by Jenkins' company, and located just north of Washington, broadcasts a television program nightly, Jenkins stated, in his office as far as the Coast, he said. Sketches are first recorded on film which is later broadcast from the studio, rather than broadcasting the sketch as it is being enacted. Jenkins believes television programs will be adopted when television reaches the commercial stage. Under this plan programs can be edited in the fashion of regular motion pictures, and pointed out to the public.

Television broadcasting companies will devote their resources to the filming of sets and the leading of receiving sets to theaters which will show television shows instead of film or stage entertainment, Jenk- ins said. Images will be in black and white at first, as the final result of such pictures, but color will be later used. Tele- vision will expand as the musical and spoken words are being carried out by the General Electric, Westinghouse and A. and T. Jenkins stated.

S. M. P. E. Sidelights

H. T. COWLING, chairman of the membership committee, is doing a 24-hour job in enthralling the conventioners to go out and bring in more names for the roster.

Clifford Brooke, director of the stock company at the National, has entertained a number of film industry friends through passing them in to see "The Wooden Kimono." Cliff did the dialogue direction on "The Last of Mrs. Cheyney" and "Devil May Care" for M-G-M.

The Hays office is represented by Arthur Dickinson who, according to report, has several times been mistaken for a Hollywood movie star.

The first-to-register just before the opening session was J. A. Nor- ling.

The secretarial battery comprises Marjorie Prevost, Louise Mason and S. R. Renwick.

Earl Sponald is one former Foxi- atttending the sessions. At pres- ent he's free-lancing, see Earl.

Joe Coffman, chairman of the papers committee, is the only theatrical film producer attending. Happy over the job on his first feature-length opera, he's going to produce another one at Audino Cinema.

PROJECTION THEATRES

Silent—Sound—R.C.A. Equipment

INTERLOCKING SYSTEM

Reproduction of Sound Track and Picture on separate machines in synchronisation.

CUTTING ROOMS

Equipped for Sound and Silent Pictures. We shall be glad to confer with you at any time.

LLOYDS FILM STORAGE CORP. Founded 1914 by JOSEPH H. MILES

929 Seventh Ave., New York City Phone: Bryant 1680-12

INVESTMENT OPPORTUNITY

I took over apartment house 846 St. Francis. Have $60,000 invested. Marvelous possibility. For $25,000 you will have all interest, also management.

AL GREENSTONE

1547 Broadway New York City Telephone LA.Ckawanna 3796

AD-VANCE-AD

"We intend to continue doing busi- ness with Advance Trailers, as your service cannot be beat.

GRAND THEATRE KENEDY, TEXAS
PITTSBURGH FREE SHOWS
DELAYED TILL AUGUST

Pittsburgh—Free Sunday pictures in city parks here probably will not be started this year until August. A total of $10,000 has been appropriated by the council for the purpose.

Ruling is Just Technical, Pacent Says in W. E. Case

Louis G. Pacent, commenting yesterday on the Appellate Court's action reversing the dismissal in the A.T.&T., Western Electric and Electrical Research Products action against Pacent for alleged patent infringement, said the decision is merely on technical grounds and his company welcomes the ruling because it clarifies the question of misjoinder of parties. It will now be possible to get down to the real issues in the case. Pacent stated, after more than a year of technical delays.

Schanberger K. C. Chain
is Taken Over by Fox

Kansas City—A deal for the Schanberger circuit of 60 houses has been closed by Fox. About $2,000,000 is understood to have been paid.

Color Cartoon Finished

West Coast Bureau, THE FILM DAILY

Hollywood—Celebrity's first all-color sound cartoon, "Fiddlesticks," an initial subject in the "Flip the Frog" series being produced by "Ub" Iwerks, has been completed. Harriscolor was used, with recording by Cinephone.

Novarro Taking Vocal Course

East Lansing, Mich.—Ramon Novarro has enrolled in vocal department at the Michigan State College Institute of Music. He will remain here two months.

NEW DISTRIBUTING AGENCY
FORMED IN PARIS BY CAVAL

Washington Bureau of THE FILM DAILY

Craig Hutchinson in New York
Craig Hutchinson is in New York from the Coast to negotiate distribution of his Fauchon and Marco "Marble Idea," which was screened in Harriscolor under the supervision of Roy Wolff. J. A. Howe directed.

"Silent Enemy" for Criterion

"The Silent Enemy," pictured by William Douglas Burden in the north woods of Canada, will open May 19 at the Criterion, New York, for an indefinite engagement. It will later be released by Paramount.

Fanchon Leaves Fox West Coast

Seattle—Edward Fitzgerald has resigned as publicity director for Fox West Coast theaters in this city and Portland. His successor has not as yet been named.

Fox Signs Nancy Kelly

Nancy Kelly, tiny vaudeville artist, has been signed by Fox and is on her way West with her sister Isabel.

SHUBERT THEATRE
NEWARK, N. J.

M. S. Schlesinger
Sales Manager

NEW Norr INDIVIDUALIZED

Western Electric System

OPEN TIME AVAILABLE

Apply to Shubert or Erlanger offices or direct to Mr. Schlesinger

One of the best located theaters in Newark

Seating Capacity 2,000—2 Floors

COLUMBIA HAS THE BEST SHORTS IN THE FIELD

KRAZY KAT KARTOONS SLYLY SYMPHONIES SCREEN SNAPSHOTS

BOOK THEM NOW

Mammy Stuff

L. R. Breger, Warner exploitation director, has made a national tie-up with Posti Telegraph linking Mother Day with the Warner picture "Courage," in which Bell Bennett has one of her mothe roles.

Home Film Production
is Started in Rumania

Bucharest—Rumania has begun domestic production of features with the establishment of a section of the Regina Maria company, of which Queen Maria is head, under the title Soremar. Films are already under way. Names are "Symphony of Love," "Duty and Sacrifice." The organization also plans to issue a weekly review.

Sealie Pantages To Be Reopen

Seattle—Plans for the reopening of the Pantages are about complete. J. L. Larimer, superintendent of circuit in this city announces.

Wheeler Quits F. N. in Kansas

Kansas City—Harry Wheeler resigned his position in the F. National advertising department, become manager of the Limwood successor to Harley Fryer, who been shifted to the Ias.
sheehan Signs Long Term Contract with Clarke

OVER TO CO-OPERATE WITH INDUSTRY

15,000,000 Outlay on United Artists Releases

The Mirror

— a column of comment

EVISON broadcasting, which
just taken a few steps along the
way towards general usage, will
to any injury, a picture theater
attendence. This information
from the lips of C. Francis
, who is down on the records
of the world's foremost au-
tentation. In these high-
sdays the public, generally
ing, wants to go places for its
ment. Only to a minor de-
the radio kept it home. It
ually evidences a tendency to
out of the house" and into a
rent and novel atmosphere, such
motion picture theaters pro-
Radiomovies, as attractive as
undoubtedly will be in some
s to come, are unlikely to keep
ther, mother and the kiddies
suiciently to make an appre-
dent in theater patronage.

HIB CONFABS are buzzing
over concern over the present short
of features. There's much to
aid on both sides of the fence.
urally enough, the theater wants
film they can get for their
r. The producer feels that the
age story can be told more en-
inly in footage less than he
in the silent era. That, in a
, is the situation on tap.

COGNITION of efforts towards
projection, as tangibly express-
by the Projection Advisory Coun-
the presentation of a medal to
D. Golden, is indeed timely.
The use of the history of the in-
ary projection occupied such
illly important position as at
. Such a method of encour-
cent is commendable.

Lineup of 20 Pictures on
1930-31 Schedule is
Announced

Approximately $15,000,000 will be
spent on the 20 productions to be re-
leased through United Artists on the
1930-31 schedule. The complete line-
up of pictures is announced as fol-
ows: Gloria Swanson in "What A
Widow!"; a Joseph P. Kennedy pro-
duction; Ronald Colman in "Kal-
(Continued on Page 6)

20 FITZPATRICK SHORTS
FROM TRAVEL MATERIAL

From about 50,000 feet of film ma-
terial accumulated on his round-the-
world tour, James A. FitzPatrick, who
is due back in New York on
Saturday, will make 20 Travel Talk
shorts. Bert Dawley, chief camera-
man, and several assistants accom-
panied FitzPatrick.

Dillon Not Appointed
Assistant to Grainger

Definite denial was made yesterday
by James R. Grainger, of the report
emanating from Washington, D. C.,
to the effect that Jack Dillon, man-
er of the Fox exchange in this
city, had been appointed assistant
Prainger, vice-president in charge of
sales and distribution for Fox.

The Personal Touch
Patrons of Publix houses in
various cities now are greeted
with "good afternoon" or
"good evening" as they enter
the theater.

PHOTO COLOR LAUNCHING
OPERATIONS ON COAST

Harry Ratliff, sales manager of
Photocolor, accompanied by Ollie
Leach, cameraman, left yesterday
for Los Angeles, where they will make
headquarters at the Roosevelt Hotel.
They took three color cameras along
and the purpose of the trip is to es-
tablish Photocolor operations on the
Coast. A series of color shorts now
is being made for Columbia.

Talking Picture Epics
Invading Outdoor Field

Invasion of the outdoor field is be-
ing undertaken by Talking Picture
Epics, with plans for a drive to book
talkers at golf clubs, playgrounds
and other outdoor gathering places.
(Continued on Page 6)

Schlaiffer Rejoins U. A.

Jack Schlaiffer has rejoined United
Arts as assistant to Al Lichtman,
vice president and general manager
(Continued on Page 6)

General Management of Fox
Continues in Sheehan's Hands

19 FOX PRODUCTIONS
ARE NOW IN PROCESS

Winfield Sheehan has signed a
long-term contract with Harley L.
Clarke to continue as directing head
of the Fox production forces and as
general manager of the corporation.
Sheehan today is on his way to the
Coast, where he will direct the Fox
program of 52 talkers for the coming
season.

Since his arrival in New York last
December, Sheehan has signed con-
tracts with 15 dramatic authors,
bought rights to 45 stories and en-
(Continued on Page 6)

Naming Committee on Film
Records, Hays Tells
S. M. P. E.

By ARTHUR W. EDDY
Washington — Cooperation from
President Hoover in the appoint-
ment of a committee to work with
a similar body named by the indus-
ry in the permanent preservation of
film records of historical events was
announced by Will H. Hays, 24
night in his address before the S.M.
P.E. at the Wardman Park Hotel.
Continues will be named by both
the President and our industry to
make this co-operation most ef-
effective," Hays said. "With the
(Continued on Page 7)

ASSERTS FILM AND DISC
RECORDING RESULTS EQUAL

Washington—In a general sense,
sound recording on both film and
disc "yield equal results," declared
Porter H. Evans of the Warner
Bros. Eastern Studio in his paper
on "Sound Reproduced—Disc vs.
Film" at the S.M.P.E. meeting.
Contrary to all expectations this num-
ber on the program failed to awake
any warm discussion.
Warner Bros., Evans said, is rec-
cording both film and disc but releas-
ing only on disc. In sum-
marizing the advantages of each sys-
em he declared that disc recording
(Continued on Page 7)

"The Big Fight"

Caught a sleeper yesterday that
looks like a natural. One of those
things that any audience should eat.
It's a 10,000 Corps production
labeled "The Big Fight" and pat-
tered from the show by the same
name that marked the start and finish
of Jack Dempsey as an actor. It is
a meller pure and simple but when
a meller, has a great fight sequence,
of a series of excellent characteri-
izations by Ralph Ince, "Big Boy"
Williams, "Ginger" Allard and has a
couple of twists that will sur-
prise even the most picture wise. It
will be distributed by Sonor Art-World
"Wide and is big enough for any man's
theater."

J. A.
WARNERS WILL BUILD
TWO MORE IN JERSEY

Furthering its expansion program in New Jersey, Warners will shortly begin construction of theaters in Asbury Park and Plainfield.

ROGELL MAY PRODUCE
ONE PICTURE IN EAST

Al Rogell, who recently formed his own company and will release his first four productions through Tiffany, probably will make one picture in New York before returning to the Coast. He already has bought an original, "Aloha Oe," with musical interpolations.

TWO UNITED ARTISTS FILMS
SOLD FOR $2 B'WAY RUN

Two United Artists pictures are headed for long runs in Broadway houses this summer at $2 "Hell's Angels," recently completed by Howard Hughes at a cost of about $4,000,000, will most likely go into the Astor, and "Lottery Bride," Arthur Hammerstein's initial picture is slated for Hammerstein's own house at 53rd St.

LASKY OBTAINS OPTION
ON PIRANDELLO PLAYS

Berlin (by Cable)—Jesse L. Lasky announces that he has obtained an option on the talkie rights to four plays by Luigi Pirandello, leading Italian dramatist. Lasky also will try to bring Pirandello to Hollywood to write for Paramount.

BIG REMOTE CONTROL JOB

In one of the biggest remote control jobs ever recorded, the Unbreakable Record Corp. last night made a record in its studios at 1000 Broadway of the Golden Jubilee Concert held at Carnegie Hall. About 1,000 singers accompanied by a 52-piece symphony orchestra took part. C. P. Wood, consulting engineer, handled the recording.

John C. Weaver Dies

St. Louis—John C. Weaver, exhibitor and projectionist, is dead at the age of 35.

PARAMOUNT FOREIGN MEN
ARRIVE FOR CONVENTION

John W. Hicks, Jr., Paramount's general manager in Australia, together with Mrs. Hicks and their son have arrived in New York on their annual visit. Clarence C. Mar- gor, general manager for the company in Mexico and Central America, also is here. They will attend the Paramount convention starting May 16 in Atlantic City. Other foreign representatives coming to the annual meet are Andre Ulmann, of Paris; Isaac Collins, Newcastle, England; D. Gilpin, Leeds, England; Oswald Cohen, London, and Norman Wilde, Manchester, England.

Kennedy Has Two To Go

Before Joseph P. Kennedy quits the film business he will produce two more Gloria Swanson pictures for United Artists under his pact with that company, according to an official of U. A.

COMING & GOING

CHARLES "BUDDY" ROGERS left Hollywood last night for Argentina.

MARY LEWIS has sailed on the Aquitania, being called abroad by the death of her foster father.

CHARLIE MURRAY sails May 15 on the Ile de France for a two months' vacation.

ZELMA O'NEAL is on her way East from Hollywood en route to Europe.

AL LICHTMAN has gone to Boston on business.

FLORA E. DOUGLAS, of Biltmore Pictures, is in town from the Coast.

ERNEST TORRENCE has arrived from the Coast and will sail aboard the Olympic tomorrow.

JOHN FORD is en route to the Coast.

MAURINE WATKINS is bound out to write for Fox.

Eastman Films
J. E. Bralustrat, Inc.

Chicago 1727 Indiana Ave.
Hollywood 4211

DAILV W. E. Daily.

January 5, 1929.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theaters
Standard Vaudeville Acts

1600 Broadway, New York City
Phone Penn. 3580
THE LAST QUARTER IS THE TEST OF CLASS!

Off to a flying start! Holding the lead with power and skill. Then—most important of all—delivering the final winning punch that brings glorious success! That's the crew you want your money on. That's the film company that guarantees your record profits. That's
THE LAST QUARTER IS THE TEST OF CLASS!

PARAMOUNT! Paramount delivered you hits throughout the season. Paramount delivers you the winning punch in the final quarter—May, June, and July—when great product is most vital! Look at these, coming between now and August:

Modern All-American Comedy Romance
MAURICE CHEVALIER
"The Big Pond." With beautiful Claudette Colbert. Directed by Hobart Henley.

A Brand New Hit Sequel
"THE RETURN OF DR. FU MANCHU"
Warner Oland again as "Fu." Rowland V. Lee Production.

The Director of "The Trespasser" Gives You Another Sensation!
NANCY CARROLL
"The Devil's Holiday." Written and directed by Edmund Goulding.

TWO Even Bigger than "St. of Chance"
WILLIAM POWELL
"Shadow of the Law" (Directed by Gasnier) and "For the Defense" (Directed by Cromwell).

The Season's Dramatic High Spot!
"WITH BYRD AT THE SOUTH POLE"
Real adventure story, packed with thrills, humor, daring.

Fill the Demand for Westerns!
"THE BORDER LEGION"

Rough and Tumble Laugh Fest
"DANGEROUS NAN McGREW"
Helen Kane, James Hall, Stuart Erwin, Vic Moore, Frank Morgan. Mal St. Clair Production.

Better than "Virginian"
GARY COOPER
"The Texan." With Fay Wray. All-outdoors, all-talking thriller. Directed by Cromwell.

America's Best Selling Book!
"YOUNG MAN OF MANHATTAN"
With Claudette Colbert, Norman Foster Chas. Ruggles. Monta Bell Production.

Two from the Greater "It" Girl
CLAARA BOW
"True to the Navy." Fredric March and the fleet. And "Love Among the Millionaires." Directed by Frank Tuttle.

TWO—from the Grin King!
JACK OAKIE

America's Boy Friend's Best
CHARLES "BUDDY" ROGERS
"Safety in Numbers." And what numbers—girls and songs! Directed by Schertzinger.

New Type of Cooper Hit
GARY COOPER
in unusual love-drama based on famous stage play. R. V. Lee Production.

PARAMOUNT PACKS your LAST QUARTER with GOLD!
**Timely Topics**

**A Digest of Current Opinion**

rend Is Away

rom Star System

T he old silent film was per-

fected on the personalities and to some extent on the good

looks of the stars we exploited at great expense. But now that

the spoken line is as great an element in production as pic- 

torial value, as the story and the star were two years ago, we have

come to value linguistic versatility in our players above the old

requirements of beauty of face and form. Experience has taught us

—as it taught the legitimate stage years before—the utter fu-

tility of casting favored contract players in any old roles that come

at hand, just because they are assumed to have international

popularity. In the silent days it would have been impossible to

make a successful picture without an established motion picture

star in the leading role. Many of us have tried and failed. To-

day, however, there are innumerable instances where un-

usual success is directly attribut-

able to some new player who was

chosen for his ability rather than

his name.

—Sol Lesser

* * *

Talkies Need A

New Story-Form

TALKING pictures? They

should have the minimum of
dialogue. The tempo of the si-
lent pictures must be retained.

In the old days, Mary Pickford,

Charlie Chaplin gave us the

method of acting and Griffith

gave us the form of story telling.

Now with the talking pictures, the

Mickey Mouse cartoons have

given us the method. I mean by

that rhythm and tempo. But no

one has yet given us the form of

story telling. I am looking for

some young man who can do it. He'll probably be an en-
geineer. Eisenstein has some

ideas about it, and he's an engi-

eineer, you know.

—Douglas Fairbanks

**Along The Rialto**

**with**

Phil M. Daly

ARE YOU all set for that Hollywood razz party to be thrown

by the El Ray Club Sunday night at the liberty?........

it looks like a swell evening's fun, with such entertainers as Clark

and McCullough, Harry Richman, Charles Ruggles and Paul

Whiteman and Rudy Vallee with their orchestras........

Rin-Tin-Tin will act as barker........Jack Partington will super-

vide the presentation........a special feature will be a preview of

a picture to be shown for the first time........to avoid the

speculator evil, tickets are being closely guarded at the M. P.

Club........we wouldn't be a bit surprised that you could buy

'em there........Bruce Gallup thinks it will do us no harm to

mention it........

* * *

ALONG WITH the various other duties of the Fox-Hearst

cameramen, they snap wild animals for the local zoo occa-
sionally........so the other day Park Commish Walter Her-

rick received two magnificent clanging tigers all the way from Malay

........they have been placed in cages in the Central Park

Zoo with their names out front where all can see........and

would you believe it, they call 'em "Metrotone" and "Movie-
tone"..........their sound amplification is perfect........

* * *

A PLEASANT warm-weather fancy recalling fond memories

is the title-page illustration of Witmark's new song, "To

the Steins"..........a large stein—empty—adorns the cover........

in the interests of truth in advertising, Sam Serwer had the

stein autographed by all the gentles named Stein he could find

in the Warner organization........F. F. Sturgis, sales manager

of De-Lite Screen is on from Chi........Gunning for foreign

talent has become a general pastime........Jake Wilk of the

Warner scenario department is scouring London, Paris and Ber-

lin for writers who can produce stuff with the foreign slant.

* * *

A HORDE of beautiful damosels hit the Ballyhoo Boulevard

yesterday and made visiting Hollywoodites feel as if they

were back in the home town........they proved to be Hunter

College girls enjoying a shindig at the Roxy........if they turn

out schoolmarm pics like these nowadays, it looks as if we

went to school too early........Adolph Zukor has sent a check

for 100,000 francs as a contribution to the Maurice Chevalier

Foundation in France, founded by the star for the aid of enter-

tainers........just a little act done without any fanfare of pub-

licity........it only leaked out in Paris the other day........

* * *

EVEN IN Sydney, Australia, they have their ups and downs

in the film biz..........a local trade sheet notes a vivid con-

trast of a distributor in a restaurant buying champagne for a

circuit owner and at the next table another distributor busy

with a pencil trying to figure out ways to pacify his creditors

..........the only difference between Sydney and New York is

that there's no champagne..........Norman Schwartz, assistant

production manager of the Roxy, is in Bermuda looking for a

game of golf with Hizzoner Jimmy Walker........

* * *

PAUL ASH is ill, and Pat Rooney, 3rd, is pinch-hitting for

him at the Paramount........The Strand theater of Altoona,

Pa., has a slogan: "Every Day a Good Photoplay!"........

there's a thought........but we never knew there were so

many........Pathe has started its own circus around the cir-

cuit with "Swing High," which had its premiere at Baltimore

Monday........in the arena seats eating popcorn and cotton

were Pat Scollard, Phil Reisman, John McAlloon, Ed McEvoy

and Joe Rivkin........

* * *

THE PUBLICITY MAN'S definition of reviews is rare-

views.
Coast Wire Service

Hollywood Happenings

Sills and MacKenna Teamed Again by Fox

By RALPH WILK

Hollywood

Milton Sills and Kenneth MacKenna, who were teamed in "Living for Love," have been in negotiations for another film in another Fox picture, "The Sea Wolf," an adaptation of Jack London's story of the same title. Alfred Santell will direct.

Hill to Direct "Dark Star"

George Hill's initial effort under his new M-G-M contract will be a direction of "Dark Star," in which Marie Dressler will have the principal role.

Warner to Star Lew Ayres

Lew Ayres, one of the leading players in "All Quiet on the Western Front," will be starred in Warner's "Handful of Clouds," under the direction of Archie Mayo.

Anita Page in "Little Accident"

M-G-M has loaned Anita Page to Universal for the feminine lead in the talkie version of the play, "The Little Accident." Douglas Fairbanks, Jr., will play opposite her under the direction of William J. Craft.

Dorothy Lee Gets RKO Role

Dorothy Lee will be the ingenue lead in "Babes in Toyland," which Luther Reed is to direct for RKO.

Raoul Walsh's Wife Gets Role

Lorraine Walker, Raoul Walsh's wife, who retired from the screen upon her marriage to the director, will appear in "The Big Trail." Her husband is megaphoneing for Fox.

Stanley Signed for Two

Amedee J. Van Beuren, president of the Van Beuren Corp., has signed James Stanley radio and concert singer for "Deep South" and "Voice of the Sea." Stanley has appeared in "Mandaly" for the same company.

Huston Going East Soon

Upon the completion of Paramount's "The General," in which he has been cast for the lead, Walter Huston will return to New York to appear on the stage in "Born in Texas."

Bessie Love for RKO Talker

RKO has borrowed Bessie Love from M-G-M to appear in the leading role in the film to be based on the play "The Conspiracy," by John Emerson and Robert Baker.

Mulhall in 4 More RKO Films

Jack Mulhall's work in "The Fall Guy" has won him a contract to appear in four more RKO pictures.

New Role for Gallagher

Stage Gallagher, successful singer, will have a role in Paramount's "Topolosky of Notre Dame." Others in the cast will be Jack Oakie and Harry Green.

SHEEHAN SIGNS LONG TERM CONTRACT WITH CLAR

(Coast Wire Service)

(Coast Wire Service)

Talking Picture Epics Invading Outdoor Fic

(Coast Wire Service)

Schaifer Rejoins U. A.

(Coast Wire Service)
Engineers Predict Greater Developments

(Continued from Page 1)

New York Next?

Washington — The October meeting of the S.M.P.E. will be held either in New York or Detroit, with selection of the former being strongly indicated. Ballots on the question will be mailed to members about June 1.

CONTINUOUS PROJECTOR EXPLAINED BY HOLMAN

Washington — Description of a continuous projector, eliminating the use of the shutter, was given by A. Holman of Brookline, Mass., in his S.M.P.E. paper on "Revolving Lens Wheel Projector." He illustrated his talk with screen charts and a Technicolor picture.

During the discussion period which followed, Holman said that through doing away with the intermittent, the machine will save the industry millions of dollars.

M. W. Palmer of Paramount demanded, if the system is adaptable to 70 mm. film, Holman replying in the affirmative.

or by the possibility of dispensing with pressure pads and thus avoiding the difficulties attendant upon accumulated dirt, grease and emulsion. The question arises: When a curved object is used, what should be the shape of the image gate in order that the image formed will not resemble raw stock? Assuming a lens with a flat field, the problem has been solved analytically, for the general case. It was found that a curved (circular) object gate is imaged as a conic section (ellipses, hyperbola, parabola) and that by making the curvature of the object gate develop in a curve, the projection magnification and the focal length of the printing lens, the conic section becomes a circle. In cases where it is impractical or impossible to adopt this value of the curvature of the object gate, an approximate method is outlined whereby a circular image gate, conforming very closely to the actual image curve, can be computed.

J. A. Dabney of Bell & Howell, Chicago, discussed "A Photometer Exposure Meter" and "A Method for the Determination of Exposure in Cinematography" was explained in a paper by W. P. Iessow of Kodak Research Laboratories, Rochester.

The convention went to the White House to be received by President Hoover in the afternoon and the schedule also included a trip to Mt. Vernon.

S. M. P. E. Sidelines

GEORGE BLAIR at Eastman Kodak is spending a lot of his day in shaking hands with old-time managers who bob up semi-annually at the S.M.P.E. gathering.

William Hoyt Peek of Colorolora bag and bagged into the Wardman Park Hotel Tuesday to lend ear to the proceedings and contribute some interesting ideas to discussions.

The conference took a new lease of life when pictures of Sen.

Hslaught's beautiful braves were flashed on the screen.

J. A. Norling and Arthur Gottlieb arrived at the hotel with their auto out of breath. Several motorcyle cops became interested in them along the route from New York but the two conventionists were too busy to stop and talk things over.

Franklin Ellis, Eastman Kodak's publicity-directing side and not temporarily working on S.M.P.E. propaganda, is the young man who invented the company's plan to give away half a million cameras free to 12-year-olds in celebration of the 50th anniversary of Kodak.

One representative of the Fox, Harstout who did much house-are-going was Donald Whiting.

CONES VS. HORNS PROVES LIVELY "S. M. P. E." TOPIC

Washington — Comparative merits of cones and horns for reproducing equipment furnished material for something of an argumentative squall at the S.M.P.E. meeting. The warm discussion was provoked by a paper presented by Louis Malter of RCA Photophone on the subject, "Load Speakers and Theater Sound Reproduction."

Malter boosted cones which are used by RCA Photophone and found fault with horns, which are part of the Western Electric re-production equipment. In the discussion which followed, Harry Fletcher, J. P. Maxfield and D. B. Blattner defended horns.

Assists Film and Disc Recording Results Equal

(Continued from Page 1)

is more uniform in good reproduction than that the disc is best. Exhibitors who favor the film system are frequently influenced by the absence of expressed charges which they miss on certain discs. Operation of a disc reproducer is simpler than a reproducer using film, he asserted, and expressed the opinion that eventually the cost of making sound-on-film will be reduced. J. Maxfield supplemented Evans' statements by saying that producers, in at least two Coast studios, according to his observations, find that the disc method is more satisfactory in recording music which, in many instances, they then dub on film, and that the film system is best for recording speech.

NOTICE

By virtue of a public sale held before Referee Harold P. Coffin, the Fleischer Studios, Inc., are now the sole owners of all patents, copyrights and trade-marks formerly owned by Out-Of-The- Tbawtith Plims, Inc.

FLEISCHER STUDIOS, INC.
Max Fleischer, Pres.

INVESTMENT OPPORTUNITY

I have new apartment house in Flushing. I am prepared to sell on very liberal terms. Have $50,000 invested. But further investment is necessary to protect my money. Want partner with $30,000 or $25,000 who can give half interest also management. Marvelous opportunity for permanent income.

GREENSTONE 1549 BROADWAY N. Y. C.
Telephone LACkawanna 3796
Records Crash Before Terrific Onslaught of Mighty Hits from United Artists!!!

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

Joseph M. Schenck presents
HARRY RICHMAN
"PUTTIN' ON THE RITZ"
with JOAN BENNETT
James Gleason, Lilian Tosham, Aileen Pringle
MUSIC AND LYRICS by IRVING BERLIN
Directed by EDWARD SLOMAN

Joseph M. Schenck presents
HERBERT BRENON'S
"LUMMIOX"
From the Best Seller by FANNIE HURST
with WINIFRED WESTOVER
BEN LYON EDNA MURPHY
WILLIAM COLLIER, JR.

Joseph M. Schenck presents
FANNY BRICE
"BE YOURSELF!"
with HARRY GREEN
ROBERT ARMSTRONG
Directed by Thornton Freeland

Inspiration Pictures presents
HENRY KING'S
"HELL HARBOR"
with LUPE VELEZ
JEAN HERSHOLT
John Holland AL ST. JOHN

Joseph M. Schenck presents
LILLIAN GISH
"ONE ROMANTIC NIGHT"
Rod La Rocque, Conrad Nagel, Marie Dressler
and O. P. Heggie — Directed by PAUL STEIN

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

COMING CROWD-GETTERS

GLORIA SWANSON in "What A Widow"
Directed by Allan Dwan.
EDDIE CANTOR in "WHOOPPEE"
Goldwyn-Ziegfeld Technicolor Musical Comedy
D. W. GRIFFITH'S "ABRAHAM LINCOLN"

RONALD COLMAN in "Raffles"
Samuel Goldwyn's All-Talking Box-Office Sensation
"BRIDE 66" with Jeanette MacDonald
Arthur Hammerstein's Joseph M. Schenck Musical Romance

GLORIA SWANSON in "What A Widow"
MUSICAL-COMEDY DRAMA.
EDDIE CANTOR in "WHOOPPEE"
Goldwyn-Ziegfeld Technicolor Musical Comedy
D. W. GRIFFITH'S "ABRAHAM LINCOLN"

with WALTER HUSTON. The "Birth of a Nation" of Talking Pictures.
Mayer, Thalberg, Rubin Sign for Seven More Years

ARThUR, OLDKNOW TO RUN FOX THEATERs

Paramount Grooming 60 Players in Stock Company

100 New Faces—within the coming year

By JACK ALICOATE

HAR'S HUMAN GOLD in em than new films, Nell. Of e haker's dozen of releases we ve seen within the past few days least as many new faces and personalities have been stand-outs their first bid for screen popu-larity. When first thesound revolu-tion broke with all its fury, it lent. it continu-ent. Us background, it make-out. We've been looking at the new fashions, making the talkers change. Most have fallen along the way. In their place is spring-ing up an entirely new strata of talent. That this new invasion will produce some outstanding pic-ture personalities is as sure as the days that come with the first of the month. Youth, more than ever, seems to be having its cinema day. We all are sentimentally regret see-ing of the old timers in this six-teen. On the other hand is our firm conviction that much of the financial success of our industry is due to the work of the new faces. It is a trend forward by sound. With-the-year a hundred names, as the coming, will be part of the billings of coming film fare.

M-G-M Extends Contracts of Mayer, Thalberg, Rubin

ENGINEERS WILL DISCUSS SOUND THEATER ACOUSTICS

Acoustics as they apply to sound picture houses will be among the topics discussed at the convention of the Acoustical Society of America which will be held today and tomor-row.

WARNER HALF-YEAR NET EQUALS $3.67 A SHARE

Net earnings of $10,092,109 after all charges are reported by Warner Bros. for the six months ended March 31. This compares with $7,254,570 for the similar period of 1929. Current profits are equivalent to $3.67 per share as against $3.47 in the first six months of the last fiscal year. In the quarter ended March 31 the company earned a net income of $4,463,000, as against $3,122,942 in the like period of 1929.

Columbia Pays Initial Cash, Stock Dividends

An initial quarterly dividend of 37 1/2 cents a share has been declared by Columbia, as well as an initial semi-annual dividend of 2 1/2 per cent.

H. B. Franklin Confirms Midland Circuit Purchase

Los Angeles — Purchase of the Midland Circuit of about 60 houses finally has been concluded by H. B. Franklin, according to the stockholders' meeting yesterday. The price of $4,000,000 is reported to be $4,000,000. In the coming week, the New York board of directors will meet to elect a new president.

MURDOCK RESIGNING

AS PATHE PRESIDENT

Resignation of J. J. Murdock as president of Pathe is expected shortly, this ending his connection with the film industry. His successor will be named at a meeting of the board of directors on June 9.

Adolph Zukor Acclaimed on Visit to Home Town

In Glasgow, Scotland, the Warner office reports, "The Singing Fool" played to packed houses, with a half times the population of the city within five weeks.
100 New Faces
— within the coming year

(Continued from Page 1)

that spoken in Berlin, and the same goes all along the line, even to Spanish productions which were first thought to be a cinch for Los Angeles. This foreign experience is indeed interesting and will be watched closely from all sides. The international aspect of pictures was rather severe and damaged with the coming of sound. Foreign production by American producers may again bit pictures back to the rightfully earned place as a first line ambassador of international art.

A. LAUSTE TESTIFIES
IN DE FOREST ACTION

Ottawa — A. Lauste, 73-year-old Bloomfield, N. J., inventor and reputed father of the talkers, was a defense witness yesterday in the suit brought by De Forest against the American Players Canadian Corp. for alleged patent infringement. Lauste, once associated with Thomas A. Edison in experiments and now doing some work for Bell Telephone in New York, said he took out a British patent in 1906 for simultaneous recording and reproducing. He claims this to be the master patent on talker apparatus.

"Caught Short" is Held
Third Week in Detroit

Detroit—"Caught Short" is being held for a third week at the Michigan here, the record at this house. The M-G-M release has broken the theater's record.

Lon Young succeeds Moss
as Columbus Studio P. A.

West Coast Bureau, THE FILM DAILY

Hollywood—Lon Young has been appointed publicity and advertising manager at the Columbus studios, succeeding Alex Moss, who is returning East.

Ruth Chatterton III

West Coast Bureau, THE FILM DAILY

Hollywood—Ruth Chatterton is laid up at her home in Santa Monica as a result of a cold which developed into the flu.

FRENCH ACTORS COMING
FOR M-G-M PRODUCTION

West Coast Bureau, THE FILM DAILY

Hollywood—Following the arrival of Yves Miranda, French playwright, to write an original in French for M-G-M, it is announced this company will import a troupe of French players to appear in the picture.

COMING & GOING

DAVID O. SELZNICK and bride (Irene Mayer) sailed yesterday on the Olympic for a honeymoon trip. On the same boat were Marie Devereaux, Ernest Torrence and Irene Bordoni.

NANCY CARROLL and BUDDY ROGERS are en route East and due to arrive in New York Sunday on the same train. WARNER BAXTER is on his way back to Hollywood after a vacation in the East.

LUANA ALCANIZ, Spanish dancer signed by Winfield Sheehan, leaves today for the Coast.

CHARLES MINTZ will leave for the Coast next Wednesday.

RED E. DEPNET left yesterday for St. Louis.

H. A. BANDY, foreign F. N. Warner, bureau manager, arrives today at the Bureau.

WALTER GREEN, president of National Theater Supply, was in Hollywood yesterday and will return early next week.

WILLIAM E. LASKE, accompanied by S. M. Eisenstein sailed for the Europa for America.

KRAFT SISTERS leave for Fox coast studios this week.

MARCEL ANDRE, who arrived on the Olympic, will soon leave for the M-G-M studios.

ANDRE BERLEY has arrived here from abroad to work in M-G-M films.

TANIA FEIDOR is here from Paris en route to the M-G-M studios.

Max Milder in Cleveland

Cleveland—Max Milder, Central sales manager for Warners, is here on a business trip. C. E. Almy, manager of the local Warner branch, has been on a visit to New York.

The Executor of the Last Will and Testament of
JAMES OLIVER CURWOOD
will take appropriate action against unauthorized use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY
Fort Street opposite Post Office - Detroit
WHAT A MAN!—100%

“A Money Clicker”
Says
Arthur James

REGINALD DENNY is likely to stir the box office to the point of heavy receipts in his new picture, “What a Man!” which Sono Art-World Wide previewed yesterday. The play is smart, distinctive, of the highest class and downright absorbing. Watch this one for a money clicker!

‘ADDS PRESTIGE TO BUSINESS’—PETE HARRISON

“What a Man!” is the type of picture every independent producerreams of producing but usually fails, it is as good and as wholesome entertainment as one will find in the best pictures made by the big producers, the kind that add prestige to the picture business. The story is inspiring, laugh provoking, and holds the interest well throughout. And the hero is the type that could be held as a model to the young men of this as well as of any other country. There is subtlety both in the construction and in the acting, Reginald Denny has never appeared in a better advantage. His slight English accent and his good delivery make his talk pleasant. Miriam Seegar is a charming heroine. Harvey Clark, Lucille Ward, Carlyle Moore, Anita Louise, Norma Drew, Charles Coleman and others are in the cast. The sound recording is good. (Silent values excellent.)

In Spring, a young man’s fancy turns to thoughts of love. In playing “What a Man”, exhibitors turn handsprings when they count the receipts.

“A Commercial Sensation”
—Exhibitors’ Herald World

A surprise! It is Reginald Denny’s first feature with Sono Art under the capable directorial hand of a man named George Crane.

Every one in Hollywood is talking about the picture since it was given an unpretentious preview a few nights ago. It seems to be one of those pleasant surprises that makes the town happy and proud.

Denny gives you an insight into a character that is as different from the dumb, pratt falling dodo he used to portray as North is from South. He is an intelligent cultured Englishman who has the normal instincts of love, daring, common sense and ambition. He carries all those reactions off with a finished hand.

It’s a distinctive kind of picture that deserves a lot of credit. It also deserves attention because it is liable to turn out to be one of the commercial sensations of the year.

“Extremely Pleasant”
—Motion Picture News

At last Reginald Denny is supplied with a story. His first for Sono Art-World Wide makes extremely pleasant entertainment. The treatment and the successful play for comedy values get it by with a very comfortable margin. Denny’s pleasant English accent is delightful. The vehicle gives him a chance to display his flair for comedy.

Well Known Film Critics Unanimous in Enthusiastic Reception of Reginald Denny’s Newest Vehicle

That “What a Man!” would bring Reginald Denny to a new high level of fan popularity was the consensus of critical opinion expressed after a recent preview of this Sono Art-World Wide talkie. In the uniformly laudable reviews accorded the feature, critics placed especial emphasis on the absorbing interest in the story, the excellent characterizations provided by the star and the fine supporting cast, and the smart production value. Breaking “cold” on an audience of film experts, the picture created genuine enthusiasm, indicated in the accompanying notices. As a box-office entertainment rich, in novel exploitation angles, the talkie’s wide appeal to all types of movie audiences rates it 100 per cent in any theatre.

“In the Money”
—Film Daily

At a special showing yesterday for exhibitors and press, Sono Art sprung their latest which is worthy of a Broadway showing. The comedy is clean, clever and nicely acted and directed. Denny, who is starred, gives an excellent performance putting this picture “in the money.”

GEO. W. WEEKS
EXECUTIVE VICE-PRESIDENT

SONO ART WORLD WIDE PICTURES INC.

HARRY H. THOMAS
VICE-PRESIDENT IN CHARGE OF DISTRIBUTION
Timely Topics

A Digest of Current Opinion

Slip-Ups in Picture Making

TWICE within the past week movie fan have called our attention to a slight error in timing "Anna Christie," the first Greta Garbo talkie, and we'll have to admit that, although we saw the picture twice, the thing got by us. The picture opens, as you will recall if you have seen it, in the back room of a water-front saloon before the war. Marie Dressler buys a drink of whiskey, hands over a quarter and receives change. Which means that at the time whiskey sold for 10 and 15 cents. Then, a few minutes later you are given a panoramic view of the East River waterfront, including a sight of the Bank of Manhattan Building, at Wall and William Streets, which was completed only a few months ago.

—George Gerhardt in "Evening World"

* * *

Change In Hollywood Styles

THE sudden shift in styles from daring to dignity brought about one of the most amusing sights Hollywood has seen these many years. Gowns once worn by movie stars and now antiquated because of this complete conversion of the feminine element to waistlines and long frocks, were auctioned off this week at one of the studios at the direction of Hal Wallis, an executive. Clothes aggregating more than $25,000 in value brought about $1,500 at the sale. But the most interesting thing about the proceeding was a study of the varying types who clamored to own a gown once worn by Billie Dove, Dorothy Mackaill, Alice White, Marilyn Miller, Lila Lee or Loretta Young.

—Mollie Merrick, No. Amer. Newspaper Alliance

ALONG THE RIALTO

with Phil M. Daly

WITH REALISM in pictures the big bet nowadays, that gives Paramount a lot to talk about with their epic covering Byrd's South Pole adventure...real thought has gone into the publicity campaign...every exhibitor prospect has received a personal letter from Sidney R. Kent, also an eight-page set of photos in a special New York "Times" section...and Emanuel Cohen sends an announcement that for conciseness and PUNCH cops the berries...a smash feature built by news cameramen from a scenario prepared before the expedition left New York...they were after drama, adventure, human interest, pathos, humor...and they got it...they aim to have this epic seen by the public because it's a picture more than any picture ever distributed...and that's a fittingly great play for a great feature...

* * *

JOE W. COFFMAN, president of Audio-Cinema, has just turned down an offer to go to Russia and reorganize the film industry there...and we thought the Soviet was all set to reorganize everything...another proof that the world needs American film brains...Add Touch Assignments: Marjorie Beebe's new contract with Mack Sennett demanded that she start off with a six-weeks' vacation...Hymie Silverman, old-time projectionist at 729 Seventh Avenue, hinds these talkies are giving him a lot of competition...he is considering going personally silent...Charles Goetz has closed distribution deals with Shubert's and Alabams of London and with Max Levy for Indiana and No. Illinois to handle "The Woman Who Was Forgotten"...here's one neglected dame who seems pretty well-looked after...

* * *

HAMILTON MacFADDEN, directing Fox's "Are You There?", selected players for an international gang according to their nationality...and Richard Alexander was cast as a gus-man...now, children, what nationality is Richard?...Al Lichtman, bearing in mind that the Flicker Frollic of the Empey Club takes place Sunday Mother's Day offered to sing "Mammy"...the committee merly frowned politely.

UP AT Sing Sing they give the patrons a picture show one night a week...this week's show was so loud that the customers got up in a body and marched back to their cells...a case of the cells looking better to the cells than the cells did, which made the show a cell-out...oh, cells...Joe Reichenbach sends us his business card with these glad tidings written thereon: "Baby Girl, Sunday May 4th"...and underneath his print: "Foreign and Domestic Rights"...just another special.

* * *

JOHNNY McLAUGHLIN, head of the concert department of Wiltmark, is all set to marry Ellen O'Connor, the inspiration for his latest, "At the End of the Day With You"...another song hook-up...Herman Pfeiffer's contract with Joe McCauley for giving tests to players for talkies coaching them in dialogue, singing and dancing, and selecting literary material for them...now what's poor Paley gonna do with all his spare time...

* * *

OBD SIGHTS: Jimmy Loughborough of Tiffany in the lobby of the Central probably checking up on the crowds at "Universal's "A Quiet" and comparing them to those at "Journey's End" at the Gayety.

* * *

BEBE DANIELS is getting a big kick selecting gowns for her next feature, in which she will play the real-life bride opposite Ben Lyon before a parson on June 14th...Willie Budd, former assistant manager at Loew's New York, has returned after a year's absence...if this heat wave bothers you, get a whiff of the cool air blowing out of the Paramount lobby...an advance plug for the company's Sospel Pole picture...Bert Wheeler, RKO comic, after years of trouping in one-night stands, has got himself a home in Talkie Town...through force of habit he placed his hotel register in the hall, and checks himself out every morning.

* * *

WIDE FILMS mean bigger and better shears for cutting rooms.

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Comic Strip to Boost Picture

A direct tie-up with "Show Girl in Hollywood" of definite value to exhibitors has been made possible through the Dixie Dugan comic strip now appearing in many of the leading newspapers throughout the country. During the showing at the Stanley in Pittsburgh, street cards were used to inform the public that the adventures of Dixie Dugan might be followed in the Pittsburgh "Press" and later viewed on the screen of the Stanley. The "Press" published a display advertisement featuring a picture of Alice White announcing that Dixie Dugan steps on the screen in "Show Girl in Hollywood," portrayed by Alice White. This is a natural tie-up in cities where the Dixie Dugan strip is being syndicated.

—First National

* * *

A Ritzey Stunt for "Puttin' On the Ritz"

A MAN dressed in the clothes similar to those worn by Harry Richman in "Puttin' on the Ritz," sold $3 gold pieces at $4.75 in front of the Criterion, New York. A newspaper writer tied up with the stunt and wrote publicity stories about the man.

—United Artists

MANY HAPPY RETURNS

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

May 9

Richard Barthelmess
Nina Olivette
Marilyn Miller, Star of "Sally"

"EVERY WORD FROM EVERY SEAT"

Remember THESE 10 FEATURES
1 — Officially certified as FIREPROOF.
2 — Proved performance.
3 — Easy to install.
4 — No mechanism — foolproof.
5 — Economical.
6 — Permanent.
7 — Amplifies without distortion.
8 — Adaptable to any theatre.
9 — First cost is the only cost.
10 — Invented by Emile Berliner, who made the telephone, the phonograph, and the radio practical.

A Berliner Acoustic installation will make more money for you in six months than the ten biggest box-office pictures you ever played!

Think of it! — Not another single "sound" complaint! Not too loud—not too low. Every patron will hear every word from any seat!

Book Berliner for a permanent run. Your theatre will become known as "the house where you can hear better." The Berliner Acoustic System will draw as much extra patronage all year round as a cooling plant does in summer—at far less expense!

Berliner Acoustics are almost as revolutionary as Talking Pictures themselves. This sensational new invention solves at last the problem that has baffled architects and showmen for decades.

With this simple, inexpensive, absolutely permanent system, the world-famed scientist who made talking pictures possible through his microphone, has supplied the one thing lacking for the perfect projection of talking pictures — PERFEoT ACOUSTICS for any theatre, large or small, new or old.

Already the sensation of the industry, because of the amazing results of every installation in leading theatres.

It costs you nothing to get PROOF—and lots of it. Write to-day.

SEND THIS "SOUND PROOF" COUPON

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

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

Name ____________________________

Theatre __________________________

City _______________________________
WARNER BROS. PRESENT
A NEW ANIMATED
LOONEY TUNES
CURRENT musical hits provide the basis for this brand new series of animated song cartoons.

The action of each one-reel subject concerns the goings on of Bosco and his sweetie Honey and offers an unprecedented exploitation tie-up with Radio, Phonograph and Songs.

Animated by Isador Freling
Produced by Leon Schlesinger
Musical Score by Frank Marsales
Cartoons by Hugh Harmon and Rudolph Ising

First of the Series

"SINKIN' IN THE BATHTUB"

A laughing Riot at Premiere of "SONG OF THE FLAME"
Warner Bros. Theatre, New York

Be the First in Your Town to Cash in On "LOONEY TUNES"
The Event
Extraordinary
First Annual
"FLICKER FROLIC"
of the
MOTION PICTURE CLUB OF NEW YORK
at the
Liberty Theater

on
Next Sunday Night

A Great Program of Stars ★ ★ ★
★ ★ ★ A Preview of a Great Picture

 Everybody Who is Anybody in
Motion Picture Circles Will
Be There—

Tickets $2 to $15
TO BE HAD AT MOTION PICTURE CLUB

Coast Wire Service

Hollywood Happenings

Marshall for "Babes in Toyland"
Everett Marshall has been selected for the leading male role in RKO's "Babes in Toyland," Victor Herbert's musical fantasy. The leading woman will be Irene Dunne. Broadway musical comedy star, Bert Wheeler and Robert Woolsey—will be featured comedians.

Miss Bennett and Haines Assigned
Gertrude Bennett and Robert T. Haines have been assigned roles in Columbia's "Temptation" being directed by E. Mason Hopper.

RKO Plans New Hospital
Radio Pictures' studio will soon have a new five-room hospital, according to plans now under way. The hospital will provide night and day service.

Paul Cavanagh Signed for "Grumpy"
Paul Cavanagh, English actor, is to play a role in Paramount's "Grumpy," which features Cyril Mande.

William deMille's Next
William C. deMille's next for M.
G-M will be "The Passion Flower," Martin Flavin is preparing the screen treatment of Kathleen Norris' story.

Meek May Be in "Broken Dishes"
Donald Meek will appear in the film version of "Broken Dishes," the Martin Flavin play in which he has been playing on Broadway, if screen and voice tests turn out successfully.

Short Shots from New York Studios

By HARRY N. BLAIR

MEMBERS of the motion picture industry have been added to a committee formed for modification of existing fire laws as a result of action taken by Cameramen's Local No. 644, through their business representative, Francis E. Ziese. In a recent letter to May Walker, complained that many of the rules now in force suggested an ignorance of true conditions with the result that production here was threatened.

The "S. S. Astoria," on which most of the action in "The Sap from Syncrat" occurs, awaits launch at the Paramount New York studio, pending the recovery of Jack Oakie, who is suffering from a throat infection.

"Casey" Jones, president of the Curtis-Wright Flying Service, in the principal role in "Anxiously Air," sound motion picture just completed here by Visigraphic.

Employees of the Paramount New York studio are treated to a free show every Wednesday night in a highly modern projection room seating 100 persons. Here the recent product of the studio is shown, preparatory to being offered on Broadway.

Audio Cinema studios here have just completed four cartoon trailers for the Aetna Life Insurance Co., to be used by their agents throughout the country. "He Auto Knows Better" illustrates the value of liability insurance, "Father's Day at Home" plays up accident insurance, "The Family's Night Out" shows that one should be insured against burglary and "A Desert Dilemma" illustrates the value of an Aetna card in case of collision.

Irving Kahal and Sammy Fain, those youthful song-writing dreamers, have broken all records by turning out three lifting melodies for Paramount pictures, in the short space of three days. It's a gift.

"Taking the Census," a sound picture describing the gigantic task of which the government is now engaged, is being prepared by Visigraphic for the International Business Machine Corporation.

Looks like the gods have decreed that Walton Butterfield must stay in the East. He came here for his three weeks' vacation, over three months ago and is now busy preparing scripts at the Paramount New York studio, after being at the Eastern Vitaphone studio for a short time.

A male chorus of 20 is a feature of "The Variety Show," a two-reeler Vitaphone comedy just completed under the direction of Roy Mack.
A GREAT PICTURE FROM A GREAT BROADWAY STAGE SUCCESS

"SOLDIERS and WOMEN"

POWERFUL AND ROMANTIC DRAMA OF SOLDIER LIFE IN HAITI

New York Premiere at the Hippodrome

A COLUMBIA PRODUCTION with AILEEN PRINGLE and GRANT WITHERS

GET THIS PICTURE NOW-
Projection Matters Taken Up by S. M. P. E.

Maintenance, Storage and Amplification Also Discussed

(Coined from Page 1)

Washington—World motion picture theater attendance is now 250,000,000 weekly, will H. Ray says to the S.M.P.E. at its spring meeting.

LOW BALCONIES SEEN AS
ACOUSTICAL PROBLEM

Washington—As a rule low balconies should be avoided in theater design. They annoy a problem in acoustics, said Dr. Paul R. Heyl, senior physicist, sound laboratory of the Bureau of Standards, said to the S.M.P.E. This type of construction he declared, causes the sound intensity to be diminished at the rear of the balcony and may be so low that they will be difficult.

Echo is always a bad feature in a hall; reverberation, on the other hand, is desirable up to a certain point, Dr. Heyl said. Of the two, echo is the most difficult to remove; prevention by foresight in construction, aided by expert advice, is the best plan. Dead spots and sound 'shadow' areas occur as a result of producing conditions, according to Dr. Heyl.

Louis Pacent Expects 2,000 Installed by 1931

Washington—With approximately 1,500 Pacent recorder installations already made, expectations are that the total will reach 2,000 by Jan. 1, 1931, said Louis Pacent, attending the S.M.P.E. meeting.

Cutts Pessimistic Over Britain's Film Future

London (By Cable) — Declaring that the British film industry's future is anything but promising and that directors here must work for "pocket money" salaries, J. H. Graffenreid, manager of the A.E. Cutts British Film Corporation, said, "We are running in the same direction that a single Geneva pulled down in the same time."

Discussing the topic, "Operation of Projection Arca from Motion Generator Sets," Mr. Graffenreid, of the British Electric Co., Cleveland, said in part:

"When series of generators were introduced, a number of requirements were placed on the film projection equipment. However, the requirements were usually satisfied by the time the lamp requiring the amount of current of 100 milliamperes was introduced and used they were usually the intermittent type using a voltage relay, the coil of which is connected across the arc, in connection with an operating motor. The operation of these lamps was successful with the series arc generators and as no ballast resistance was used in the circuit, a maximum converting efficiency from alternating current supply to direct current for the lamps was obtained."

A Shapiro of Ampco Corp., Chicago, offered a paper on "A New Method for 14 mm. Projectors." Storage of Valuable Motion Picture Film was the theme of a paper by Cranbrook and Ives. It stated that storage film darkened by the usual light and film requires cleaning between entries. The paper was to be published in the American Cinematographer.

The shape and pitch size of the film perforations are discussed with a view to insure an unbroken transverse, as well as longitudinal, control.

The necessity for providing three bearing points—supported and free—on both the sound and the picture records is shown that under certain conditions the voltaire is made in regard to the dimensions of sound and picture area with due consideration to complete utilization of the whole of the film surface.

A new power amplifier system was exhibited by Bristol Talking Pictures Corp., Bristol, Conn. Associated with "A New Idea for Down Movement for Motion Picture Apparatus" F. Tuttle of Kodak Research Laboratory described a mechanism for used for moving film intermittently in motion picture apparatus can be run at a speed considerably higher than normal operation by careful control of the film.

Since the time occupied for the actual movement of the film is the two parts of the shutter cycle, it would be advantageous, if at all possible, to have the film speed increased in the useful part of the cycle, without affecting the overall movement of the film.

A "New Buffing Machine" was the subject of a paper by J. S. Vanos of Durosky Machine Co., Long Island City. A modified film waxing machine was described in full. The waxing machine is used to return the film to the normal width and maintain it at that width. A long period can be shortened to about 11 of the amount normally taken to film. In a sense, the key to this device is the speed increase in the exposure period.

A "New Method for 16 mm. Projectors" was the theme of a paper by Cranbrook and Ives. It stated that in the past, every roll of film has been a valuable negatives in every roll is rolled, from every roll, the same roll can be completely destroyed by the others being harmed. This has been accomplished in the universal machine which contains a cabinet in each of which the lamps are placed into the cabinet, containing sheet metal drapes each of which is connected to a lamp. Each drawer is fitted into a unit and which is connected to a control switch. A low temperature (around 50°F.) is maintained in the storage compartment to reduce to a minimum the gradual changes which occur in the film."


"The Cinematography of Brownian Movement with the Film Camera" was discussed in a presentation by R. Fawn Mitchell.

Characteristics of sound screens were listed by Robert P. Ramsden of Beaded Screen Co., New York. Characteristic of the M.G.M. studio, Culver City, consisted of the back of the lamps, giving the film results Resonance by the Absorption Method. A new concept, "Developments in Sound Screens for Computers."

L. E. Clark of the Pathes studious, Culver City, was also present, T.D. DeForest of Phonofilm was analyzed by C. Tappan of the Eastman Kodak Co.

Talking pictures as a great international attraction were discussed by Richard B. Franklin, who was unable to attend the conference. Through talks with Franklin, it is evident that our own programs will depend on what we can produce and we will have a cosmic understanding of that seems wild and impossible now.

Promotions and Shifts in Publix Minn. Stat.

Minneapolis—Several prominent and transfers of managers of Publix ranks have been made in the past week. Ed Fut, former manager of the R.K.O. phonum, has replaced John B. Gowan at the Astar, Goodwin being promoted to the Publix home office in New York. Publix Northwest Theaters has a new division manager in L. J. Ludwig, who has succeeded M. J. Mullins, now manager of the Publix New England chain. D. A. Mackay, until recently assistant manager of the State, is at the Publix Managers' Train school in New York. A new manager has been named here by A. E. Miller, comes from the Lawler, Rochester Minn.

Seider Buys Two More

Westhampton, L. I.—Purchase the Community and Sayville brin the total number of houses in t Joe Seider chain up to eight. He also operates a circuit of houses in N. Jersey.

"Ten Nights" Talker

West Coast Bureau, THE FILM DAILY

Hollywood—A talker version "Ten Nights in a Barroom" is to be made here under the direction of Edgar Lewis with John Lowell starring.
Radio Music Co. has acquired a controlling interest in Davis, Coots & Engel, Inc., music publishers. Larry Engel heads the new personnel as president and is a member of the board of directors, which also comprises: E. F. Bitten, treasurer; V. S. Fischer, secretary; M. H. Wylesworth, E. C. Mills, Benny Davis and J. Fred Loo.

Adolph Zukor Acclaimed on Visit to Home Town (Continued from Page 1) one ever witnessed in these parts. Festivities centered in the synagogue, but a Protestant delegation also turned out to thank Zukor for having their church repaired. Mr. and Mrs. Zukor visited the one-story cottage where they once lived and the school suit and maintained by the Paramount chief.

H. B. Franklin Confirms Midland Circuit Purchase (Continued from Page 1) stated in the deal are 10 Kansas City houses and others in Atchison, Chanute, Clay Center, Coffeyville, Salina, Concordia, Eldorado, Hutchinson, Lyons, Ottawa, Pittsburgh and Wichita, Kans.; Boonville, Brookfield, Carthage, Lexington, Marshall and Moberly, Mo.; Sedalia, Springfield and St. Joseph, Mo.; Ft. Madison and Muscatine, la.

Summer Run for Hipp. Arrangements have been made by R-K-O with Fred F. French, owner of the Hippodrome site, to keep the house open under its present policy through the summer.

Weinberg in Columbia Post Louis Weinberg has been appointed circuit sales manager of Columbia by Joe Goldberg. He will work out of the home office.

TEN YEARS AGO TO-DAY IN

Samuel Goldwyn has purchased "The Concert," a David Belasco success.

Blanche Sweet, starring for Jesse D. Hampton, is going to Europe.

The cornerstone of the new Stanley in Philadelphia was laid.

Lionel Barrymore has begun work on "The Master Mind."

73 P. C. for Code Out of 473 editorials evoked by the new film code of ethics, the Hays office reports that 341, or about 73 per cent, are favorable, while only 8 per cent are unfavorable and 19 per cent are on the fence.

PARAMOUNT GROOMING 60 STOCK COMPANY PLAYERS

(Continued from Page 1) prospect to make stars of Claudette Colbert, Philip Holmes and Frederic March, as they are rapidly gaining popularity with the public," he said.

MELNITZ GROUP ACQUIRES CONTROL OF TERRA FILM Berlin (By Cable)—Control of the Terra Film Co. has been acquired by the new Curtis Melnitz-Max Reinhardt organization from L. G. Farbenindustrie as the producing and distributing basis of their United European Artists. Among initial activity will be two big pictures with the singers and orchestra of the Berlin State Opera, with the government having consented.

Columbia Pays Initial Cash, Stock Dividends (Continued from Page 1) in stock on the common. The cash dividend is payable July 2 to stockholders of record June 19 and the stock dividend is payable Oct. 2 to shareholders of record Sept. 3.

Simmonds Forms Company to Make Roadshow Film

Ira Simmonds has formed the Simmonds Pictures Corp., with headquarters at 729 Seventh Ave., and plans to start work within two weeks on a production dealing with college life to be distributed as a roadshow feature.

Beverly Hills Leads in Population Growth

West Coast Bureau, THE FILM DAILY
Los Angeles—With a current population of 17,425, an increase of 2,485 per cent in the last 10 years, Beverly Hills is rated by the census takers as the city showing the greatest increase in growth over the period covered.

Buenos Aires Considering Two Anti-Talker Rulings

Buenos Aires (By Cable)—Two ordinances designed to restrict talkers are being considered by the city council. One would simply prohibit the showing of sound pictures here, while the other proposes a 50 per cent tax increase on theaters playing such films. Native musicians, many of whom are out of work, precipitated the movement.


Unions Will Run It Minneapolis—Musicians and stagehands have taken over the Pantages, which was to have closed last week, and will run it from week to week on a co-operative plan.

ENGINEERS WILL DISCUSS SOUND THEATER ACOUSTICS

(Continued from Page 1) row in the Westinghouse Lighting Institute Auditorium, Grand Central Palace, New York City. Papers on subjects of special interest to the film industry will be presented. The attendance will include members of the S.M.P.E., who were invited at their Washington meeting.

North Amer. to Distribute in Middle West Territory Jack Levy, assistant sales manager of North American Sound Equipment, has left for Cleveland to arrange for distribution of Toneograph in the Middle West.

Agnes Ayres for Stage Agnes Ayres is to appear in a stage play, "Jungle," by Fred Herenden, scheduled to open on Broadway about the middle of June.
Swing High is a Whiz Bang!

By O. C. Connors

Predicted good and we took satisfaction that we have not all the 18 stars in the most absorbing masses and we have en-

able melodrama, circus color, with music of the engaging circus type, with panoply and palpitating performance—you see, we are already in the circus—"Swing High" swings along.

There is enough of comedy, there is splendid melodrama, tense, exciting and absorbing, and "Swing High" is our notion of a big bang-up box office satisfier. And—it's good for children from six to sixty, something the picture business needs badly, right now.

Pathé makes good on the prophet's prediction and you can spell the word prophet either way.
ROXY Picks The Big Ones—

and it is a BIG ONE, indeed • With a hand-picked cast you would have chosen yourself
 • JOHN WRAY, BETTY COMPSON, JOHN HARRON, King Baggott, and many others • In a crackling drama exposing the inside secrets in the lives of the upper crust of the underworld • Thrilling as the wail of a police siren • Directed by William James Craft • With two song hits, "That Homestead Steady of Mine," "Collegiate Love" • A UNIVERSAL PICTURE Produced by Carl Laemmle, Jr., Presented by Carl Laemmle.

CZAR OF BROADWAY

Covered Thoroughly in the Film Daily
News of the Foreign Field

Through Quick Cabled Coverage From Trade Papers International
make us see the funny side of our own pet fads and foibles. And so your patrons not only laugh at them while on the screen, but remember them with a smile afterward.

There's a real idea in every MACK SENNETT Talking Comedy. An idea based on some vital timely subject in our crowded modern lives. Often gently satirical. Always funny.

This timely interest is one of the things that have put MACK SENNETT Talking Comedies into the greatest percentage of possible situations ever achieved by any brand of modern short feature comedies.
First of Musical Films in Italian Already Completed

A series of 40 feature length operas to be made in New York is announced by John Iraci, president of International Broadcasting Co. The first, “Othello,” already has been completed at the Metropolitan studios, under the direction of Roberto Natalini. Manuel Salazar, tenor, a Columbia recording artist and former opera star, will join the company and will sing the title role.

$30,000,000 BANK GROUP GIVES BRITISH FILMS HOPE

London—Formation in Great Britain of a $30,000,000 banking syndicate under the name Bankers’ Industrial Development Co. has given new hope to the British industry. The enterprise, to which the Bank of England is a party, will lend financial support to any of the basic industries in need of it. Should it be allowed to avail itself of such aid, the industry feels it will have a splendid chance to progress and establish itself on a stronger footing.

Friml Joins Melnitz in New German Venture

Berlin (By Cable)—Rudolf Friml, who composed “Rose Marie” and numerous other popular musicals, has joined the newly formed Melnitz-Reinhardt organization and will handle its European activities.

 Previewing Shorts

Holding previews for shorts is a new wrinkle adopted by Louis Brock, producing the “Nick and Tony” series for Radio Pictures. He held a preview the other night at the 81st Street to determine the comic power of this troupe of comedians.

MAJOR ZANFT CONTINUES ON FOX THEATERS BOARD

Major John Zanft will continue with Fox Theaters as a vice-president and member of the executive committee which will supervise all Fox houses with exception of the West Coast circuit, it is learned from Harley L. Clarke.

FOREIGN DISTRIBUTION ARRANGED BY SONO ART

Sono Art-World Wide has renewed its distribution arrangements with British Gaumont, whereby that company will handle all its product, and has also closed a deal with Spanish Gaumont giving that firm distributing rights on “Sombres de Gloria” and “Así es la vida.” This was stated Friday by George W. Weeks, who has just returned to New York following a six weeks’ trip to England, Germany, France and Spain.

If American-made dialogue pictures are to click in their respective countries, according to Mr. Weeks, then the British Gaumont and Spanish Gaumont issues will have every opportunity for success.

William Brandt Quits Fox Metropolitan Post

William Brandt, general manager of Fox Metropolitan Playhouses, has resigned. His resignation becomes effective immediately.

Big Circuit Being Lined Up by R-K-O in Greater New York

NEW SYNCHRONIZING IDEA TO BE USED BY C. B. MINTZ

A new patented method of pre-synchronizing is to be put into operation on the Coast by Charles B. Mintz, who leaves Wednesday for Hollywood to confer with artists in connection with the “Toby the Pup” and “Krazy Kat” sound cartoons being made by the Winkler Film Corp.

Sales Executives Expect More Popularity for New System

Percentage playing of pictures will make a record increase in popularity during the 1930-31 season. This is indicated in a survey made by THE FILM DAILY, canvassing sales chieftains of every important distributing company. Some feel it is too far as to prophecy that during the new year the number of percentage deals will double as compared with 1929-30. A great majority, however, declined to go on record as far as the amount of (Continued on Page 9)

SHANBERG WILL DIRECT MIDLAND CIRCUIT FOR FOX

A special division office of Fox West Coast Theaters will be established in Kansas City with M. B. Shanberg as chief division executive in charge of the 60 Midland Circuit houses just acquired from Shanberg and Herbert M. Woolf, it is announced by Harley L. Clarke. The Midland deal, negotiated by Harold B. (Continued on Page 9)

Barrymore of Spain

Signed by Paramount

Ernest Vilchez, who is said to be the John Barrymore of Spain, has been signed by Paramount to appear in Spanish versions of pictures made in the U. S. Mr. Vilchez now is in New York with a Spanish stock company, which may appear in films with him.

Page Diogenes!

First National has a press agent who sends out a notice that “Song of the Flame” and “Show Girl In Hollywood” are carrying on along Broadway “in spite of strong competition of other attractions.” At last a press agent admits his company has competition.
Let Us Solve Your Problems!
Over 20 Years of Experience Qualifies Us as Specialists in
MOTION PICTURE INSURANCE
STEBBINS, LETERMAN & GATES
INCORPORATED

1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040

Sunday, May 11, 1939

**The Film Daily**

**Financial**

NEW YORK STOCK MARKET

(QUOTATIONS AS OF FRIDAY)

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NEW YORK BOND MARKET

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**Special Report**

**Planning to Establish Non-Flam Films Plants**

London—Plans to establish plants for the manufacture of non-flam film in Great Britain, Germany, Italy and the United States have been announced by International Safety Films, Ltd., recently organized at $500,000. Patents on the company's process and equipment have been applied for in 31 countries.

**Samuel Baron Joining Abe Meyer Organization**

Samuel Baron, who resigned from the Paramount music department and the Famous Music Corp., will assume the duties of Eastern representative of Abe Meyer, Inc., upon his return from a vacation in Bermuda. Meyer leaves for California early next week to organize a Coast office.

**Metro-Goldwyn Profit**

For the 28 weeks ended March 14, Metro-Goldwyn Pictures reports net profit, before taxes, of $6,076,322, according to the statement of David Bernstein, vice president and treasurer. Gross profit was $9,163,203, miscellaneous income $507,130, and operating expense $3,654,031.

**Sues on Bicycling Charge**

Charlotte, N. C.—Paramount has filed suit in the U. S. District Court here to recover damages from F. C. Bates, theatre owner of Murphy, charged with allowing a house in Andrews to show a picture in addition to his own showing.

**Seek Repeal of Ad Censorship**

Quebec—Canadian prime minister has been appealed to by the Advertising Club of Canada for the repeal of the law, recently passed by the Quebec legislature, which provides for the censorship of theatrical advertising appearing in newspapers.

**Brunswick Unit Takes Space**

Two floors at 120 West 42d St. have been leased by the Brunswick Radio Corp., recently acquired Warner subsidiary.

**Stage Is All Prepared for "Flicker Frolic"**

Everything is about set for the Motion Picture Club's first "Flicker Frolic" to be presented Sunday night at the Liberty with Harry Richman as master of ceremonies. Other headline attractions who will appear include Paul Whiteman and his band, Rudy Vallee and his Connecticut Yankees, Roxy's ballet, Clark and McCullough, Smith and Dale, Lilian Roth, Ginger Rogers, Charles Ruggles, Charlie Wong and Rin-Tin-Tin. In addition there will be a preview of a feature starring a prominent player, also some Ripley and Disney cartoons. Jack Partington handling presentation.

The committee, consisting of A. Lichtman, Sam Katz, David Loew, Moe Mark, Arthur W. Stebbins, Jack Alcald and Bruce Gallup, predicts an S.R.O. crowd of major exibitors, producers, distributors and other representatives of the industry.

**Bill Aims to Protect French National Talent**

Paris (By Cable)—A bill providing for a reduction of 25 per cent in the tax of theaters showing pictures with 100 per cent French actors, authors, directors, etc., has been introduced with a view to protecting the native industry.

**Admitted to Legion of Honor**

Paris—Two outstanding members of the French film industry have been made Chevaliers of the French Legion of Honor. They are Fernand Weil, head of the Pathé Natan organization, and George Cserf, chairman of the Pathé Baby firm.

**COMING & GOING**

EDMUND LOWE and LILYAN TASHMAN arrive Monday on the Twentieth Cen.

RUSSELL E. MARKET is back in New York after undergoing a minor operation in Philadelphia. He returns to Hollywood shortly to resume staging dance numbers in films.

J. D. TROP has reached the Midwest on his sales trip covering the U. S.
Timely Topics

A Digest of Current Opinion

in Chaney Talks a Make-Up.

DURING the past two years they have upset just about every tradition known to the movies, Chaney's makeup among them...."The talkies necessarily will limit my characterizations," Chaney told me, as we stood back of the cameras watching Lila Lee go through a short scene. "Characters such as I played in The Hunchback of Notre Dame,' Phantom of the Opera', and others will be impossible to do now, as I can't put anything in my mouth which will interfere with my speaking. Other characters which I had to forego now will be those that would require a dialect. Speaking with a dialect is one thing I won't do. There is too much chance of doing it wrong and offending some persons. I am going to speak in my own natural manner in all my pictures, which I guess means that from now on my roles will have to suit my natural personality."

—Dan Thomas, in N. Y. "Telegraph."  

American Music

We Talked Much.

THE talking picture is going to be the most important influence in American music within the next few years. Even today, after a bare year of awkward experimentation, it is certainly the most powerful influence in popular American music. It even surpasses the radio in widespread influence, and the practice of creating music for every picture has started this new form of art out on a path that will inevitably lead it into experimental channels that will bring out and exploit every new musical idea that grows out of the American people.

Erno Rapee

A Film Fact a Day

Only three houses in India are wired for sound pictures.

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

Radio Tieup Gets Newspaper Space

A SPECIAL tie-up was arranged by the Strand, Albany, with the Stewart-Warner Radio Corp, who ran a full page ad in the Sunday paper, where a large picture of Bessie Love and Charles King, leaning against a radio cabinet was used, with the copy reading: "Stars of 'Chasing Rainbows.'" The copy had contained names of the six retail dealers of this brand of radio, and the stunt was tied up further by obtaining full window displays in each of these stores.

—M-G-M

Newspaper in Radio "Swing High" Tie-Up

LISTENERS in on Station WCBM, Baltimore, had the opportunity of hearing a novel telephone interview of the Pathe stars appearing in "Swing High" by the motion picture editors of the Baltimore newspapers. At the Pathe studios in Culver City, Donn McElwaine had the leading stars of "Swing High" sustain a conversation with the movie editors of the Baltimore newspapers who were lined up at the studios of Station WCBM by Joe Kirvin, home office exploiter. The entire interview was broadcast over that station which is one of Baltimore's most powerful.

—Pathe

MANY HAPPY RETURNS

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

May 10-11

Clarence Brown
Clarence Burton
Tom Miranda
Mae Murray
D. O. Selznick
Antonio Cumellas
John A. Shea

Natural selection of the words in the document.
Actors’ Committee Rouses Interest


ADJUSTMENT COMMITTEE ATTRACTS WIDE NOTICE

The actors’ adjustment committee, to which is submitted grievances and disputes arising over the minimum standard contract for free lance artists, is attracting national interest. It is the first time in the history of relations between capital and labor that the setting of disputes is left entirely to a committee consisting solely of employees.

Producers and actors who desire to appeal from the decisions of the committee can submit their grievances to the conciliation committees of the Academy of M. P. Arts and Sciences. The conciliation committee consists of a representative of each of the five branches of the Academy and only one of the committee members is an employer.

Talkers Trend Away From Star System, Says Lesser

Talkers have caused a decided trend away from the star system, according to Sol Lesser, of Inspiration Pictures, who has made an extensive survey of the matter. The producing executives point out that the audible films have created a new screen aristocracy of ability alone.

F. N.’s “Bad Man” Also in Spanish

First National will make a Spanish version of “The Bad Man,” with Antonio Moreno in the chief role. Other players will be Count De Segurola, Jean Torena and Rosita Ballestro.

H. B. Warner on the Go

H. B. Warner is devoting his attention to films at the same time. While acting in “Road House” for Fox he is preparing his role in his next picture, “On Your Back.”

Another Role for Twentieth Century

Helen Twelvetrees has been selected for the leading role in Joseph Santley’s “Cross Your Fingers” for Pathé. Shooting will begin as soon as the actress finishes in “Beyond Victory” and “Her Man.”

Operetta Has American Setting

The operetta which Siegmond Romberg and Oscar Hammerstein are preparing for Warner under the title “Children of Dreams” will be laid in America instead of in a mythical country as has been their wont in the past. Alan Crosland will direct.

Chevalier Back on Coast

Maurice Chevalier is back in Hollywood with his wife.

A Little from “Lots”

By RALPH WILK

John Holland has had a colorful career. He was at one time in the navy, but served with the Canadian forces during the war. He ran in Vladivostock when the war ended. He attended an engineering college in North Carolina, but tired of that. Henry King chose him to play the leading male role in “Eyes of the World.”

Our Passing Show: Harry Carey, Ted Reed, Bussy Berkeley, Joe Walker, Frankie Darro, Eddie Baker, W. Scott Darlim, that Chicago Blackhawk note out a victory over the Boston Bruins in an exhibition hockey game here; William C. de Mille, Carl Fleiby and George Amy at “June Moon.”

Richard Boleslavsky, who won fame as director of “The Vagabond King,” on the stage; as co-director with Max Reinhardt of “The Miracle,” and director of three Otis Skinner successes, has decided to remain on the Coast. He is under contract to Pathé. “Boley,” as he is familiarly known, does not confine his efforts to dramatic work, having also staged the ensemble numbers for Flo Ziegfeld’s “Three Musketeers” and other musical shows.

More Passing Show: Konrad Bercovici, Eddie Buzzell, Alexander Gray, Louis Closer, Hubert Voigt, Wallace Macdonald, Crane Wilbur, Carroll Dunning and Ralph Hammeras at the Writers Club entertainment; Tom Lennon and Mauri Grashin conferring at Pathé.

Barbara Bennett, the third of the Bennett sisters to seek a motion picture career in Hollywood, has been signed by Paramount for an important role in “Palm Beach,” starring Clara Bow. Miss Bennett will portray the sister of Clara.

Well known Bills—de Mille, Haines, one dollar, Blochey, Gibbs, Woolfenden, Farnum, “Hello,” Robson, Goetz, McGann.

The world is a small place after all—particularly on film lots. During a location "shot" for "The Fall Guy," some noise on the "Constantinople" set ruined the sound record on the "New York" set. A truck roaring through "Constantinople" did the mischief.

NOMINATIONS FOR AWARD LIMITED TO SAME BRANCH

Under the new system of award to be given by the Academy of P. Arts and Sciences, members of the Academy will nominate only people who are in the same branch of the industry. Those receiving the highest nominations will be placed on the ballots to be voted upon by all members of the Academy. The final voting will be completed Nov. 1.

Kenneth Thomson with Daniels RKO has picked Kenneth Thomson to play opposite Bebe Daniels in "Lawful Larceny," which Louis B. Mayer is to direct as well as act in.

GOING TO HOLLYWOOD?

YOU will find a cordial welcome at the charming and hospitable Hollywood Plaza Hotel...right in the heart of movieland. Enjoy the ideal location, and quiet homelike atmosphere...the luxurious furnishings, faultless service...and noted guests. The dining room is operated by the famous Pig n’ Whistle Caterers. Rates are most reasonable.

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PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

INDEPENDENT ACTIVITY FORCES BETTER STUDIOS

Increased activity of independent producers in the East has led local studio owners to improve their properties to allow for more efficient production facilities. The Metropolitan Studios has just equipped its Fort Lee plant with several hundred thousand dollars worth of sound recording apparatus after a complete survey of the independent field showed such an investment worth while. More than 30 films have been shot on its stages in the past two months, including both features and shorts. Among the smaller independents engaged in shooting in the East are Chesterfield, Louis rock, Empire, Fitzpatrick, Raytone of Richmond.

BULK OF PARAMOUNT SHORTS BEING MADE IN NEW YORK

With Paramount concentrating its production of short subjects in its New York studio, a heavy schedule has been outlined by Larry Kent, manager of the short subject department. One and two reelers set for early production include Eugene Pallette and Walter Hirsch in "Who's Who in the Backwoods" and "Four Ring Racket" in "By Appointment," Lee forse in an untitled original, "The Tart," with Lynn Overman, and a comedy in which the famous Von der Linden and Orson Underwood Orchestra will be featured.

LABRADOR SOUND UNIT DUE BACK

The company unit, which spent the past three months in Labrador, filming an original story, with the hazards of seal hunting as a background, under the direction of George Melford, is expected here early next Thursday. The following Monday, interior scenes will be started at the Audubon Studios on Long Island, who are in back of the enterprise. The picture will be known as "Vikings of the North," and Charles Sterrett and Louise Huntington are featured.

CAMERA OFFICIALS GOING WEST

Walter Strange, president of Paramount's Union Local No. 644, together with Francis Ziesse, business manager, will leave for Los Angeles on May 22 to attend the I.A.T.S.E. convention to be held June 2-5.

STEVENSON BROADCASTING

Edward S. Stevenson, president of Vivigraphic, and former war ace, is giving a series of radio talks on aviation, over Station WRNY.

SHORT SHOTS FROM NEW YORK STUDIOS

By HARRY N. BLAIR

HARRY FOX and Beatrice Curtis have just completed a Vitaphone short by Herbert Fields who also collaborated on the stage musical, "A Connecticut Yankee," in which Fox was featured in London.

With all the kow and cry about Edwin Bartlett, the young actor who has been leading some of the producers a merry chase to sign him, Sam Saz announces that positively the first screen appearance of Bartlett is in "Desert Thrills," a Vitaphone Variety recently made in Brooklyn.

Victor Heerman, directing "Animal Crackers" at the Paramount New York studio, is spending the weekend at Great Neck, L. I., in the presence of Oscar Shaw, stage and screen Juvenile, Billy Clark and Russ Brown, stage comedians, will complete the foursome.

Credit John Mack of the Vitaphone studio with the one about the director who was shooting off the cuff and moaned that he had washed his hands and lost the script.

Ernest Zatorsky, monitor on "Animal Crackers" has discovered an automatic canary which is used in several scenes of "Animal Crackers," whereby doing away with the care of a real warbler, not to mention the saving in bird seed.

MONTY (Production Cost) Schaff of the Vitaphone studio has added talent-hunting to his many activities. Monty can be seen at the Broadway playhouses almost any night ready to pounce on an unsuspecting performer and carry them off to the wild microphones of Brooklyn.

Kathryn Reese, Australian singer and dancer, who has appeared in several Photocolor short subjects made here, has just been added to the cast of "The Sap from Syracuse," starring Jack Oakie.

Leave it to the talkies to be timely. "The Hard Guy," latest of the Brooklyn Vitaphone Varieties, is built around the unemployment situation. A swell cast appears in this one. Katherine Alexander of Hotel Universe and Spencer Tracy of "The Last Mile" were co-starred, supported by Pat Kearney, Arch Hendricks and four-year-old Valli Roberts. Arthur Hurley directed.

Eve St. John, whose looks suggest an unstudied resemblance to Greta Garbo, will make her debut as script girl on "The Sap from Syracuse," with Peggy Quis, Helen Kane's double, acting as mentor.

Harry M. Baldwin, who has been Monte Bell's right hand man for the past year, has returned to the office of James R. Cowan, chief studio executive, Bell having resigned his position as supervisor on account of ill health.

Frank Zukor is preparing to "shoot" Clark & McCullough in their first RKO comedy which will be made next week at the Ideal studio. Mark Sandrich will direct.

Credit John Donan, stage manager at the Paramount New York studio, with one of the finest pieces of staging ever seen here, with the transformation of five small stages into one complete whole, representing an ocean liner, for use in "The Sap from Syracuse."

Fred C. Ryle, who heads the make-up artists in the East, is now engaged in creating five different characterizations for the great Spanish dramatic artists, Viches. Ryle's specialty is making hair pieces that defy camera detection.

Dal Clawson is keeping bachelor's hall at Spark Hill pending the return of his wife who was called to New Orleans by the sudden death of her mother.

Mr. and Mrs. W. K. Vanderbilt, society leaders, Charles Dillingham, stage producer, and William Wise- man, British motion picture magnate, paid a joint visit to the Paramount New York studios on Thursday and watched the Marx Brothers going through their antics in "Animal Crackers."

FRANK ZUCKER

Photographing a Series of LOUIS BROCK RKO Productions

RANK AMATEUR FINDS LITTLE CHANCE HERE

Although activity in the East is better now than it has been for years, there is little opportunity for the unused amateur to break into films, according to Frank Heath, casting director at the Paramount New York studios.

"In talkies we find it essential to get people who can speak lines," said Heath. "Talkers are a very expensive proposition and we must use people of proven ability. Your left can't reach them with an independent studio. That's why we depend so much on the stage.

According to Heath, the best way for newcomers to break into films is the stock route. He believes that producers will ultimately subsidize stock companies at various points throughout the country as a clearing house for potential screen talent.

Max Hart's New Office

Max Hart's booking office has been moved to 1550 Broadway. Herbert Hoey continues in charge of the motion picture division.

"Sap" Finally Set

"The Sap from Syracuse," which has been delayed for several weeks due to first story changes and later to the sudden illness of Jack Oakie, will be shot at the Paramount New York studios. Besides Oakie, the cast now includes Ginger Rogers and Kathryn Reese.

PORTABLE SOUND RECORDER

Experienced cameraman, owning the finest portable film recorder on the market, now available to independent short subject producers, in the East. (Weight of recorder 400 lbs.) A good proposition for high class scenic novelties or industrial films. It incorporates in most modern photography and sound, at reasonable cost, write.

Box No. 196  c/o Film Daily
1650 Broadway
N. Y. C.
Theater Equipment

Fired White Glass Used for New Marquee Letter

Appelman-Krystal Co. is offering an improved marquee letter which is made of fired white glass instead of the usual opal glass. The edges are square, permitting light to come through on direct focus and producing a clear outline of letter instead of a mass of light. This latter feature allows for easy reading of the separate letters from a distance.

In addition, color panels have been developed in red, blue, green and amber which, when inserted in the back of each letter produce a brilliant colored light. Al Green is New York representative for Appelman-Krystal.

Vallen Modifier for Changing to Wide Films

Akon, O.—Following two years of experimentation, the Vallen Electrical Co. has developed an Automatic Screen Modifier for changing the screen surface in connection with enlarged pictures. Vallen Modifier consists of a metal screen frame, rigidly designed but not excessive in weight, and inside of which the screen is laced. To this frame is attached the equipment for handling the block velour curtains which modulate the screen surface to any desired direction and any desired extent. Of vital interest is the fact that no additional space is required beyond size of the frame.

The device is a complete unit. In other words, the various parts are all attached to and a part of the metal frame. Without any change, the unit can be made to “fly” when desired. All driving or movement is accomplished by means of chain, thus eliminating all possibility of slippage or irregular modification of the screen surface. Operation may be manual or electrical.

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Radio Daily
Sunday, May 11, 193

DA-LITE BEAD SCREEN
GIVES MELLOW EFFECT

Chicago—Enlarging of the present regular size screen for a 21x28 picture without spending hundreds of dollars for new lamps, generators, lenses, etc., is claimed possible by using the Da-Lite Bead Surfaced sound screen. It can be had in materials that are fireproof and composed of millions of tiny, perfectly round, clear glass beads—every one of them a reflector of light and producing soft, mellow picture that is pleasing to the eye.

RCA Portables for 562 Stores

Cleveland—J. W. Rafferty, assistant general sales manager of the RCA industrial and educational department, announced that 562 stations of the portable RCA phone equipment are being made in Montgomery-Ward stores throughout the country. Leading ocean liners have also been equipped with this type of apparatus, he said.

Y.M.C.A. Sound Course

So that operators may take the sound course at the West Side Y.M.C.A. on West 64th St., New York without loss of time from present employment, instruction is being given mornings on Monday and Wednesday, or Tuesday and Thursday from 9 to 12. In the evenings of the same days, courses are given from 7 to 11 p.m. The term consists of 60 laboratory and classroom hours and is under the personal supervision of Louis L. Credner, principal.

$50,000 Air Plant in Miami House

Miami—Installation of a $50,000 air-conditioning and cooling system has been completed at the Capitol. The plant was manufactured and installed by the American Carboni-Machinery Co. of Wisconsin Rapid Wm.

The beginning of scene four is 165 feet, three frames. Subtract as follows:

164 feet—19 frames

165 feet—12 frames

166 feet—6 frames

125 feet—1 frames

40 feet—9 frames (length of scene three)

The length of the reel at the beginning of scene three measures 125 feet, 14 frames. The length of the reel at the beginning of scene four is 165 feet, three frames. Subtract as follows:

164 feet—19 frames

165 feet—12 frames

166 feet—6 frames

125 feet—1 frames

40 feet—9 frames (length of scene three)
Berliner Outlines 10 Features For Installing Acoustics

With 10 primary factors set down as highlights of every installation, Berliner Features Inc. report great satisfaction from exhibitors for overcoming many of the most difficult problems in equipping theaters for sound. So important has the matter of acoustics become to drawing patronage that it is regarded as vital to the b.o. as a cooling system in the summer time. The 1o specific Berliner features are set down as:

1. Officially certified as fireproof, proved performance, guaranteed installation, no mechanism — foolproof, economical, permanent, amnifies without distortion, adaptable to any theater, first cost is the only cost, and invented by Emil Berliner, who made the telephone, phonograph and radio practical. Installations are now being made at a rapid rate throughout the country.

Berliner Shutter Gives 25 to 50 P. C. More Light

Minneapolis—Globe Reliance Corp. is distributing a triple shutter for projection machines that is said to deliver from 25 to 50 per cent more light on the screen, with a minimum loss of light; a three-sided aluminum housing in which is located the three sprockets run together by a fine high grade chain, all of which are driven from the regular machine shaft. Saving in light relieves the increase in voltage and consequent increased danger from heat, the manufacturers state, and the much brighter and more distinct picture eliminates the flicker.

New Seat Idea Offered to Illinois Exhibitors

Chicago—Replacing the veneer and squab seats with spring cushions, and a velour panel for the backs is a new service being offered by the Illinois Theater Seat Exchange Co. Here the company allows a liberal allowance for old veneer seat bottoms and squab seats, it states, and can supply any style or design of upholstered chair parts irrespective of make now in use.

Claroostat Sound Resistor for Starting Projector

An adjustable resistor for sound projection machines is now available and being manufactured by the Claroostat Co. of Brooklyn. The Claroostat may be set for any satisfactory value to insure the low, positive starting of the motor, minimizing the strain on the projector and sound equipment, it is said. A three-point snap switch is employed for turning on and off the motor.

Says Golde Unilens Keeps Film Always in Center

Chicago—National Theater Supply Co. is now marketing Golde Unilens Method, which it is claimed, will play an important factor in projection. By installing the lens on a Simplex machine and putting in the lens you now have assured a constant, positive, clear, bright picture, it is said. Move the lenses closer together and go from Movietone to Vitaphone to standard at will in less than a second. Both lens and aperture are always on center line of film.

Handling Amplitone in Cleveland

Cleveland-Royal Amplitone will be distributed in this territory by Independent Pictures, Inc., and will be sold outright. There will be no serv- ice, the company added, included in the cost of operation. There are two models, one for houses up to 800 seats and the other for houses over this number.

PHOTO-ELECTRIC CELLS PRESENT NO FIRE RISK

Despite composition of the photovoltaic cell, its use has been declared as not presenting any particular fire risk. Although the interior wall of the bulb has a thin deposit of alkali metal; potassium, sodium, caesium, etc., and that alkali metals are liable to spontaneous combustion in contact with water or air on account of the affinity of the hydrogen, liberated by rapid oxidation of the alkali metal, for free oxygen, it is considered perfectly harmless. Not only is the quantity of alkali metal deposited within the cell so small as to be negligible from the point of combustion, the circumstances in which a cell is likely to become broken in any circumstance conducive to fire risk are difficult to perceive.

Blue Seal Has Device for Cleaning Lamp Jaws

A new device for use on the re-winder shaft for cleaning high intensity lamp jaws is now being marketed by Blue Seal Products of Brooklyn. The work is done by applying a piece of rough emory cloth through the slot and allowing it to revolve through the contact surface of the jaws. This, it is said, removes all corrosion and assures perfect contact to the carbons.

ELL & HOWELL DEVELOPS ELL EWER FOR EXPOSURE

Washington Bureau of THE FILM DAILY—A new Photometer exposure calibrated for Filmo and 35 cameras has been developed by the Bell & Howell Co., according to an abstract presented at the S.M.P.E. meeting here. This photometer is based on scientific principles and has been simplified in rm and manipulation so that its operation is easy and accurate for all practical purposes. The basis of measurement with the photometer is the direct comparison of the brilliance of a known source of illumination with that of the subject. A low intensity image is superimposed in the field of view, and with a rheostat control, its intensity of illumination varied to match that of the subject. A direct reading is obtained on a scale graduated in lens diagram openings (F ratings) or exposure time.

Other models for still and both matal and professional motion picture cameras will follow, it is stated.

Neumade Products Offers Synchro Dual Rewinder

Neumade Products is now offering Synchro Dual Rewinder which has been developed on a major company to meet the exacting requirements of handling sound film. It is tall enough to take the largest reel in general use and has a shaft length for two reels. A friction clip high ride the shaft between the reels and a leather-faced friction hub riding the knurled nut are on the end of the shaft to hold the reels in position. The friction device insure even tension and pickup.

Vestfelt Absorbent Withstands Fire Test

Vestfelt sound absorbent used a fire test recently conducted at the Columbia University Dept. of Engineering Testing Laboratories, and it is declared that during the application of the fire the material showed no tendency to flame. Charring increased gradually until the material was embrittled and removed by the force of the flame. The torch flame penetrated through the material after 24 minutes of application. During the fire application a white slightly acrid smoke was evolved. The sample, approximately 18" x 48" thick was marked "T.H." indicating that it was selected by representatives of the Bureau of Building Research, N. Y. C. A piece approximately 12" x 2" in area was cut from the sample in the test.

Install Large Rubber Screen

San Francisco—A large size rubber screen has been installed at the Warfield. By virtue of its unusual composition, the new screen offers the throwing of a picture 21 feet wide by 19 feet deep, it is stated.

PHOTOGRAPHY

FLAME PROOF

TEST IT-AT-FLAME PROOF 2 IN 1 FILM CEMENT

FLAME PROOF 2 IN 1 FILM CEMENT

IT JUST WONT BURN

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New York, N. Y.
U.S. FILMS FEEL GERMAN COMPETITION IN PORTUGAL

Washington—That American pictures are beginning to feel the competition of German films in Portugal is reported to the M. P. Division of the Dept. of Commerce. Russian films are also coming into greater favor with the Portuguese. Attendance at the country's theaters was better in 1929 than ever before, with six more theaters placed in operation during the year. In 1929, 1,056 films passed through the booking hands in Portugal, with only one rejection. Of this number $45 were American. The year saw the production of three feature pictures in the country.

Victor Sheridan Buys Summers Brown Circuit

London—Summers Brown circuit has been acquired by Victor Sheridan. The seven houses in the chain, all of which are to be wired, are the Palace, Hammersmith; Empire, Kilburn; Empire, Croydon; Hippodrome, Ilford; Grand, Clapham, and the Palace and Empire, Camberwell. The theaters will reopen in the autumn.

Creation of Sound School is Demanded in France

Paris—Establishment of a school in France for sound film operators is being sought by the French Chamber Syndicale de la Cinematographie as a means of improving the projection of audible pictures. The government may be asked to aid in the project.

Talker Production is Aim of Canadian Government

Ottawa—Production of talking films is contemplated by the Canadian government. A new studio, to be wired with Western Electric equipment, has been taken over in the suburbs of this city.

Copenhagen Houses Up to 38

Copenhagen—Opening of the Capitol on Lyngbyvejen gives this city 38 picture houses. The theater is wired.

Sound Uncensored in Austria

Vienna—New law providing that audible films must be given official okay does not apply to sound, it is announced here.

Forde to Direct Gaumont Film

London—Gaumont has engaged Walter Forde to direct a comedy for the company.

Gaumont Maurice Raises Capital

Paris—Quarter million dollar increase in capital has been effected by the Gaumont Maurice Company.

Germany Wires 460

Berlin—There are 460 sound houses in Germany, according to the latest statistics. At the present rate at which theaters are being wired in the country, it is estimated that this figure will be increased to 900 or more by autumn. The rapid growth in the number of talking picture houses is attributed to the fact that exhibitors cannot find enough silent films of box office caliber.

A.B.C. Plans to Expand in Rivalry with Gaumont

London—Rivalry for supremacy in the British theater field is daily growing keener between the Gaumont-British Theaters Corp. and Associated British Cinemas. The latter company, which acquires Gaumont-British is the largest circuit in Great Britain, with more than 130 houses under its control, is planning an ambitious expansion program in the London district. The British-Gaumont chain comprises some 350 theaters.

$95,000 Loss is Reported by United Chain in Britain

London—Earnings of United Picture Theaters, Ltd., recently taken over by the Gaumont-British, suffered a loss last year of some $95,000. The company attributes the decrease in profits chiefly to the greatly increased cost of booking, consequent on the introduction of talking pictures on the basis of the film renter receiving a percentage of gross takings in the theater instead of, as previously, with silent films, a flat rate.

Cinestudio to Make Series of Spanish Talking Films

Paris—Cinestudio Continental, the company recently organized by Robert T. Kane with Paramount backing, plans to produce a series of talking pictures in Spanish. As the first step in this direction the company has engaged the services of Benito Perojo.

African Duty Raised

Cape Town, South Africa—South African legislation has increased the duty on films to three pence a foot on talkers and two pence on silents. Films intended for exhibition without commercial gain are exempted.

109 Wired in Manchester

Manchester, England—Of the 109 wired houses in the Manchester district 54 are equipped with American apparatus.

REVIVAL IS FORESEEN FOR ITALIAN INDUSTRY

Rome—Financial strength of the Patitullagas company is regarded in film circles as evidence that the picture industry in Italy is headed for a big revival. Besides showing net profits of $50,000 for 1929, the firm has added two theaters to its chain and is constantly adding to the number of its wired-out of a new city indicates belief that a reduction in taxes will aid the industry materially in its effort to progress.

Copenhagen Run Record for “Singing Fool” Abroad

Copenhagen—“The Singing Fool” broke foreign records recently when it was placed in distribution 15 weeks at the Colosseum here, bringing in 25% more film rental to the distributors than any other picture has for all of Denmark.

Seven Greek Theaters Wired

Athens—Greece has seven wired theaters, according to the latest statistics. American equipment is used in five of them.

Turkey Has Four Talker Houses

Constantinople—Four Turkish theaters are equipped to show talking pictures, a recent survey shows. In every instance the equipment is American.

To Head “P” in Manchester

Manchester, England—Louis Deal will succeed Mr. Jones upon the latter’s retirement as head of the Universal branch in this city.

Gaumont-British Opens Another

Edinburgh—Opening of the 2,200-seat Rutland Picture House here adds another theater to the Gaumont-British chain.

S.R.O. Forbidden in Dublin

Dublin—There will be no more standees in Dublin picture houses as the result of a city ordinance.

New English Sound Device

London—Mysta, Ltd., is a new sound equipment company. Directors are R. T. Knight and S. M. Johnston.

Distributing Czech Talker

Prague—“Toni the Gallows,” the first Czechoslovakian all-talker, has been placed in distribution. The picture was made in Paris under the direction of K. Anton.

German Educationalists Increase

Berlin—Number of educational films released in Germany during the first quarter of the year was slightly greater than in the last quarter of 1929, amounting to 209, Ufa, with 21, was the leading producer.

TALKERS INVADE SYRIA

Beirut—Reception accorded the first talker to be seen in Syria, shown at a theater in this city, has so impressed theater managers that many of them are considering the installation of sound equipment.

NEW BRITISH CHAIN PLANS 100 HOUSES BY JANUARY

London—Expansion on a large scale is in contemplation by the recently organized Craig—Claverty chain, which is controlled by Federal Estates, Ltd. This circuit, which now comprises 30 houses, aims to increase this number to 100 by the end of the year.

French Independents Move to Unite Against Chain

Paris—Movement for unification of a protective step against the competition offered by theater chains has been set afoot by the Syndicat Francais des Directeurs, the French association of independent exhibitors. Buying of films on a co-operative basis is suggested as an import weapon in the organization’s fight theater chains.

61 Theaters in Italy Are Wired, Survey Shows

Rome—Italy has 61 wired houses and a recent survey has revealed. All of these theaters have equipment American made.

2 New German Film Firms

Berlin—Cicero Film is the name a new company formed here to produce principally educational sound films. Another new concern is W. Tonhilm Gesellschaft.

New Mears House in Britain

Richmond, England — Anot house has been opened here by Mears circuit. The seating capacity is 1,553.

Dutch Firm in Switzerland

Zurich—Hollinger Co. of Holland has placed its Loewafone sound equipment on the Swiss market.

Efa Studio in Berlin Wired

Berlin—Sound equipment has been installed at the Efa studio here. Three stages have been laid out.

Another for British Chain

Coventry, England—Provincial Cinematograph Co., Ltd., is to build an addition to its chain here. The theater will seat 2,600.
Potophone Adopts New Sound on Film Recorder

A new model studio recorder, which differs particularly from its predecessors in that better means are employed to give uniform motion to the film, has been adapted by A Pho- tophone, it was stated at an S.M.P.E. meeting in Wash- ington, by Edward W. Kellogg of the A Victor Co.

The machine acts as a smooth drum to move the film past exposure light. In this respect it is its predecessor, but, in that it carries a flywheel, and with the exception of a copper flier which may be used in the film shrinkage. The drum is formed as a thin drum, and attached to the film to the roller, in which the film is driven by means of the drum. This serves the purpose of driving the flywheel to a speed to sufficient to overcome friction. The result is that the flywheel is able to do its job in helping or retarding the drum. It is driven with a number of speeds on the drum, and no levers are used and from this equipment, and the most recent tests fail to indicate appreciable varia- tion in speed. Tests show that con- tinuity is not dependent on precision, nor exact allowance causes it to provide consistently satisfactory performance.

New York, N.Y., June 15--The National Baseball League has been completed teams representing various con- necticut.

It is intended to launch the schedule May 17. Teams definitely lined up for the league are: RKO, Fox, Columbia, and Warners. Warner is still a possibility with the project will be held at the Warners office Tuesday night.

EN YEARS AGO TO-DAY IN

Goldwyn not after theaters. Will stay or build, only when forced to, says...

More production voted for at a meeting of Canadian Photoplays.

Fromman Amusement Co. expands call for immediate production of 16 pictures.

Gloria Swanson to be starred in Paramount Pictures.

More First National units formed in Delaware.

Billie Burke in Test West Coast Bar, THIS DAILY

Los Angeles--Billie Burke, who is here for the summer while her husband, Florenz Ziegfeld, is watching the pro- duction of "Whoopee," has had a screen test and possible roles in the Paramount studios, and it is re- ported she may take a chance in the talkers.

40 OPERAS IN ITALIAN BEING MADE IN THE EAST

(Merely with the Metropolitan Opera for three seasons, sings the title role, with Latine Rivera, soprano, oppo- site.

The next opera scheduled is "La Forza Del Destino," with "La Gio- canda" to follow. All will be sung in Italian. Music is under the di- rection of Angelo Manru with Hay- old Muller and Walter Strong in charge of camera work.

Friedl Joins Melnitz in New German Venture

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The next opera scheduled is "La Forza Del Destino," with "La Gio- canda" to follow. All will be sung in Italian. Music is under the di- rection of Angelo Manru with Hay- old Muller and Walter Strong in charge of camera work.

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“Asphalt” (Synchronized)

Alied
Time, 1 hr., 25 mins.

INTELLIGENT AND REALISTIC GERMAN SILENT DRAMA OF DUBIOUS BOX OFFICE VALUE; ACTING AND PHOTOGRAPHY FINE.

Intelligence is the distinguishing mark of “Asphalt,” a Ufa production made under Erich Pommer’s supervision. Carefully developed and presented with a keen eye to dramatic effect, the film, based on the novel of Rolf E. Vanlo, offers an unusual story told simply and realistically. The film boasts of splendid camerawork and good acting. Betty Annam, a New York girl playing in Germa films, brings a charm and vivacity in her role that is quite different from that of the maid’s lady’s in the arm’s. The film suffers from an almost complete lack of comedy and a tendency to slow up for no apparent reason.

Cast: Gustav Froehlich, Betty Annam, Else Solter, Albert Stellmacher, Hans Adob, and others.

Direction, good. Photography, splendid.

CAST.

Hoot Gibson in
“Roarin’ Ranch”
(Universal)
Time, 1 hr., 5 mins.

SATISFACTORY WESTERN CONTAINING THRILLING ACTION MINGLED WITH HUMOR. Hoot Gibson does good work and receives excellent support.

The story follows Hoot Gibson as he travels along with a group of outlaws, looking for a way to elude the authorities. The film is filled with action and humor, keeping the audience engaged throughout.

Director, Hoot Gibson; Editor, William Ziegler; Art Director, Howard White; Music, Jack J. Garfunkel; Cast: Hoot Gibson, Jane Lombard, William Fawcett, and others.

“Golden Call”
with Jack Mulhall, Sue Carol, El Brendel
Fox
Time, 1 hr., 6 mins.

AGREEABLE LIGHT FARCE SUFFICIENTLY SPRINKLED WITH EL BRENDEL COMEDY TO MAKE IT SATISFACTORY. HAS SPECIAL EXPLOITATION POSSIBILITIES.

With Jack Mulhall, Sue Carol, El Brendel, Joseph Keene and several other sure-handed performers in the cast, in addition to its highly exploitable story, which has to do with the frantic search conducted by an artist for the perfect leg, exhibitors should be able to do very well with this picture. It's particularly notable for warm weather entertainment because it is light but agreeable. Made solely for entertainment and hits the target. Brendel turns up along with Keene to make it worth while. Marjorie White and Dick Keene also help the fun-making considerably, while Keene is the artist, and Sue Carol, as his old-fashioned secretary who turns out to be the possessor of the treasured limb, carry the love interest acceptably.

Cast: Jack Mulhall, Sue Carol, El Brendel, Marjorie White, Joseph Keene, Paul Page, Olive Jessie Pringle, Wade Boteler, Laura La Plante.

Direction: Edmund Goulding; Author, the same; Adaptor, the same; Dialogue, the same; Chain, the same; Stuntmen, the same; Assistant Directors, the same; Cameramen, the same; Printer, the same; Photographer, the same; Editor, the same; Cast: the same.

“Wedding Rings”
With H. B. Warner and Lois Wilson
First Nat. Time, 1 hr., 14 mins.

HIGHLY ENTERTAINING DOMESTIC DRAMA. NICELY BALANCED CAST WOULD TAKE OUT NEAT PERFORMANCE. DIRECTION AND ACTING GOOD.

Taken from Ernest Pascal’s novel “The Divorce Swam,” and ably acted by H. B. Warner, Lois Wilson, and Olive Borden, this melange of an unscrupulous girl who is out to take advantage of his last is highly entertaining. H. B. Warner has here his role as the unsophisticated sister who is commendable work, as Olive Borden does well in her characterization of the dapper little girl, and by whom her heart is concerned. The story pivots about the man of a girl who falls in love with a picture collector and her sister steels him away from her and marries him. She sets out to re-enact the same role in her husband and succeeds. Direction: William Beaudine.

CAST.

Hoot Gibson in
“Western Honor”
(Silent)
Syndicate Pictures Time, 52 mins.

SMASH - BANG WESTERN, FURIOUS IN ACTION, WELL FILMED AND ACTED WITH A VENGEANCE BY BOB STEELE. JUST THE STUFF TO MAKE WESTERN FANS HAPPY.

This one is sure to make the lover of western films happy. It sets a furious pace from the outset and holds it to the end. With a big bunch to boaster and a story that is properly romantic, “Western Honor” should find the going a cinch. Bob Steele plays for all he is worth. He goes to it with a bang and never rests for a moment until he puts all the villains where they belong. He plays a young ranchman who refuses to give in to a gang that is seeking to divide his partner’s contract for supplying cattle to a construction company. At the head of the gang is a fellow who has his eye on the girl he loves. The girl won’t believe in the man’s villainy until the young lover brings about his unmasking.

Cast: Bob Steele, Jose Beery, Perry Murdock, Bill Nestel, Tom Foreman, Bud Ous, Stahl, Joe Gordon, Hal Hulett, etc.

Direction, J. P. McGowan; Author, Sally Winters; Adapt, Jacques Jaccard; Title, not listed; Editor, not listed; cameramen, Hap Depew.

Direction, good. Photography, good.

“The Big Fight”
Sono Art
Time 1 hr., 9 mins.

CORING PRIZE-FIGHT STORY THAT LOOKS LIKE A NATURAL. HAS FAST ACTION, GOOD TRICKS, PORTRAYALS AND COMEDY.

Based on the Jack Dempsey and Estelle Taylor stage vehicle, but emerging much better in its talky adaptation, this picture as this prize-fight yarn, produced by James Cruze and directed by Walter Lang, has all the earmarks of a fast trolley for any house. Its action moves along swiftly, the characters are well drawn, and there is a good strain of comedy by Stepin Fetchit. “Big Boy” Gunn Williams delivers a swell performance as the “Tiger,” and Ralph Ince, forsaking the directorial meg for acting, also gives an excellent account of himself as a heavy. Lola Lane delivers as the girl. The prize-fight sequences are as good as anything of this kind ever done on the screen. Plot revolves around the efforts of a night club racketeer to make the champ up to par by bringing pressure on him through a band, whose brother has been marked for a ride by the gang.

Cast: Big Boy Gunn Williams, Lola Lane, Stepin Fetchit, Edwin Bennett, William Meade, Ralph Ince, James Eagle, Larry McCarroll, Leon Feeney, Herbert E. O’Connor, Alexander Butcher, Howard Powell, Marjorie Dill, Ann Leonides, Josephine Loder, Donald Meade.

Direction, Leo Mathe; Author, William Fawcett; Adaptation, H. B. Warner; Editor, Robert Penn Warren; Director, Walter Lang; Cast: the same; Cameramen, the same; Scene setters, the same; Costumes, the same; Photographer, the same; Editor, the same; Cast: the same.

“Temple Tower”
with Kenneth MacKenna, Marceline Day
Fox
Time, 58 mins.

GOOD ENTERTAINMENT. WOODY WOODKRAMA FULL OF SUSPENSE, CAPTIVATINGLY PHOTOGRAPHED AND AIDED BY GOOD ACTING.

“Temple Tower,” H. C. McNeile’s sequel to his “ Bulldog Drummond,” provides good entertainment for the melodrama fans chiefly because it has the most sordid sort of suspenseness as is rarely encountered in pictures of its genre. The suspense is well sustained at all times and the plot is never for a moment given away. The mood of story has been well caught by the camera. It all makes for a most uncanny feeling, who in now and then by flashes of humor.

Donald Gallagher reveals some interesting directorial touches, and the cast does well. Kenneth MacKenna, Henry Walthall, Marceline Day and Cyril Chadwick in particular.

This time Drummond (MacKenna) concerns himself with the capture of a notorious criminal who, hidden under a mask, goes about the business of murdering certain members of his gang who have double-crossed him, but fails.

Cast: Kenneth MacKenna, Marceline Day, Henry Walthall, Cyril Chadwick, Ivan Linow, Frank Lanning, Orso Yap, and others.

Director, Donald Gallagher; Author, H. C. McNeile; Dialogue, Mrs. Ralph Ince, Llewellyn Hughes; Editor, Clyde Caruth; Cameramen, Charles G. Clark; Costume, Man, Frank MacKenna.

Direction, good. Photography, fine.

Nancy Carroll in
“The Devil’s Holiday”
Paramount Time, 1 hr., 15 mins.

SPLENDID DRAMATIC STORY, REVEALING NANCY CARROLL’S TRUE LIGHT. FINE DIRECTION GOOD STORY AND IMPORTANT CAST.

It has taken “The Devil’s Holiday” to show where Nancy Carroll’s talent really lies. Cast in strong emotional role, she reveals she is a dramatic actress of real quality, and her genuine performance is in keeping with the sincere and honest quality of the film itself. Edmund Goulding has written the story as well as directed it. He has created a tense narrative possessed of gripping dramatic moments. Miss Carroll appears as if in her own element her spare time works as a come-on girl for salesmen with doubtful prospects. A meeting with a young chap from the wheat lands is followed by a strange romance and a machine which is taken on a serious turn. She becomes his wife to spite his brother for insulting her. Finally she surrenders to her true love, and Here’s the absorbing entertainment.


Direction: Edmund Goulding; Author, the same; Adapt; the same; Dialogue; the same; Chain; the same; Stuntmen; the same; Assistant Directors, the same; Cameramen, the same; Printer, the same; Photographer, the same; Editor, the same; Cameramen, the same; Printer, the same; Photographer, the same; Editor, the same; Cast: the same.
Short Subjects

SOUND
Ryan and Lee in "Websterian Students" Phone 986 Time, 7 mins Fun With Words
The skit by Ryan and Lee is along same lines of the comedy antics put them across in vaudeville for a time. They do a little murder of the dictionary, and the girl also gets a good bit of a laugh in her tough and making the lad do giving her orders. Popular place on that will get a rise out of the three.

"South Sea Pearl" Phone 820 Time, 9 mins. Good Musical in Color
Bathing a little plot as well as color, musical comedy about a pearl diver, added salonkeeper and his wench robs him, and the little singer who bears the treasure for her sweet, provides a pleasing morsel of fancy entertainment. Beautifully pro-

ced in Technicolor, Gaston Glass does meritable work in the chief role.

"Red Heads" Time, 21 mins. Swell Comic Operetta
At Carr heads the contingent of playmakers in a sort of comic operetta
based on a gowown shop who rises for red-headed models and has a swarm of worshipers among whom is a runaway heiress, fol-

owed by a woman detective, with the

motion being happily solved by a

daring character in the person of a

les Kaley. Neatly done all-around

exceptionally entertaining from the

music and comedy angles.

Sinking in the Bathtub" Phone 4147 Time, 8 mins. Lively Cartoon
Be of the liveliest and most tuneful cartoon comedies to come along in a

while. It belongs to the "Looney

" group and presents a series of

troubles in a bathtub and out in the

crow. A real pippin.

The Strange Interview" Phone 8 Time, 8 mins. Amusing Feature
This farce about a snobbish matron viewing a cook, with the cook dic-

ating the scenes otherwise placing

SH on a plane above her prospective

over, Louis Brock presents some

singing byplay on the servant prob-

Adult audiences will get the big-
gest kick out of it. Al Boasberg directs the skit intelligently.

Ann Codoce and Frank Orth in "Taking Ways"
Vitaphone 983 Time, 10 mins. Comedy With a Point
A skit on a couple of burglars who interpose their house-robbery with some amorous attentions to the lady of the house, while the spif-

ed hussy looks on. Orth, as the sentimental burglar, puts plenty of laughs into his stuff, and Miss Codee supplies the femi-

nine appeal in a smart way. The other two members of the cast assist nicely. The comedy has general appeal.

"Poor Aubrey"
Vitaphone 3674-75 Time, 14 mins. Comedy With a Point
A skit on a couple of burglars who interpose their house-robbery with some amorous attentions to the lady of the house, while the spif-

ed hussy looks on. Orth, as the sentimental burglar, puts plenty of laughs into his stuff, and Miss Codee supplies the femi-

nine appeal in a smart way. The other two members of the cast assist nicely. The comedy has general appeal.

Ted Carson in "The Wolf's Fangs"
Universal Time, 15 mins.
For Children
The story of "The Wolf's Fangs" is palapably unbelievable, but young film-
goes may enjoy the trite and far-

fetched incidents and it should win favorable of virtue of its fast pace and rough-

and-ready quality. The villain of the piece is a robber who evades capture through a clever disguise. The Royal Mountie who is after him is spurred on by the certainty of promotion, when he has to win so he can marry the girl of his heart.

Owldred in "Prison Panic"
Universal Time, 6 mins. Mild Animation
The latest in the Islawah series of animated cartoons is hardly up to the standard of its predecessors. It seems flat and lacking in the rhythmic quality characteristic of the others. Owldred is seen as the warden of a jail. When a desperate prisoner escapes, he is hard put to it trying to recapture him. Finally he does succeed in getting his hands on the fellow.

Sunny Jim in "She's A He"
Universal Time, 20 mins. Nice Comedy
'She's a Man' for those who like to have little difficulty in getting over, especially with children and parents. It is made to measure for the family trade, based on a situation which is highly amusing. Sunny Jim's parents, aware that auntie is par-

ti to female children, figure they will stand a chance with the wealthy woman if they tuck the boy out in feminine apparel and present him to her as their little girl. Auntie finally dis-

covers the duplicity but develops such

Presentations

SPLENDID BALLET SHOW
CLICKS AT THE CAPITOL

A short but very elaborately staged presentation is at the Capitol, a good example of the current trend set by Arthur Knorr, and it is one of the very best things he has done to date. It is ideal summer fare, with the scenic effects suggesting cool

forests, and the white costumes of the ballet carrying out the atmos-

phere of native woods. Madame Nesta Coots, and the Arnaut

Brothers do their famous whistling specialty. Yasha Bunchuk directs the accompanying music.

affection for Sunny that she forgets her prejudice against boys. The tiny actor does remarkably well.

Pathe Audio Review No. 20
Pathe Time, 10 mins.
In part this Audio comprises some

good entertainment. It is best in its

intimate glimpses of Havana. There is a tour of the city including some of the favorite "joints" patronized by tourists from the States. Then there is some music and the singing of "Anchors Aweigh," the An-

napolis song, by a chorus of 1,500 mid-

shipmen, assisted by the U. S. Naval Academy Band. Scenes of naval craft plowing through the waves accompany this subject. The rest of the Review is devoted to a study of frogs.

"Pick 'Em Young"
Pathe Time, 20 mins. Fair-to-Middling Comedy
Pick 'Em Young' just about makes the grade. An exciting freshness to its comedy and much of the dialogue is pointless. What is greatly to blame for the weakness of the film is the in-

sistence of the producers to put on a song-
dance number on the slightest pro-

vocation. The result is the comedy loses much of its effect. The cast is a great help to the picture. In it are Robert Agnew, Mary Hutchinson, Mona Ray, Carmelita Geraghty Fanchon Frankel, Vera Marsh and Charles Hall.

Theatrical Articles

SOUND

"Songs of Mother"
Pathe Time, 10 mins. Sentimental Music
To those who derive pleasure from music that appeals to the sentiment, this short should bring a great amount of pleasure. Mother will succumb to the sentimental spell cast by such pieces as "Songs My Mother Taught Me," "Oh, Dry Those Tears," "Hush A Bye Baby" and "Nursery Rhymes." These tunes are sung with appropriate feeling by Francis Luther and Elizabeth Lenox. The film has the further advantage of being splendidly photographed.

PARAMOUNT STAGE SHOW
GOOD IN SOLE ROMPS

The show at the Paramount this week is on the whole just routine en-

tertainment. There is little to dis-

tinguish it and most of the per-

formers gathered for it do little to help matters. Only in spots it is possible to point out anything better than the commonplace. Among those who rise above the general mediocrity of the show, which has been put together by Jack Parting-

ton under the title "Home Wreckers," are Billy and Elsa Newell in a travesty of the morals and manners of yesteryear and the comedy team of O'Donnell and Blair. The latter manage to produce considerable laughter in a slapstick bit in which they make a mess of things in try-

ing to do a little plasting job on the outside of a building. Others in the cast are Andrew and Louise Carr and the Six Beverly Girls.

"Mother" Short for W. B. Houses
First outside short to be booked for the Winter Garden. Warner and Hol-

lywood is "Thoughts for Mother's Day," produced by Fitz-

Patrick Pictures. It is also playing at the Brooklyn and New York Strand theaters as well as the Bea-

con.

Fox. Takes Hackensack Title
Hackensack, N. J.—Title to the parcel on Main fronting Beery St. has been taken by Fox Metropolitan Playhouses from Overbridge Realty Corp.
United States

Portland, Me.—George E. Sargent has been appointed manager of the State, succeeding Charles S. Bassin. Sargent was last at the Haines, Waterville.

Philadelphia—Thomas Harrison and Henry Freeman have purchased the Rexy from the Rexy Realty Corp., subject to $493,000 mortgages.

Corning, N. Y.—Frederick Gerber and Walter Smith have purchased the Regent and will reopen it after remodeling and installing sound.

Boston—With the taking over of the 40 Neteco houses by Publix, Jack Goldstein has been retained and will assist H. F. Kayes in publicity and advertising work.

Detroit—Walter Corey is the new booker at the Columbia branch, succeeding Glen Kerr.

Allentown, Pa.—Howard E. Reckefus has been appointed by Louis N. Goldsmith as supervisor of the two A. R. Boyd houses here. Paul Allender, formerly organist of the Embassy, has been named manager of the Strand.

Pulaski, N. Y.—The Temple has been leased to Francis W. Hogman.

Sarasota, Fla.—A. B. Edwards has signed the Edwards to the Investment of Terns.

Philadelphia, Pa.—Sound, Inc., has opened offices here at 1321 Vine St.

Galion, O.—A. J. Paul has opened the new $150,000 theater here. It seats 800, and makes three houses for this city.

Youngstown, O.—Publix has appointed Sigmund S. Solomon city manager of the State, Paramount and Cameo.

Minneapolis—Frank Burke, for a number of years press agent for the Orpheum circuit’s Twin City houses, will devote his future efforts to publicizing Olsen & Johnson, vaudeville team.

New Haven—Thomas S. Cooper as succeeded Wilbur Grant, refigured for a special agent of the local G-M exchange.

Philadelphia—The Doris has been taken over by Daniel Bader from Quaker City Amusement Co.

Cleveland—P. Surad is now operating the Family.

Waterloo, la.—H. C. Mershon, former manager of the Palace, Kinston, is now associated with the Waterloo here.

Cleveland—R. E. Ulmer is head of the recently formed Ohio Theaters, Inc., which is now operating the Ohio, Marion.

Philadelphia—B. Schwartz, new owner of the Dreamland, has renamed the house “Unique.” William F. Hooper formerly operated.

Minneapolis—Ralph Grandlet has succeeded Mortimer C. Burton as manager of United Artists’ exchange here. Burton has returned to New York.

San Francisco—Nat Holt has resigned from the California and Mark N. Silver has been appointed manager of the St. Francis replacing Milton Samis, who has been made manager of the Hester in San Jose.

Grand Rapids—J. E. Barnett has reopened the Savoy, closed for several months.

Germantown, Pa.—The Bandbox has changed hands and is now under the direction of William A. Groff.

Saum, Mass.—Leonard A. Dunn has been transferred from the Federal to the Salem by Publix.

Newton, la.—Fred Stines is the new owner of the Strand.

Omaha—The Moon has reopened with talking pictures at cut prices under the direction of Jules W. Rachman and Harry Goldberg. Irving Gossick will manage the theater.

Burlington, la.—Strand Amusement Co., of Ottumwa, la., under the management of Jake Cohen and H. K. Adler has bought the Jewel here.

Kansas City—C. R. Bradford has left Tiffany to join Warners.

Toledo, O.—Bill Exton is now at the Paramount. He formerly managed a theater in Detroit.

Cedar Rapids, la.—Walter Hoffman is the new manager of the Majestic.

Syracuse, N. Y.—William K. Saxton, formerly manager of the Loew’s State here, and recently manager of the Valencia, Jamaica, and the Pitkin, Brooklyn, has returned to the local house.

Hornell, N. Y.—On the heels of the announcement that Warners had purchased the two houses here plans have been announced by the Shattuck interests that a $140,000 house with a seating of 1,200 will be built shortly.

Manchester, N. H.—Salem Realty Co. plans to erect a theater here costing between $400,000 to $500,000. The company is also building another house in Lawrence. Paramount owns a 50 per cent interest in the firm.

Bakersfield, Ca.—Contract for the construction of the $250,000 Fox West Coast theater here has been awarded to a local concern.

Kinston, N. C.—Work of rebuilding the Grand, recently gutted and partly destroyed by fire, has begun. Seating capacity is being increased.

Utica, N.Y.—Robbins Enterprises, Inc., has started work on the new house that is to replace the Colonial. Seating will be 2,300.

Long Beach, N. Y.—The Open Air has been leased to Jack Lindem.

Norwalk, Ct.—Harry Chazen has acquired the Norwalk and will reopen it on May 22.

Norwich, Pa.—B. S. Berkowitz has sold the Strand to William Smalley.

Beaver Falls, Pa.—Contract for construction of a 1,700 seat house has been let to Cook & Anderson by the operators of the New Colonial. Work will begin in June.

Janesville, Wis.—Articles of incorporation filed by the Wheeler Theater Co., call for issuance of 120 shares of stock at a par value of $100, with a capital stock of $12,000. The company is to be operated under the name Winfred Beaucock, Hannah Snyder and Leigh Beaucock, all of Peshtaukee.

New York

A. & S. Coleman are now operating the Lyndhurst, Lyndhurst, J., under the Colbro Amusement Corp.

C. Smith of the Dackler Corp. is now operating the former Sunest house at Montclair, N. J., known as the Bellevue.

J. J. Dunbar has acquired a Majestic, J. C., formerly one of the Kutinsky chain.

Anthony Sacchetti has taken over the De Luxe, Newark, and will open it shortly.

The Plaza, Brooklyn, has been opened by the Wolf List Co.; Louis Kramer in charge.

Herman Abel has taken over People’s, formerly operated by the Levine.

The Lee, Brooklyn, has reverted back to L. Drieling, owner of the building.

M. Rosenfield has reopened the Scenic in Brooklyn.

Foreign

Belfast—W. A. Mann has been placed in charge of northern Ireland by FBO. He will continue to operate after the company’s affairs in Scotland.

Berlin—Twelve percent, dividends have been declared by Deutsche Vereins-Film, Fox’s agency of a distribution in Germany.

Paris—Pathe-Natan plans to sell all of its holdings by building a 1,000 seat theater here called Novely Palace.


Berlin—An English version of the Italian picture “The Last German,” which stars Conrad Veidt, is being “duplicated” by Joe May, the German producer.

Paris—Jean Bouvenc de Beair and Raymond Bertron de la Motte have been selected to fill the vacancies caused by the resignation of Georges and Leon Gerardin from the board of the Gerardot Sound Co., which is now known as the Societe des Films et Appareils Synchro-

Berlin—German government has withdrawn its two representatives from the board of Emetka. This is an indication that the Reich may relinquish all control in the company.
This film brings

SOUND and COLOR

—with ECONOMY

SONOCHROME expresses every mood of the picture... or its dominant tone... or its prevailing lighting... by means of sixteen delicate tints. And these tints are so adjusted that they give faithful reproduction of sound. Thus, Sonochrome supplies two features of the modern motion picture... sound and color... at the cost of ordinary black-and-white.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York       Chicago       Hollywood
NEW STORY SONGS LAUGHS GIRLS
and NEW RECORDS for

The NEW Movietone FOLLIES OF 1930

with
EL BRENDDEL
MARJORIE WHITE
WILLIAM COLLIER, JR.
NOEL FRANCIS
FRANK RICHARDSON
MIRIAM SEEGAR

Story and dialog by William K. Wells
Directed by BENJAMIN STOLOFF
Minority Group Opposes Publix-Netoco Merger

**MOVE FOR LOWER EXPRESS RATES ON DISCS**

**'U' Features To Cost $350,000 to $400,000 Each**

**The Mirror**

—a column of comment

THEATER-BUYING programs of record-shattering proportions are being carried out by several producers-distributor organizations. Independent chains and lone houses alike, many in the red and some out, are being forged into new links of mighty chains. In some instances, as always when speedy action overshadows slow and careful judgment, financial regrets are likely to ensue. Apart from this phase, however, there is a situation which may develop to the concern of the entire industry. Independent organizations, headquartering in the states which they operate, have done much to choke state legislation which have from time to time threatened the industry. Rubbering elbows with local legislators and politicians, they are in an extremely valuable strategic position. With the reduction in the number of theater concerns it would seem that something a hole is being kicked in the industry's legislative defense.

* * * * *

BOUT 73 per cent of the editorial comments on the recently-adopted film code of ethics are favorable, illuminates the Hays office. All of which means that a great majority of the newspapers have faith in the ability of the picture business to regulate its own affairs and act like a gentleman. Call it an endorsement.

* * * * *

BOUND THEATER acoustics, a problem which represents dollars and cents to the exhibition end of this theatrical project, is being discussed by the Acoustical Society of America its current session. It ought to produce information of tremendous value. Expert opinion of representatives won't register with an audience if your houses are acoustically de-eyed.

**Color Will Be Employed in Some Productions, Laemmle, Jr., Says**

Universal will spend between $350,000 and $400,000 on each of the 20 pictures scheduled for the new year, Carl Laemmle, Jr., told THE FILM DAILY Friday. The two John Murray Anderson films will be made in color, he expects. In other product, color will be used wherever it fits in. Laemmle views wide film as the greatest of production improvements.

Laemmle, with other Universal officials

(Continued on Page 2)

**JOS. JOHNSON APPOINTED EXECUTIVE IN FOX FILM**

Joseph Johnson, commissioner of public works, prominent Tammany man, one of Mayor Walker's close advisers and for 21 years in the service of the city, has been appointed to an executive position in Fox Films and assumes his new duties May 21.

Rudolph Flothow Joins
Al Rogell Productions

Rudolph Flothow, with Tiffany for the last five years, has accepted the vice-presidency of Al Rogell Productions. Rogell is to make four pictures for release through Tiffany.

**So This is Paris!**

Out of 191 Paris cinemas, only 33 gross more than $4,000 a month, while 28 take in from $2,000 to $4,000; 27 from $1,200 to $2,000; 61 from $600 to $1,200, and 32 not exceeding $600—all monthly figures. The new Paramount sometimes grosses $60,000 weekly—but is nicked $12,000 for taxes, collected nightly by the state.

**LOU BARD NOW HEADS SO. CALIF. M. P. T. O.**

West Coast Bureau, THE FILM DAILY
Los Angeles—Lou Bard has been elected president of the M. P. T. O. of Southern California. He succeeds R. D. Whitson as head of the organization, which also takes in Arizona.

**Hal Mohr Made President of Cameramen's Society**

West Coast Bureau, THE FILM DAILY
Hollywood—Hal Mohr has been made president of the American Society of Cinematographers, succeeding John F. Seitz. Mohr already was on the board of governors of the organization.

**Voting on Publix-Netoco Deal Enjoined by Supreme Court**

Boston—Consummation of the deal whereby the New England Theaters Operating Co. was to be merged with Publix has struck a snag in the form of an order issued by Judge Field of the State Supreme Court enjoining Netoco officials from voting, at an adjourned meeting of the company, on the proposed transfer of the stock of Netoco East Boston Theaters and the East Boston Central Square Theater Corp.

Samuel Pinanski and Jacob Laurie, against

(Continued on Page 2)

**Hays Asked to Petition I. C. C. for Revision of Charges**

Atlanta—Efforts to bring down transportation costs on disc records have been launched here with the sending of a letter by J. H. Butner, manager of the Educational branch, to Will H. Hays with the request that the Interstate Commerce Commission be earnestly petitioned to make a downward revision in express charges on disc shipments. A reduction also is asked on freight shipment of junk records from the distributing branches to the manufacture.

**HALF OF CONTRACT SUITS SETTLED OUT OF COURT**

Half of the 200 contract enforcement actions threatened by the legal bureau of the N. Y. Film Board of Trade have been settled before the cases reached court, stated Louis N. Nizer Saturday. Fifteen process servers are engaged in connection with preliminary actions.

**Colleen Moore May Sign United Artists Contract**

West Coast Bureau, THE FILM DAILY
Los Angeles—Negotiations between Colleen Moore and United Artists are reported near the point where the star may be signed, with the contract said to call for three pictures a year.

**Webster, 1930**

Mack Sennett has just completed a comedy titled "The Chisellers" and the Educational office hastens to geomorphically broadcast that it has nothing to do with carpenters—as if anybody in this age ever associates "chisellers" with carpenters.
Financial

NEW YORK STOCK MARKET

(QUOTATIONS AS OF SATURDAY)

High Low Close Chg.

Am. Sent. 16 16 16 - 15
Con. Fin. Ind. 23 23 23 - 1
Cox. Ind. 24 24 24 - 1
East. Kodak 247 241 241 + 5
Fox Fin. "A" 54 51 55 0
Gen. Tel. Equ. 48 31
Loew's, Inc. 103 92 92 + 15
dd pfd. ww (65%) 108 104 108 2 - 1
dd pfd. ww (4%) 36 39 91 91 + 24
Para. F-L 69 69 69 + 2
Path. Exch. 1 7 7 2 - 1

NEW YORK Curb MARKET

Fox Ths. "A" 14 14 14
Low. do deb tnt. 61 61 61 + 1
Low. Inc. War. 20 18 18 - 1
Nat. Ser. Corp. 23 23 23

NEW YORK BOND MARKET

Low. 64 11/2 137 126 127 - 1
Low. do 10% 2 97 97 97
Paramount 67 101 101 101
Par. By. 5 3 101 101 101
Path. 76 76 76 76

VAN BEUREN IS PLANNING THREE FOREIGN VERSIONS

Plans are announced by the Van Beuren Corp. to produce Spanish, German and French versions of Aesop Fables in sound in order to meet the foreign demand. Versions of the Vagabond series of adventure pictures in the same languages also will be undertaken by the company.

Jos. Johnson Appointed
Executive in Fox Film

(Continued from Page 1)

it is announced by Winfield Sheehan. Johnson and Sheehan were newspapermen together and both were in the fire department in 1910-11. Sheehan had held a place open in the Fox organization for Johnson, whose record in directing public reaction, and carrying out projects based on the sensing of public thought and feeling, are expected to prove valuable in the film industry.

$350,000 to $400,000 Cost
of Each "U" Feature

(Continued from Page 1)

officials, including his father, leaves immediately for Louisville to attend the Derby. He will return later to New York for a few weeks, prior to going to the Coast.

Talking Picture Epics
Names 3 District Heads

Appointment of three new district managers is announced by M. J. Weissfeld, vice-president and director of sales for Talking Picture Epics. A. G. Leonard has been given charge of the Albany territory, Maurice Strauss will handle the Cincinnati area, and the Washington district will be under the direction of Will G. Dutton.

Max Shane Promoted
West Coast Bureau, THE FILM DAILY

Hollywood—Max Shane has been promoted by Publix to supervisor of Western Division exploitation and publicity. He will have headquarters in New York.

Jodyna Ralston for Act
West Coast Bureau, THE FILM DAILY


MOVE FOR LOWER RATES ON DISC SHIPMENTS

(Continued from Page 1)

editor or company buying this waste material.

Minority Group Opposes
Publix-Netoco Merger

(Continued from Page 1)

whom the order is directed, have been ordered to appear before the English film tomorrow to show cause why they should not be permanently enjoined. Among the defendants are Samuel E. Soul and Julius Goodman, of the East Boston Central Square, minority stockholders, who charge the others were arranging to sell their stock in violation of an agreement that neither party would dispose of holdings without giving the others opportunity to bid.

Drinking Will Write
Life of Carl Laemmle

(Continued from Page 1)

Dave Bader, who has been doing research work, both in this country and abroad, in connection with the Universal chief's biography is to sail shortly for England to assist Drinking Water in further work along this line.

Columbia Signs Delf

Harry Delf has been signed by Columbia to direct short subjects for the coming season. His first assignment probably will be on "Specialties," a series of 26 single-reel novelties.

COMING & GOING

Jesse L. Lasky is due today in the film studio from the other side on the Europa.

Nancy Carol and Buddy Rogers have arrived from the Coast to work with Paramount New York studio, to appear before the English film director, is due tomorrow on the Majestic.

Mrs. Del Ruth and Sidney Blackmer, who have left for the eth Pennsylvania from the West Coast, are in town from Hollywood for a visit.
Timely Topics
A Digest of Current Opinion

Talkies Create New Audiences

The coming of talkies has focussed public attention upon the cinema in a way that has brought untold thousands of new devotees of the screen and it has carried the art and the industry of cinematography to heights immeasurably greater than would ever have been possible with the silent product alone.


** Equipment Controls Talkies' Value

It has frequently been said that projection is part of the picture. And, in this new day of the talking picture, projection is an important part of its mechanics, too. Truly, the success or failure of a motion picture lies in the equipment that reproduces it upon the screen. A million dollar picture can be rendered worthless or it can be made doubly entertaining, if it is properly handled in the kiné-booth.

Ben Sklyen in "Movie Age"

** Movies Will Benefit Ethics Code

Undoubtedly the movies needed more ethics. Mr. Davis, astute public relations counsel, is that he knows that unethical enemies can do more harm to his industry in a week than could be compensated by a year of box-office wows devoted to the racketings of Chicago.

New London (Conn.) "Day"}

Along the Rialto

with Phil M. Daly

The Latest story about Mary Pickford is vouched for by that seeker after truth in advertising, Warren Nolan. . . . he assures us that the United Artists studio gateau has never failed to recognize Mary . . . . but has Mary always recognized the gateau? . . . . P. L. Thomas, director of publicity for Western Electric, will speak on "Circulation" before the American Ass'n of Advertising Agencies in Washington on May 16, and follow it May 20 with an address on "Talking Pictures as a Medium for Advertising" before the American Federation of Advertisers . . . . these advertising gents are in for a treat, for "P. L." is one of the smoothest talkers in this talkie business.

** This Alliteration stuff is getting in the blood of the publicity pounds . . . . a radio announcement tells all about Leni Stengel's talkies' equipment (equipment) up. . . . . as, Silky Slinky Soprano Stengel, we salute shoo . . . . Lewis Milestone enjoyed a restful vacation at Atlantic City as the guest of Carl Laemmle, Jr. . . . . yeah, it is always so restful when some other bird foothes the bill . . . . and that reminds us how Carl Junior reminded as he walked through Central Park t'other day, visiting the baseball field where in school days he pitched on the Teltec team . . . . now he is batting for the old man's team, and has scored a hit on the Western Front . . . . new name for Hollywood . . . .

** Bree Daniels and Everett Marshall lay claim to the screen's oscillograph recording on the basis of a kiss in "Dixiana" last two minutes. . . . . aw, no guy could last that long kissing Bebe . . . . After the Jersey City premiere of "Puttin' on the Ritz," Harry Richman was importuned by a female fan to give her his lighted cig, which she de-lighted and stuck carefully in her bag for a souvenir . . . . if Harry was Scotch, he would know that she'd have been just as satisfied if he only gave her the ashes . . . .

** Dave Epstein, ambassador to screen stars, sends us a postcard he labels "a wild, hectic scene of Night Life in Hollywood" . . . . the reverse side is a view of the deserted Colorado Canyon . . . . the screen stars are probably not searching for a perfect echo of their voices . . . . Joseph A. Zuckerman, Trans-Terra Films, has just returned from Central Europe where he opened a number of exchanges . . . . Dave Bader sails for a European trip on the heels of an announcement that he has been pushing 'round with a fancy femme in the fan field . . . . he who pushes and sails away, lives to be rashed some other way . . . .

** Harry Cohn, of Columbia, when we asked him to confirm "a bit of news of his own company, checked it and found it was right . . . . and Harry sez: 'I read THE FILM DAILY just to keep posted on what's going on around this office' . . . . check and double check . . . . There is a report that the Criterion may be run as a short subject house during the summer mouth . . . . George Bancroft caught as the Everglades autographing souvenir programs for a frat group making merry in that Salon of Fizz . . . . Henry Fink was also on view . . . . and the Warner projectionists were also there on a stag that almost left them stargazing . . . .

** Elvie Hitchings, the radiant radio raconteur, has had her name in the public prints variously as Hiskins, Hickthongs, Itchy Hellwings, and in a Lunnun rag as Helvic Hitchings . . . . show fairly to state modestly that she is all one and the same radio announcer . . . . Admiral Pratt, ranking officer of the visiting fleet and 50 of his fellow officers will be the guests of Major Albert Warner at this evening's performance of "Hold Everything" . . . . Edmund Lowe and his fraw Liliyan Tashman arrive this morn on the Twentieth Century . . . .

** After those "Mother's Day" expenditures we had to see unde . . . .

Exploittettes

A Clearing House for Tabloid Exploitation Ideas

Made Garbo Slogan a "Christie" Seller

Tying up "Anna Christie" to "Garbo Talks," the slogan created by Frank Whitbeck for West Coast Theaters, Henry Marchant of the Saenger Theaters, Mobile, offered some pass prizes to those who wrote the slogan the greatest number of times on a Government postcard. The stunt run several days in advance and was closed the opening day to permit the results to be checked and the passes sent in time. About 500 replies were received, but that by no means indicated the interest taken in the stunt for the actual value of the idea. That's merely the number of persons who completed the job. To avoid cheating, legibility should be insist upon in all such contests.

Epes Sargent in "Zit's"

Banner Ballyhoos "Puttin' on the Ritz"

A special streamer banner measuring 175 ft. long by 18 in. deep with jazz and ritzys wording was gotten up. It was extended from the Hotel Burlington to the Rialto, Burlington, la., which are on opposite corners. A book-mark tie-up with the public library was staged, tying up with "Alice in Wonderland" books. The book-marks had copy on both sides about "Puttin' on the Ritz."

United Artists

Many Happy Returns

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

May 12

Ed Halperin
Robert Nelson Lee
Lia Tora
PROFITS!

115,000,000 admissions weekly in 1930

... 65,000,000 more than in 1927

8 out of 10 go to 3900 Western Electric equipped theatres.

8 out of 10 pictures are produced by the 11 leaders*, all recorded by the Western Electric system exclusively.

Western Electric introduced sound into motion pictures — set the standard for quality and performance — and made possible $500,000,000 increased theatre gross after three years of sound.

* WARNER BROTHERS
FOX
PARAMOUNT—PUBLIX
METRO-GOLDWYN
UNITED ARTISTS
UNIVERSAL

FIRST NATIONAL
COLUMBIA PICTURES
METROPOLITAN STUDIOS
HAL ROACH COMEDIES
SONO-ART

1927
57,000,000 admissions per week
157 theatres in U. S. Western Electric equipped
Dec. 31, 1927

1928
65,000,000 admissions per week
1046 theatres in U. S. Western Electric equipped
Dec. 31, 1928
Every Theatre

can get its share of profits by equipping with Western Electric

The new Western Electric equipment at $2950 net—

Average weekly rental of $42.28 including service—

No down payment—

The same Western Electric quality that is performing today in 3900 American theatres—

Quality resulting from more than fifty years' experience in manufacturing, continuing to set the standard—

Service by the ERPI organization that now assures 115,000 performances weekly with negligible program interruptions.

You can afford Western Electric.
You can’t afford to be without it!

Write for details of the new equipment and for a survey of your theatre's requirements.

Western Electric Sound System

Northern Electric in Canada

Electrical Research Products Inc.
250 West 57th St., New York, N.Y.
Coast Wire Service-

Latest Hollywood Happenings

Pathe Plans Four Films for Constance Bennett

Four pictures for Constance Bennett are planned by Pathe. The first will be an original by Eugene Walter entitled "In Deep," which will be directed by Stuart Holmes, who will adapt it.

Reeves Eason Joins Pathe

Hoot Gibson having severed connections with Universal, Reeves Eason, who has been director to the western star, has gone to Pathe. His first assignment will be "Rawhide," which will have William Boyd as the star.

Child Actors to Support Arlen

Two youngsters, Junior Durkin and Mitzi Green, will play in support of Richard Arlen in Paramount's "Spanish Acres."

"Adios" Barthelmess's Next

Richard Barthelmess' next picture for First National will be "Adios," which Frank Lloyd will direct.

Harry Allen for "Hell's Island"

Columbia has signed Harry Allen to a role in "Hell's Island," which Edward Sloman is directing. Jack Holt and Ralph Graves are co-starred.

New Role for Marica Manning

Marica Manning's second role in a Pathe comedy will be in "Swell People," which Wallace Fox will direct.

Sally Blane in "Little Accident"

Sally Blane will have one of the two leading feminine roles in "Little Accident," the stage hit which is to be brought to the screen by RKO. Others in the cast are Anita Page, Zasu Pitts, Joan Marsh, Slim Summerville, Albert Gran, Nora Cecil and Henry Armetta.

M-G-M Assigns Wallace Beery

Wallace Beery will have a part in M-G-M's "Dark Star."

To Do "Bird of Paradise" Book

Howard Emmett Rogers has been assigned by Arthur Hammerstein to write the book of "The Bird of Paradise," to be made into a picture by United Artists following its stage presentation.

Polly Moran Recovered

Polly Moran is fully recovered from her recent illness.

Three Added to "Spoilers" Cast

Kay Johnson has been assigned a principal role in Rex Beach's "The Man Who Came to Dinner," which will be starred by Paramount under Edwin Carewe's direction. Harry Green and Slim Summerville have been chosen for comedy roles.

A Little from "Lots"

By RALPH WILK

Hollywood

VALENTINE MANDELSTAM is keeping busy to say the least. He is acting as general adviser on French pictures at Fox, M-G-M, Paramount and Warners. He has also handled assignments at Universal and United Artists. He advises on scenarios and production, and in addition to his work on French versions of American pictures, he advises on pictures with a French background.

Robert Ross, who was production manager on "King of the Jazz," the new picture released this week, has been appointed production manager on "Eyes of the World," which is being directed by Henry King.

George Cukor, who was one of New York's youngest stage directors, is now co-directing "Gumdrop," at Paramount. Among the men stage plays he directed was "The Constant Wife," starring Ethel Barrymore.

Tyrer Brooke has moved his make-up box to Paramount. Following his work in "The Divorce," at M-G-M, he was immediately assigned the important role of an Evangelist in "Hell's Island." At Paramount he is working in "Monte Carlo."

Ray June, ace cameraman at United Artists, has been loaned to Inspiration to take charge of the camera work on "Eyes of the World." June's most recent work was on "Brute 66."

Gwen Wakeling, costume director at Pathe, is very busy. She is designing the costumes for "Holiday," which is being directed by Edward H. Griffiths. She also designed the costumes for "Swing High," "Paris Bound" and "This Thing Called Love."

Lucien Littlefield is believed to be the youngest playwright of old men in the movie colony. Every picture in which he has appeared, with but one exception, has shown him as an aged man. The exception was "The Woman in the Cave," in which he played a juvenile.

Richard Thorpe is directing "So This Is Mexico!" for Tiffany. It is an original by Harry Fraser and is Thorpe's third directional effort at Tiffany.

Henry and Louis King have a little record of their own. They are the only brothers directing on the same lot. Henry is directing "Eyes of the World" at Tec-Art, while Louis is working on "The Man from Hell's River."

Neil Hamilton, who played in "The Dawn Patrol," at First National, is now working in "The Widow from Chicago," also at the Burbank studio. Neil's other recent pictures include "The Return of Dr. Fu Manchu" and "Two Black Crows in the A. E. F."

Our Passing Show: Sue Carol and Arthur Lake, having a great time at a church bazaar, built on an RKO sound stage for "She's My Weakness!" - Everett Marshall, the singer, who is an amateur wrestler.
Once in a lifetime a show like this!

Carl Laemmle presents Paul Whiteman and his band in King of Jazz
It's here!

the new era of sound, color and entertainment!

You've seen the introduction of sound and color in motion pictures. Now you can see the introduction of the PERFECTION of sound and color.

WITH

LAURA LA PLANTE
JEANETTE LOFF
MERRIA KENNEDY
GRACE MAYS
CHARLES IRWIN
RUSSEL MARKERT DANCERS
TOMMY ATKINS SEXTETTE
GEORGE CHILES
AL NORMAN
FRANK LESLIE

JOHN ROLES
GLENN TRYON
KATHRYN CRAWFORD
STANLEY SMITH
WILLIAM KENT
TWIN SISTERS G.
WYNN HOLCOMB
NEAL O'DAY
JACQUES CASTER
PAUL HOWARD
JEANIE LANG

Entire production conceived and directed by

JOHN MURRAY ANDERSON

Produced by CARL LAEMMLE, JR.

Presented by CARL LAEMMLE

Including the first dramatization of George Gershwin's "Rhapsody in Blue."

A

UNIVERSAL PICTURE
after all ★ ★ ★ it's results that count ★ ★ ★ more and more advertisers ★ ★ ★ to this ever-growing industry ★ ★ ★ are building their advertising campaigns ★ ★ ★ around the film daily ★ ★ ★ primarily because it's circulation covers ★ ★ ★ ninety percent of the buying power ★ ★ ★ of this great business-art ★ ★ ★ the subscription rate is $10 yearly ★ ★ ★ and film daily readers pay it, gladly ★ ★ ★ for film daily service.
United States

Minneapolis—C. W. Ross, formerly of the Chicago offices, is now representing Advance Trailer in this territory.

McGregor, Minn.—The Farah Hall has been leased by Hughy Birbo and Ralph Zimmer who will convert it into a theater.

Maquoketa, la.—The Pastime has been completely remodeled.

Des Moines, Ia.—The Gem, recently purchased by Dr. L. H. Chamberlain, will be completely remodeled and sound installed.

Willmar, Minn.—Renovations have been made at the Rialto.

Ticornderoga, N. Y.—Al Barton has purchased the Lew Fischer and the New in Hoosick Falls.

Dayton, la.—The Grand has been sold to C. L. McMininch. Henry Kiltinger retires as manager.

Philadelphia—Sam Berman has reopened the Littleton.

Runnemede, la.—Robert Hanover has sold the Runnemede to J. Jaslow.

Liberty Center, 0.—The Majestic has been sold to K. Thompson and Ned Smith by Mrs. J. O. Engel.


San Francisco—George Chamberlain has taken over distribution of DeForest Phonofilm equipment here.

TEN YEARS AGO TO-DAY

IN THE NEWS OF THE DAY

Tax on personals demanded from screen players by Government.

Cecil B. De Mille renews with Famous Players for five years.

Associated Producers disclaims any intention of owning or operating theaters.

David P. Howells and Arthur S. Kane elected to board of directors of Cathrine Curtis Corp.

Cleveland—After 11 years with Fathe, Henry Laws is resigned as city salesman. M. J. Glick has replaced him.

Glasford, Ill.—G. A. Rice has sold his interest in the Dreamland to Matt Joyce.

Detroit—Added to the list of local theaters operating on a 24-hour scale is the Palace. Programs will be changed four times a week and stage shows will be continued as heretofore.

Platteville, Wis.—W. Tracy, manager of the Gem, is planning the erection of another house here.

Massena, N. Y.—Negotiations are underway for the purchase of a plot near St. Mary's Church Society where a theater will be built.

Albany, N. Y.—The new RKO house to be erected at North Pearl and Clinton Ave. will start June 15.

Philadelphia—Mark Swaab has severed his connection with National Theater Supply Co.

Pulaski N. Y.—The Odd Fellows' Temple has been leased by Francis W. Hohman.

Forest City, Pa.—Operation of the Freedman has been cut to three days a week by Julius Freedman.

Whitehaven, Pa.—Silas Henry has sold to Benjamin Freed the Legion.

Topeka, Kan.—With the Gem fox house, being equipped for sound, the Best will be the only house in this city to continue its silent policy.

Bryson City, S. C.—With the purchase of the Swan by S. T. Rankin the name has been changed to Yonah. J. P. Randolph formerly operated the house.

Porterville, Cal.—Mike Rosenberg, manager of the Fox Principal chain, announced plans for a $250,000 Fox house here.

Washington—Seating capacity of the Warner's Apollo will be increased to 2,400. Warner owns additional property on H. Street to enlarge the house.

Washington—Tiffany has added S. S. Rockfield to its sales force.

Baltimore, Md.—The Embassy has reduced its prices, according to Joseph Robbins, manager.

Philadelphia—The Douglas has been closed by Sam Wax.

Allentown, Pa.—A. R. Boyd Enterprises has taken possession of the recently purchased Strand.

Baltimore, Md.—Julius Goodman, owner of the Ideal and Hampden, is at a local hospital for internal trouble.

Roanoke, Va.—Wiring of the Rialto makes the four houses in this city 100 per cent sound.

Wichita, Kan.—Ned Holt is now head of the Fox houses here including the Miller, Palace, Orpheum and Uptown. He succeeds Stanley Chambers.

Clearwater, Fla.—Herbert Pittman will reopen the Avalon.

Laconia, N. H.—George A. Giles has acquired the Colonial from Charles H. Waldron.

Torrington, Conn.—A $700,000 theater will be built at 82 Main St. by Warners.

Union City, N. J.—Frank A. Holter is now in charge of the Roosevelt for Warners.

Allentown, Pa.—Deed for the transfer of the Strand to the A. R. Boyd Enterprises has been filed in the recorder's office.

Great Barrington, Mass.—Inter-state Theater Corp. has purchased the Mahaiwe for $150,000 from Earl B. Raiflaster.

Richmond, Va.—Replacing the Academy of Music is a parking station.

Chase City, Va.—Flax Brothers have installed Royal Amplitone into the Cozy, being operated by C. W. Georgheg.

Lynchburg, Va.—Opening of the new Publix Paramount here is planned for Sept. 1.

Frederick, Md.—W. L. O. Fisher has reopened the Maryland. The house has been improved.

Blacksburg, Md.—The $150,000 Lyric, seating 900, has been opened. It is owned by the Blacksburg Realty Corp.

Woodland, Cal.—Plans for a 1,200-seat theater, costing $200,000, have been announced by the National Theaters Syndicate through its local agent, William Cornell.

North Adams, Mass.—Publix-Paramount has taken a 15-year lease on the Empire and will spend between $70,000 to $80,000 for improvements. John F. Sullivan owns the house which is now being managed by Joseph V. Shea.

Foreign

London—E. H. Jacoby has been added to the booking staff of the A. B. C. circuit.

London—"The Two Worlds," a Greenbaum production in English, Premiered at Elstree, has been completed at Elstree.

Bern—Poverty tax will be considerably decreased if the proposal to have the levy on net instead of gross receipts is accepted by the government.

San Jose, Costa Rica—With RCA Pictures, United has established a theater in the mountain Province with RCA Photophone apparatus.

Prague—Under the new cinema law in Czechoslovakia theatre owners are compelled to donate a certain percentage of their receipts to national social institutions.

Madrid, Ia.—Walls of the Lyric have been padded and a new sound screen installed.

Berlin—A comedy called "We Ge Americanized," in which Weissfeld will be the leading player, is to be produced by Ufa.

New York

R-K-O will take over the Dyke, Electra and Shore Road in Brooklyn on July 12. Fred Hubner and Eugene Pulch leased the houses to the major circuit.

New Incorporations

Audiovision Corp., motion picture apparatus; Kapit & Himber, 1775 Broadway, New York; 1,000 shares common.

International Club Pictures, Inc., Devo Pk.; United States Corp. Co., Dover, Del., $3,000,000.

Merino Amusement Corp.; A. Weisest, 12 Park Row, New York; $3,000.

Projector-Tone Co., motion picture; Tietman & Tetschman, 1440 Broadway, New Yorl 109 shares common.

Auto-Union Corp., talking films; Frudberg & Mattuck, 163 Broadway; $20,000 of 6,000 shares common.

Parish Projection Corp., New York City patents; Oren T. Wharton, Dover, Del., $200,000.

Cactus Neon Lights, Inc.; Corporation Service Co., Willmington, Del.; 500 shares common.

Thealthon Theaters, Saugerties, N. Y.; Mann, Ernst & Ernst, 170 Broadway, New York; 200 shares common.

Manaco Theaters, Inc., motion picture Corp. Trust Co., Wilmington, Del.; 1 shares common.
Depression Hits Australia—Admissions Cut 20%

PARAMOUNT STARTS PRODUCTION ABROAD

$20,000,000 Production Budget is Set by RKO

Percentage
—looks like the answer

By JACK ALICOATE

AFTER YEARS of theoretical discussion and but little direct application, it begins to look like a percentage booking will soon find its place as the logical, economic and sensible answer to the interesting and sometimes irritating problem of sales and distribution.

The more constructive minds from both the distributor and exhibitor ranks now seem to be for it. And why not? The producer of a picture as well as the exhibitor who displays it to the paying guest should each profit in extent based upon what the picture actually brings in at the box-office. This is but simple analysis and elementary economics. No amount of high-pressure salesmanship or super-advertising can replace the day-by-day figures of what a given production will do in any theater. When the percentage system functions smoothly it is not unlikely that 90 per cent of sales roubles will be ironed out.

After the Storm

Gentle tornado again hits Wall Street and vicinity and stocks that suffer least of all are amusements. This is interesting. Particularly in a few of the fact that but few years ago some investment and banking circles, picture stocks were considered as so much decorative wall paper. Amusing the peoples of the world is just as necessary as giving them food, clothing and transportation. The position now occupied by amusement stocks and their recent strength on the big board is a rather definite manifestation of this fact.

Mr. Grainger—Dynamo

Introducing once more the same popular, square-shooting and dynamic

BOYCOTT OF U. S. PRODUCT

THREATENED BY AUSTRIA

Vienna (By Cable)—Because American producers have neglected to supply the demands of this country for silent pictures, small exhibitors have met and declared themselves in favor of a boycott on U. S. films.

Craft Film Laboratory Plans Branch on Coast

J. Frank Shea of the Craft Film Laboratory, is on his way to Los Angeles for the purpose of establishing a Coast plant.

109 CLOSED THEATERS

IN NORTHERN OHIO AREA

Cleveland—Recent closings in this section have brought the total number of dark houses in northern Ohio to 109, or approximately 16 per cent, according to the local Film Board of Trade. In quite a few cases the shutdown is temporary.

Three in Lawrence, Mass.
Added to Warner Chain

Three houses in Lawrence, Mass., the Empire, Broadway and Palace, with an aggregate seating capacity of 6,100, have been taken over by Warner from the Siskind interests, it is announced by Syros P. Skouras. Extensive renovations will be made.

Australian Theaters Hit
by Commercial Depression

11 WARNER BROS. HOUSES
NOW UNDER CONSTRUCTION

Warner Bros. has 11 theaters situated in Pennsylvania, West Virginia, New Jersey, Wisconsin and Ohio now under construction under the supervision of Herman R. Maiter, chief of construction for the company. The houses in Wilkinsburg, Pa.; Morgantown, W. Va.; and Newark and Perth Amboy, N. J., were

Cheaper in Paris

Paramount can make talkers in Paris at from 15 to 20 per cent less than the Hollywood costs on similar productions, said Jesse L. Lasky yesterday as he returned from a month's trip abroad.

Lasky Announces Foreign Activity—65 Features, 100 Shorts in 1930

Paramount will produce between 60 and 65 foreign talkers in Europe this year, said Jesse L. Lasky, yesterday in announcing formation of Paramount-Continental Films which includes the Robert T. Kane production company near Paris. Pictures on the program which click in America will largely comprise the product to be made abroad, Lasky told a FILM DAILY representative as the Europa, on which he arrived, was at Quarantine.

Acquisition of the Kane project, which includes a studio with five stages, represents

BETTER EXHIB. SERVICE
MAIN M-G-M MEET TOPIC

Chicago—Methods of giving better sound technician service and other aid to exhibitors so that they will get the best value out of product, will be the keynote of the annual M-G-M sales convention at the Drake Hotel here May 18-21. About 200 representatives from the U. S. and Canada are expected at the four-day confab. Felix F. Feist will serve as general chairman at the convention.

Nizer Talks on Problems Confronting Exchanges

Problems confronting exchanges were discussed by Louis Nizer, secretary of the N. Y. Film Board of Trade, in a lecture given at a meeting of managers, assistant managers, bookers and shippers yesterday afternoon at the Astor. Among other matters discussed were the new credit committee rules.

Harem Matinées

Beyrouth, Syria—Special matinées for the women of this city's harem have been established as a regular policy by the management of the Empire.
Tuesday, May 13, 1930

**The Film Daily**

Vol. LI No. 37  Tuesday May 13, 1930  Price 5 Cents

**Financial**

NEW YORK STOCK MARKET

Net

Lows

COLUMBIA

Con. Div., Ind., etc.

Cor. Div., Ind., etc.,

East, Kodak

Fox


Loew's, Inc.

do preferred

Pare, Inc.

Pathé Exch.

do "A"

RKO

RKO Res.

Warner Bros.

NEW YORK CURB MARKET

Columbia Pets.

Cor. Div., Ind., etc.

Fox Theo., "A"

Loew do. red.

Loew, Inc., war.

Nat. Ser. Ser.

Technicolor

NEW YORK BOND MARKET

Gen. Th. Eq.

Keith A-O

Loew do. nat.

do 4% s.w.

Paramount do. nat.

Par. By.

Pathé

Warner Pts.

**Hollywood Spanish Pictures Company**

**Producers—**

Charros—Gaucho—Manolos—8 reels

First Successful Spanish Film in Europe

Beautiful Mexican, Argentine and Spanish Sketches

Also El Paso De Los Indios—2 reels

Performed by Talented Native Artists

Singing—Dancing—Comedy

Correct Spanish Dialects—Genuine Costumes

For Available Territories Apply

JOS. A. HOFFPENBERG  care J. GLUCKSMANN

729 7th Avenue, New York

**Officers Are Re-elected by Paramount Directors**

A meeting of the board of directors of Paramount yesterday, officials of the company were re-elected and the regular quarterly dividend of $1 was declared, payable June 28 to stockholders of record June 6.

Re-elections included:


The following were elected members of the Executive Committee: Adolph Zukor, William H. English, Felix E. Kahn, Sam Katz, Sidney R. Kent, Ralph A. Cohn, Jesse Lasky, Elek John Ludwig, Emil E. Shauer, Eugene J. Zukor.

**Warner Execs in Chicago**

Clearwater, Fla.—Herbert Pitman will reopen the Avalon.

Laconia, N. H.—George A. Gile has acquired the Colonial from Charles H. Waldran.

Torrington, Conn.—A $70,000 theater will be built at 82 Main St. by Warners.

Union City, N. J.—Frank A. Holland is now in charge of the Roosevelt Theatre, official of the Ohio Amusement Co., is now general district manager of this Warner theater in this Warner theaters is located in Cleveland, Mansfield, Akron, Canton and Youngstown.

**Depression Hits Australia**

Admissions Are Cut 20% (Continued from Page 1)

Doubtless now works very carefully for its amusement, and patronizes only the big attractions, he declared.

Stage presentations have been discarded, almost entirely by Australian and foreign theaters, where the orchestra doubles for the stage men. Stage said. These pictures best liked are high-class dramas and farce comedies.

Eastman Films

J. E. Brulatour, Inc.

Chicago

1727 Indiana Ave. 6700 S. Damen Blvd.

C.A.1621  HOLLYWOOD 4121

**The Industry's Date Book**

May 13–14  M.P.T.O. of Oklahoma, Oklahoma City.

May 14  Universal Club barn dance at its headquarters, 735 Fifth Ave.

May 15–17–18  Paramount Eastern managers hold annual sales meeting, Atlantic City.


May 19  RKO sales convention opens in L.A.

May 20  N. Y. exhibitors to tend to do business at Astor Hotel, New York.

May 19  Opening of "The Silent Enemy at the Criterion, N. Y.

May 21–22  Pathé regional sales meet Ambassador, A. C.

May 24–25  Pathé regional contest at Cago.

May 26  Fox annual sales convention at Movietone Hotel, Cago.

May 24–25–26  Paramount western managers hold annual sales meeting at San Francisco.

May 30  Opening of "Frisco Week."

May 27  Opening of "Three Days a Convent," Warner Bros., Ambassador Hotel, A. C.

May 29–30–31  Pathé regional sales convention San Francisco.

June 2  Annual election of I.A.T.S.E.

June 2–7  International Cinema Congress, Brussels.

June 8–9  Theater owners of North and South Carolina, meet at the Ocean Hotel, Myrtle Beach, S. C.

**Wanted Theaters**

For Sale or Lease

Adolphe G. Soffer

1560 Broadway New York

Established 1900

Tel. Bryant 3697

A. R. BOYD ENTERPRISE

WE BUILD, BUY, LEASE, OPERATE OR MANAGE

MOVIE THEATERS FOR ADJUSTED INTERESTS

IN PENNA.—NEW JERSEY—DELAWARE—MARYLAND—DISTRICT OF COLUMBIA—VIRGINIA AND W. VIRGINIA

2120 SANSON STREET

PHILADELPHIA, PA.
"Both Helen Twelvetrees and Fred Scott step a little nearer that miracle—making a top line of movie stars, where fame and fortune lie in wait."

The Columbus Dispatch

"Helen Twelvetrees shows the stuff that stars are made of in this film—youthful beauty, charm, a capacity for wooing romanticism or dramatic ardor and a Cordelia speaking voice that would have delighted the heart of Lear."

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The circus comes to Columbus

SWING
HIGH

and COLUMBUS comes to the circus

with HELEN TWELVETREES · FRED SCOTT · DOROTHY BURGESS
and Chester Conklin · Ben Turpin · Nick Stuart · Robert Edeson · Stepin Fetchit
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Directed by Joseph Santley · Produced by E. B. Derr

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"You'll find 'Swing High' a peach of a picture. Joseph Santley has captured the lift and glamour of the old-time circus day. There's still a streak of the kid in all of us, and personally nothing lifts us up like that rousing rhythm of a good circus band."

The Columbus (O) Citizen

PATHÉ
Hollywood Happenings

Coast Wire Service

“True to the Navy”

(Previewed in Hollywood)

Another of the made-to-order stories for Clara Bow, and should prove satisfactory to the feminine set. Though rather slow in getting under way, it has a look of longevity. Most of the songs are due to the work of Ray Cooke, who should be groomed for future work. Harry Green, Eddie Dunn, Harry Sweet and Eddie Fetherston are among the other comedians, who are doing good work. Frederic March, an always dependable actor, does good work, but seems a little miscast as Gunnar J. McCoy, who steals women’s hearts. The story deals with a San Diego sodbuster girl, whom sailors cannot resist. When she seems to be in love with brick, Frank Tuttle directed.

-WILK

Henry King Back from Location

Henry King has returned to Hollywood from Santa Ynez Canyon, where he has been taking scenes for “Eyes of the World,” a United Artists production from the novel by Harold Bell Wright.

Get Roles in “Scarlet Pages”

Henry Halliday, Wilbur Mack, Fred Kelsey and Charlotte Walker are additions to the cast of First National’s “Scarlet Pages,” based on the play by Samuel Shipman and John B. Hymer. Other players are Elsie Ferguson, Marion Nixon and Grant Withers.

Leon Janney for “Penrod”

First National plans to star Leon Janney, the youngster who has been placed under contract to Warner, in Booth Tarkington’s “Penrod.”

Better Exhib. Service

Main M-G-M Meet Topic

The stuff his film capism or ordelo had have

Shearer to Visit Honolulu

Norma Shearer and her husband, Irving Thalberg, plan to spend a month in Honolulu instead of going to Europe.

Armella for RKO Shorts

Henry Armetta, who has been signed for two years to appear in RKO shorts, the actor leaves for the East July 1.

Oakie May Do “Kid Boots”

Paramount is expected to star Jack Oakie in “Kid Boots,” in which Eddie Cantor appeared on the stage.

Boycott of U.S. Product Threatened by Austria

Talkers and sound apparatus. Reported efforts of M-G-M to sign Nora Gregor, of Max Reinhardt’s Vienna company, and Hedwig Bleibtrou of the Burgtheater, to make talkers in Hollywood, are said to have aggravated theatrical managers here.

$20,000,000 Production Budget is Set by RKO

Nine Chicago Exchanges Moving to New Building

Chicago — Nine exchanges have signed up for space in the new exchange building on So. Waba Ave. They are: RKO, Universal, United Artists, Daily Newsreel, 1 and M. Columbia, Tiffany, Films and Educational. Warners has completed a building of its own at 12 So. Wabash which will tenant or subsidiary companies.

TEN YEARS AGO TO-DAY

Ralph O. Proctor joins Associated Exhibitors as assistant to Fred Quimby.

Split in industry expected at Cleveland convention over theater buying activities by producers.

Associated Producers will exchange ready by September.

J. N. Naulty, general manager of Eastern studios of Famous Players, resigns to form production unit with Gardner Hunting.

AMALGAMATED VAUDEVILLE AGENCY

Attractions for Picture Theatres

Standard Vaudeville Acts

1600 Broadway, New York C
Phone Penn. 3580

(Continued from Page 1)

Paramount launches production in Europe

(Continued From Page 1)

$850,000, Lasky said. Robert T. Kane has become general manager. Primarily all of the foreign films will be made in six languages: French, German, Spanish, Italian, Swedish and Hungarian. It is intended to have all versions in production simultaneously, using European talent in every phase. Paramount’s foreign production forces also will exchange people with the British, New York and Coast studios, Lasky stated.

“Come and get me,” is now in production at the studio and following its completion “The Doctor’s Secret” will be made in six languages. Other Paramount re-releases scheduled at present include “Barak and Son,” “The Laughing Lady,” “The Letter,” “Return of Sherlock Holmes” and “Charming Sinners.” A number of originals and European plays will be tallied, including “The Hole in the Wall,” which is a different story than the one Paramount has already released in this country, and “Marias,” a play.

The foreign production program also provides about 100 shorts. Other films may be opened on the continent, the next to be in Central Europe.

With Lasky was his assistant, Albert Kaufman, and Serge Eisenstein, director of “Potemkin” and “Ten Days That Shook the World,” who has been signed by Paramount. His contract is for four pictures. Under its terms he will make one a year and then spend six months in Germany working on other projects. Eduard Tisse, Eisenstein’s cameraman, also arrived on the Eurama.

Lasky announced signing a Hungarian, Russian and a French, European, who has the Spanish comic turn of Maurice Chevalier. The agreement covers five years, he stated.

Under the exchange-of-talent plan, Louis Gasnier leaves the Coast May 20 to direct a comedy for Lasky, who has just been announced.

While visiting Paris, Budapest, Vienna and Berlin, he found that “operettas with synchronized songs and music were big in the public taste. “The Love Parade,” which has just run an 11 week run in the Paramount in Paris, grossed $32,000 the last week,” he stated.

Kaufman, who made a technical survey of Europe, returning numerous recommendations.

After attending the Paramount convention in Atlantic City, Lasky will go to the Continent in June. He will make 10 films in France.

Petrovich Arrives

Ivan Petrovich, who appeared in “Three Passions” and “Garden of Allah,” Rex Ingram productions, has arrived in New York yesterday, en route to Hollywood for a visit. He returns to England within a few weeks to resume work in his own productions, which are being released in England by Greenbaum.

(Continued from Page 1)

Congratulates:

No. 12 of 1930

“Good Deeds” Series

of Sam Katz’s Publix production forces, for presenting to Blake Broadway one of the greatest attraction shows at the first annual “Flicker Frolic”
**Timely Topics**

**A Digest of Current Opinion**

**The Film Daily**

**Exploittettes**

A Clearing House for Tabloid Exploitation Ideas

**Along the Rialto**

**with Phil M. Daly**

A PERSONAL appearance will be made by Cartoonist Robert Ripley at the Winter Garden Wednesday evening in conjunction with his "Believe It or Not" short. He is scheduled to do a series of 25 under a contract which will net him over six figures. Believe it or not, these are the best figures Ripley will ever draw. Albert Margolies, of the Roxy publicity staff, is writing a series of articles on the mediaeval drama for "Theater Arts Monthly." Roxy has built a handball court on the roof of the theater for use of the staff.

A DINNER will be given Radio Pictures Coast-bound conventioners at the Blackstone, Chicago, Saturday eve. Amos 'n Andy in person will greet them . . . while this feast of the Titans is in progress there will be a feast of the tight hands across the hall, where the Scotch Golf Association will be breaking bread — so they can conveniently take it home to their families . . . but really, we shouldn't talk this way about the canny Celts, for almost everybody at times yearns to have a little Scotch in them . . . . oh, well, rye will do . . .

NANCY CARROLL arrived in New York Sunday, and will soon start work in "Laughert," with Harry D'Arrast directing. Frederic March is New York bound, to play opposite Nan. Lucky Strike's new slogan is: "It's the tobacco that counts. . . . and we always thought it was the toast. . . . Walt Lantz, cartoon creator of Oswald the Rabbit, has gone and married Doris Hollister. . . . we always knew Walter would lantz a nice girl some day.

ONCE MORE the AMPAS come in for a free racket, with a theater party at the Vanderbilt Thursday eve to see "The Photocrat." If this thing keeps up, the boys will soon be expecting free luncheons on Thursdays . . . . Louis Nizer has started looking at life in a series of radio talks Saturday afternoons over WMCA . . . . You may be surprised to know that Charlie Chaplin plays the piano, violin and organ as well as pinochle. . . . Charlie is composing his own music for his new film. . . . Gloria Swanson can imitate other stars imitating her. . . . but as she is imitable, this act can't be so hot.

AND THAT Flicker Frollic at the Liberty Sunday night proved a waw . . . . big house, finely balanced program of entertainers, and everything running as smoothly as if it had been rehearsed many times . . . . a bon ton audience was there, including Mary Duncan, Tex Guinan, Olive Shea, Jack Cohn and D. A. Doran. . . . Among celebrities on the stage hill, which followed a preview of Maurice Chevalier in "The Big Pond," were Harry Richman, Charles Richman, Rodd Vallin, Ginger Rogers, Smith and Dale, Lilian Roth, the Roxy ballet, Clifton Jackson and Durante, and some more. . . . Auresa well for this annual event. . . . A minister in Auckland, New Zealand, chose Warner's "Painting the Clouds With Sunshine" as the subject of a sermon.

JOHN McCORMACK in his estate near Dublin now finds that the sight-seeing houses have included him in their tour. John writes to a friend: "I'm about 20 per cent more popular than the new electrification project on the River Shannon and 60 per cent less interesting than the Blarney Stone." When John realizes that a lot of Englishmen kiss it, he should be happy he isn't the Blarney Stone. . . . At Zimbali set that Ann Gishel, one of the Warner operators, visited the Vitaphone studio to try and land a screen job, and turned around to find that she was being used as a prop . . . . not bad for a first try.

WE THOUGHT we took a pal to a poker game but he took us.
"BOTH HELEN TWELVETREES AND FRED SCOTT STEP A LITTLE NEARER THAT MIRACLE—MAKING A TOP LINE OF MOVIE STARS, WHERE FAME AND FORTUNE LIE IN WAIT."

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The Hoodoo Away, sung by the Negro chorus and given two different atmospheric settings, is superlative. Its instrumental and orchestral accompaniments are delightful. It has the unmistakable flavor of the old-time circus, and is a real show song. A low song a steal on the others.

Ohio State Journal (Columbus)

DRAMA—THRILLS

"As love interest, character development, dramatic episodes, action, crisp and interesting and the detail is thorough."

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"A big, colorful entertaining and costly staged romantic musical drama of the circus world of 1875. Here's one circus you can enjoy without thought of rain, dust or buying balloons and pink lemonade, yet it contains all the thrills, faithfully transcribed to the screen."

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"True to the Navy"

(Previwed in Hollywood)

Another of the made-to-order stories for Clara Bow, and should prove satisfactory to her following. Though rather slow in getting under way, it has a flock of laughs. Many of the laughs are due to the work of Ray Cooke, who should be groomed for future work. Harry Green, Eddie Dunn, Harry Sweet and Eddie Petherston are among the other comedians, who do excellent work. Frederic March, an always dependable actor, does good work, but seems a little miscast as Gunner McGoy, who steals women's hearts. The story deals with a San Diego sodden-out girl, whom sailors cannot resist. When she meets Gunner McGoy, she falls like the proverbial ton of brick. Frank Tuttle directed.

—WILK

Henry King Back from Location

Henry King has returned to Hollywood from Santa Ynez Canyon, where he has been taking scenes for "Eyes of the World," which United Artists is producing from the novel by Harold Bell Wright.

Goetz to Supervise Mojica

Will Goetz's first assignment on the Fox lot will be to supervise Don Jose's Mojica's next picture, of which John Farrow is the author.

Shearer to Visit Honolulu

Norma Shearer and her husband, Irving Thalberg, plan to spend a month in Honolulu instead of going to Europe.

Get Roles in "Outward Bound"

Alison Skipworth, Beryl Mercer and Lionel Watts have been added to the cast of "Outward Bound," the toner stage bit which Warner is making into a film.

Arnette for RKO Shorts

Henry Arnette has been signed for two years to appear in RKO shorts. The actor leaves for the East July 1.

Oakie May Do "Kid Boots"

Paramount is expected to star Jack Oakie in "Kid Boots," in which Edie Cantor appeared on the stage.

Better Exhib. Service

Main M-G-M Meet Topic

(Continued from Page 1)

Boycott of U. S. Product Threatened by Austria

(Continued from Page 1)

five vice-chairmen are William F. Rodgers, Edward M. Saunders, Thomas J. Connors, Frederick C. Quimby, and Howard Dietz.

Other convention officers comprise J. S. MacLeod, who will serve as assistant business manager; Ernest Morrell, who will serve as assistant business manager, and Selwyn Levinson, who will also serve as assistant business manager.

Jay A. Gove, will be chairman of the general convention committee, and will be assisted by the following group unit chairmen: Fred C. Quimby, reception and housing committee; Alan F. Cummings, program and reception committee; Edward W. Aaron, theater party committee; William D. Keiffe, public relations committee; William R. Ferguson, exhibition and decoration committee; Ernest Morrell, transportation committee; Jack Ivan, entertainment committee.

Hal Roach is coming on from the Coast for the meeting, while Burton Holmes will be a guest of honor.

Nine Chicago Exchanges Moving to New Building Chicago — Nine exchanges have signed up for space in the new film exchange building on So. Wabash Ave. They are: RKO, Universal United Artists, Daily Newsreel, and M, Columbia, Tiffany, Filinad and Educational. Warners has completed a building of its own at 130 E. 30th, Wahash which will rent out subsidiary companies.

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WE THOUGHT we took a pal to a poker game but he took us.

**EXPOITETTES**

**A Clearing House for Tabloid Exploitation Ideas**

**Tie-Up Puts Over "Rogue Song"**

TIE-UP was arranged by the Bleeker Hall, Albany, with the "Times-Union" for a song writing contest. The idea was to write a song for Lawrence Tibbett, and George Williams, managing editor of the "Times-Union," selected as judges of this Lawrence Tibbett song writing contest, three of the most prominent music personalities of the Albany Capitol district, and also ran stories and pictures daily for eight days. The five best selections were to be sent to Lawrence Tibbett for his approval.

-M-G-M

**Used a Novelty Trailer that Clicked**

ADVERTISING a good picture, the title of which was not so hot for his neighborhood, gave B. E. Lober of the Fox Glendale, Glendale, Cal., a chance to use a little ingenuity. Running all the letters together so that it read like this Suchmenadarenous, he made a trailer that said it in English and a rather misleading title for one of the greatest pictures of the year, "Such Men Are Dangerous." He then incorporated the opinion of the local picture censor, saying "A magnificent production. A supreme triumph in talking films."

-Fox's "Now"

**MANY HAPPY RETURNS**

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

**May 13**

Paul Ivano
Paul Page
Joe Rivkin
New York Joins The Cheering!

Broadway Critics Echo Los Angeles' Praise!

“Magnificent...exceptionally well handled...splendidly recorded...as a picture it is far and away ahead of other musical efforts...won applause and well deserved it.”
—N. Y. Times.

“Most assuredly of a higher standard...admirable, soaring, richly melodious...pageantry and settings are stunning...a richness of design that is quite striking.”
—N. Y. Sun.

“No end of talent lavished on it.”
—Herald Tribune.

“Finely directed, well sung and beautifully composed...Alan Crosland has done an excellent job...Technicolor is well nigh perfect throughout...Bernice Claire is one of the most beautiful young women on the screen.”
—N. Y. Telegram.

“Elaborately fitted with extravagant sets, huge costumed mobs.”
—Eve. Graphic.

“Far more gorgeous spectacle than it ever was upon the stage...a beautiful production...thrilling effects...as fine as any to reach the singing cinema.” —N. Y. American.

The Kind of Sensational Product
FIRST NATIONAL
Has For You RIGHT NOW!

On its way!
RICHARD BARTHELMESS
in the mightiest air epic the world has ever known. The
DAWN PATROL
**Indep’t Producers Without Music License to be Investigated**

As a result of evidence collected on independent producers who are synchronizing pictures with copyrighted music, State Attorney John G. Paine, chairman of the Music Publishers’ Protective Ass’n and agent and trustee for the copyrights of American musical compositions, has formed a special depart-
(Continued on Page 4)

**HARRY GOLDBERG PLANS NEBRASKA-IOWA CHAIN**

Omaha—Harry Goldberg, former head of the World Realty Co. whose holdings here were bought by Publix, says he plans to form a chain of houses in Nebraska and Iowa through the medium of his newly organized Popular Amusement Co. He already has acquired three houses and says others will be taken over rapidly.

**Five Gaumont Directors Expected to Confer Here**

London (By Cable) — Isidore Ostyer and C. M. Woolf, Gaumont British directors, sailed yesterday on the Bremen for New York. With the previous sailing of three directors of the same company, it is expected the group of five will confer in New York on some matter of importance.

**ZUKOR TRYING TO MEDIATE GERMAN PATENT DISPUTE**

Berlin (By Cable)—Adolph Zukor is here making efforts to bring about a settlement of the patent difficulties involving Western Electric and the Tobis-Klangfilm interests.

**“Tol’able David” Talker to be Made by Columbia**

Talker rights to “Tol’able David,” which won the Photoplay Medal of Honor as a silent picture with Richard Barthelmess and has been a big seller in book form, have been bought by Columbia as one of its 1930-31 specials. The deal was arranged between Jack Cohn of Columbia, Walter Camp of Inspiration, and Joseph Hergesheimer, author.

**Bureau to Settle Disputes Being Formed by N. J. Exhabs**

E. W. Jones to Establish Studio and Lab in Paris

Earle W. Jones, of the Jones Research Laboratory, sailed tomorrow on the Majestic to establish a studio and laboratory in Paris, where he ex-
(Continued on Page 4)

**Deal Gives Firm Strong Position in Program Broadcasting**

By acquiring National Radio Advertising, Inc., an organization dealing primarily in brokerage of radio station time, Warner Bros. has expanded its amusement activities into the radio field and, in conjunction with its Brunswick-Balke musical division, placed itself in a position to plan, produce and sell electrical transcription programs in its entirety. Announcement of the deal was made yesterday by Herman Starr, in charge of technical expansion for Warners. Raymond Soat, originator of the method of electrical transcription—broadcasting from records instead of from the living voice—will continue
(Continued on Page 4)

**DERR SLATED TO SUCCEED MURDOCK AS PATHE HEAD**

West Coast Bureau, THE FILM DAILY

Hollywood—E. B. Derr, in charge of production for Pathé here, is understood slated to succeed J. J. Murdock as president of that company. Murdock plans to tender his resignation prior to the coming annual stockholders’ meeting.

Lee Huguenot Returns to Mack Sennett Staff

West Coast Bureau, THE FILM DAILY

Hollywood—Lee Huguenot, former Mack Sennett’s production manager for nine years, has rejoined the Sennett staff as assistant general manager.

**Two Out of Three**

“The Desert Song” has played in exactly 1,000 theaters in Great Britain, the Warner office is advised by its English headquarters. Since there are less than 1,500 wired houses in the British Isles, the bookings of this opéra are considered phenomenal.
Wednesday, May 14, 1930

**Financial**

**NEW YORK STOCK MARKET**

<table>
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**NEW YORK CUB MARKET**

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**NEW YORK BOND MARKET**

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**Hold First of Five Fox Theater Meetings**

First of a series of five divisional meetings of Fox Theaters was held yesterday at the Japanese Garden, with Executive vice-president Oscar S. Oldknow and general managers Harry Arthur addressing all department heads, district managers, supervisors and managers of the Metropolitan circuit. The next meeting is to be held in Utica, N. Y., this week and will be followed (by confabs) at New Haven, Chicago and Milwaukee.

**Educational Sales Meet for N. Y., Chicago, Denver**

Educational will hold sales meetings in New York, Chicago and Denver. The first regional convention will be held, on Saturday, May 19 and 20, at the Hotel Statler in Chicago. New York and the Pacific Coast will be followed by a second at the Palace Hotel in Denver and will last two days. Branch managers and home executives will attend the meetings.

**Zanft Will Supervise Operation of Roxy, N. Y.**

In addition to being vice-president and an executive member of the board of Fox Theaters Corp., Major John Zanft has been given supervisory control of the Roxy in New York. He will also personally direct the Fox theaters in Washington, D. C. and Philadelphia as well as the Academy of Music and Audubon in New York.

**Joe SeidlerIncreases Long Island Circuit to 11**

Increasing the Long Island chain to 11 houses, Joseph M. Seidler has acquired the controlling interests in three more theaters. They are the Granada, 700-seat Paterson, New Jersey; Edwards, 1,100-seat Easthampton, N. Y., and the Hampton Star, 600-seat Westhampton Beach house.

**China Plans Censorship**

Washington, D. C.—Government censorship of foreign and domestic films is planned in China, according to a note received by the M. P. Department of the Ministry of Education.

**Learnin’ English**

Hoping to land roles in English talker versions, French actors are seriously taking courses in English, says Terry Turner, just back from Europe. The French film world, including the American bars in Paris, are getting a big play from French professionals, who formerly kept away from these spots. Turner returned after setting his next act, the Siamese Twins, into Paris’ Luna Park.

J. V. Bryson Taking Back $5,000,000 in Negatives

James V. Bryson, managing director for Universal in England, took back yesterday on the $5,000,000 worth of negatives in the prints of “All Quiet on the Western Front,” “King of Jazz,” “Czar of Broadway,” and “White Hall,” Al Zeeck’s “Us,” general manager for continental Europe, and Dave Bader sailed on the same boat. Here McIntyre also leaves this week for Australia, and Monroe Isen will depart Friday for Buenos Aires.

**COMING & GOING**

SALLY O’NEIL and MOLLY O’DAY arrive in New York today on the 20th Century to play in R-K-O roadshow.

J. H. SEIDELMAN, of Paramount, is aboard the Olympic bound for Europe on a business trip.

YVON NOYES, Ruiy Maudy and Susanne d’Este have arrived from France en route to Hollywood to appear in foreign language talkers.

ARTHUR LEVY arrived yesterday from England and is staying at the Chatham.


China Plans Censorship

Washington Bureau of THE FILM DAILY—Government censorship of foreign and domestic films is planned in China, according to a note received by the M. P. Department of the Ministry of Education.

Franklin Films

J. E. Brulatour, Inc.

Chicago

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Hollywood

6700 Santa Monica Blvd.

CALUMET 2691

HOLLYWOOD 4212

Let Us Solve Your Problems!

Over 20 Years of Experience Qualifies Us as Specialists in

MOTION PICTURE INSURANCE

STEBBINS, LETERMAN & GATES

INCORPORATED

1540 B'WAY N.Y.C. TELEPHONE BRYANT 3040

The Industry’s Date Book

Today: M. P. T. O. of Oklahoma, Oklahama City.
May 14 Universal Club barn dance at clu headquarters, 730 Fifth Ave.
May 16-17-18-19 Paramount Eastern managers hold annual sales meet at Atlantic City.
May 19 N. Y. Exhibitors to tender H. F. Roush dinner at Astor Hotel. RKO sales convention opens at Los Angeles.
May 19 Opening of “The Secret Enemy” at Criterion. N. Y.
May 21-22-23 Pathé regional sales meet at Ambassador, A. C.
May 24-25-26 Pathé regional confab at Chicago.
May 26 Fox annual sales convention at Movietone City, Cal.
May 26-27-28 Paramount western managers will hold annual sales meet at San Francisco.
May 27 Presenting the 5th annual sales convention of Warners and P. F. at Ambassador Hotel, A. C.
May 29-30-31 Pathé regional convention at San Francisco.
June 2 Annual election of I.A.T.S.E. in N. Y. at their offices at Los Angeles.
June 2-7 International Cinema Congress at Brussel.
June 8-9 Theater owners of North and South Carolina, meet at the Ocean Form Hotel, Myrtle Beach, S. C.

**AD-VA-AD**

“Nothing goes on our screen of which we are not proud. I have used other trailer services and to say that I am more satisfied with your service is all the recommendation it needs.”

New Dream Theatre, Redwood Falls, Minnesota.

**CINEMA**

Write For Trial Sample

TALKING NEEDLES

WALL-KANE NEEDLE MFG. CO., Inc.

2322 14th Ave.

Brooklyn, N. Y.

**“WE NEVER DISAPPOINT”**

CROMFLORY LABORATORIES, INC.

220 WEST 42ND STREET

NEW YORK

Phone: WISconsin 6876

ALLAN A. LOWENSTEIN, Gen. Mgr.
“HAVE YOU HEARD THE ONE ABOUT—”

“We’ve just busted every record in the history of the State, Los Angeles. We’re playing a 2nd week out there. We’ve socked ’em in Frisco and we’re playing a 3rd big week in Detroit.”

“IT’S A PLEASURE” say

(MARIE) (POLLY)

DRESSLER – MORAN in

“CAUGHT SHORT”

with Anita Page. Suggested by Eddie Cantor’s book, Dialogue by Willard Mack, Chas. F. Riesner, Director

“DIVORCEE”
HELD OVER 2nd WEEK CAPITOL, N. Y.
Shearer’s “Divorcee” sets new record at State, Boston. In Frisco brought back for 2 weeks after initial first run. Broke all records Oklahoma City, midnight shows added!”

METRO-GOLDYNN-MAYER’S RIOT!
LEGAL PROTECTION BUREAU

As reported on page 1, the P.T.O. has established a Legal Protection Bureau to handle the interests of the industry when the new copyright law goes into effect. The bureau will be maintained at the directors' meeting scheduled for the Astor May 27th.

The bureau will take place at the Astor, with the first meeting scheduled for the Astor May 27th. Officers will be elected and the following reports will be submitted: Product, Leonard Rosenblatt; percentages, Frank Warren; equipment and labor, Sid Samelson; situations, Leonard Rosenblatt; advertising, Jacob Unger; protection, failure to deliver and contract, Charles Robinson.

E. W. Jones to Establish Studio and Lab in Paris

(Continued from Page 1) Jones, who for 20 years was a recording engineer but for the last 10 years has devoted his time to producing pictures and developing several new equipment, have his entire recording personnel abroad with him in about two months. He also is taking some reproducing equipment of his own invention and development, and will use mobile disc and film recording apparatus in his studio. Jones will make his Paris headquarters at the Hotel Astor.

Jules Levy on Tour

(Continued from Page 1) Jules Levy, general manager of the RKO Film Booking Dept., has left on his annual tour of RKO theaters. He is heading first for the Western sector, in order to be in Los Angeles for the RKO convention starting May 19th. On his return he will visit the other houses of the circuit including the newly acquired in the Northwest, Michigan and Ohio.

"Courage" for Winter Garden

"Courage," based on Tom Barry's play, succeeds "Show Girl in Hollywood" at the Winter Garden on May 23rd. The Strand will show "The Man from Blankey's" beginning Friday, while the Beacon will hold over "Under a Texas Moon" for a second week.

YorkeGets Metropolitan Post

(Continued from Page 1) Gabriel S. Yorke has been appointed publicity and advertising director for Fox Metropolitan Playhouses.

Classplay to Musicalize Two Chesterfield Films

George R. Batcheller, president of Chesterfield, has made arrangements with Henry R. Arias, president of Classplay Pictures, whereby the latter company will make and distribute synchronized musical versions of Chesterfield's first two talkers, "Love at First Sight" and "Ladies in Love." These are intended especially for non-English speaking countries.

Music Ass'n Acts Against Synchronizing Violators

(Continued from Page 1) The motion, headed by Paul L. Fischhof, to investigate the independent companies with a view to taking action against violators. Producers who are found to be infringing on copyrighted music will be given a chance to settle and arrange for future license, failing which they will be prosecuted under the copyright law. Faine says.

Bancroft Film at Rivoli

George Bancroft in "Ladies Love Brutes" follows "The Vagabond King" at the Rivoli tomorrow. Lilian Gish's "One Romantic Night" originally was scheduled as the next Rivoli attraction.

Columbia to Hold Three Regional Sales Meetings

Three regional sales meetings will be held by Columbia this year with the first to take place in New York at the Park Central on June 2 and 3. This confab will be followed by one in Chicago with the last set for Hollywood.

TEN YEARS AGO TO-DAY

"Big Four" members due in New York in a month to hold meeting for election of president. Pickford-Fairbanks bought for Pickford.

REPORTED B. S. Moss sells theaters to prominent vaudeville interests.

Emid Bennett and Fred Niblo to leave Thomas H. Ince and form two distinct producing units.

WARNER BROS. EXPAND INTO THE RADI0 FIELD

(Continued from Page 1) as president of National Radio Clearinghouse, which has at its service the important stations in the U.S., several in Canada and one in Holland.

Ask The Man Who Plays Them

We Want More!

SCREEN SNAPSHOTS No. 4 (One reel Columbia.) Everyone liked this. Recording fine and natural. We want more of these. Sun., yes. Film, good. — A. C. Russell, Iris Columbus, Ohio, N. D.

A Knockout!

SKELETON DANCE, 1.—A knockout. Try these "Silly Symphonies." (A. F. Botaford, Royal Theatre, Amersworth, N.Eb.)

They Get a Kick

KRAZY KAT COMEDIES, 1. — "Canned Music." Our patrons get quite a kick out of these sound cartoons. Reading on disc good, Parkside theatre, Canarsie, 12.

Darn Good Short

MY WIFE, 1.—Darn good short. Good reel. Plenty laughs on this one. A song helps out in this one. (J. B. Glaser, Orpheum Theatre, Grenora, N. D.)

We Are Sitting Jake

SKELETON DANCE—This is the first of the "Silly Symphonies" and the rest are as good we are saying. Little thing only about 500 feet hard laughs than any two reel comedy we saw. Sure good and the sound perfect. (C. A. Spanbourgh, Twilight theatre, Cumb. Kan.

Best Short Yet

IN DUTCH, 1.—The best little yet. All done in color with some quaint settings and music. Record is disc excellent. (E. E. Mosher, Orpheum theatre, Rockford, 1a.)

THE LOVE KISS

A Cleverly Sophisticated Ultra Modern Love Story

7 Reels of Sparkling Dialogue.

A Chester Beecroft Production

NOW READY

for release by Celebrity Production

723 7th Ave. N.Y.C.
Hollywood Happenings

Coast Wire Service

Fitzmaurice to Direct
Evelyn Laye's First Film

George Fitzmaurice has been engaged by Samuel Goldwyn to direct Evelyn Laye in her first talking picture, based on a story by Louis B. C. Bremfield and Sidney Howard. The film gets under way about the beginning of July.

Fairbanks May Borrow
Eisenstein for U. A. Film

Although Jesse L. Lasky has signed S. M. Eisenstein and brought him to this country to direct for Paramount, the Russian director may be borrowed later by Douglas Fairbanks for his production on the 1930-31 schedule of United Artists, according to an announcement from this organization.

Novelties in Technicolor
Are Planned by Tiffany

Three novel subjects in Technicolor, followed later by several series of shorts, are planned by Tiffany with the signing of Sig Neufeld by Phil Goldstone to head the short subject department. Work on the color novelties begins at once.

Stanwyck in Evangelist Role

Barbara Stanwyck will play the evangelist in the film transcription of "Bless You, Sister," which is to be called "The Miracle Woman." Carey Wilson is adapting.

Colbert, Foster Plan World Trip

Claudette Colbert is leaving on a world tour on May 20 with her husband, Norman Foster. They will do their traveling aboard a freighter.

New Name for Talmadge Film


Elise Ferguson in "Scarlet Pages"

"Scarlet Pages," the Samuel Shiman- John B. Hymer play which First National is filming, has a cast headed by Elise Ferguson, Marion Nixon and Grant Withers. Miss Ferguson has the same role she played on the stage. Walter Anthony and Maude Fulton have done the adaptation and dialogue.

Added to "Rain or Shine" Cast

Alan Roscoe and Adolph Miller are the latest additions to the cast of "Rain or Shine," which Frank Capra is directing for Columbia.

Hollywood

Jacques Cartier, who sprang into attention with his dance atop a huge drum at the opening of "The Rhapsody in Blue," in "The King of Jazz," has been signed as the leading dancer for "Whooppee." He spent two weeks in New Mexico, studying Indian dances in preparation for his new role.

Our Passing Show: Joe Schenck, Paul Block and Col. Knox vacationing at the William R. Hearst ranch at San Simeon, Cal.; Murray Feild and Lew Schreiber visiting the United Artists studio on business; Alex Trambitas motoring.

Nate Stein is busy, signing talent for the benefit entertainment to be given by the Second Division at the Hollywood Legion club May 26. Al Jolson, Eddie Cantor, Mrs. Mildred Harris Chaplin, Frank Fay, William Haines and Polly Moran are among those who will appear. Eddie Schaefer heads the arrangements committee.

Nate, who is mascot of the Second Division, was brought to this country by the soldier boys. He was 14 years old at the time.

Benny Rubin, the comedian, and his brother, Eddie, an agent, will soon be entertaining their mother, Mrs. B. Rubin of Boston, who will be making her initial trip to the Coast. She will be accompanied by her son, Dave, who will remain in Hollywood.

By the way, Mrs. Rubin will get her initial glimpse of little granddaughter, Lila, who is the daughter of the comedian.

Solly Baiano, Wells Root, Martin Cornia, Oliver H. P. Garrett and Mrs. Gregory LaCava were among the members of the film colony, who participated in the annual tournament of the Los Angeles Tennis Club.

Phillips Holmes in "Grumpy"

Paramount has chosen Phillips Holmes for an important role in "Grumpy," starring Cyril Maude.

"High Life" All in Color

"High Life," which First National is making from the Rex Beach-Paul Armstrong play with Joe E. Brown in his first starring role, will be completely in Technicolor.

May Co-Star Kohler, Rennie

Fred Kohler and James Rennie may be co-starred in a picture by First National.

MASCOT PICTURES CORPORATION

announces

the production and distribution
of

FOUR TALKING SERIALS

for the 1930-31 Season

First Release August 20th, 1930

Further detailed announcement later

MASCOT PICTURES CORP.
Nat Levine, Pres.
1650 Broadway
New York City

Cable address LEVPIC
Russian Director Views Sound Technique

Sound is a two-edged invention. Probably its exploitation will follow the line of least resistance, i.e., that of satisfying mere curiosity. Here comes, first of all, the commercial exploitation of staple goods, and so we have the talking film. There are such films in which the sounds are produced in a natural way, the sound exactly coincides with the movement in the film and creates a certain illusion of talking persons, falling objects, etc. In the first method of sensational surprise this will not hurt the development of the film art. But it will be awful when the second stage of development has been attained, when the first surprises of the new possibilities will have become faded and in their place will have arrived an epoch of automatic exploitation of highly cultural dramas and photographic performances of a theatrical nature.

—S. M. Eisenstein

Screen Comedians Out Of His Element

Buster Keaton, trying to imitate a standard musical comedy clown, is no longer Buster Keaton and no longer funny. It is in the field of comedy that the motion picture has reached its highest peaks of artistry and also of individuality. Indeed, the greatest excuse for its existence has always been the "chase." No one of the greatest humorists or clowns of the printed page or the stage has ever been so gloriously funny as Charlie Chaplin, Harold Lloyd or Buster Keaton, when viewed in the act of escaping from justice. Why, then, should a member of this mighty trio consider it necessary to wear musical comedy makeup and costumes and sing silly songs for the getting of a laugh?

—Robert E. Sherwood

ALONG THE RIALTO

with Phil M. Daly

A SURE SIGN of a successful show is the invasion of the ticket speculators.......the pests became so abnoxious at the Central trying to chisel in on the clean-up for "All Quiet on the Western Front," that an ex-policeman who knows 'em all has been engaged to run the goon squads into the boosong...when all the jail cells were filled, one spec through force of habit tried to sneak out to the sidewalk to take advantage of the cell-out.

ETHEL BARRYMORE at last succumbs to the screen......she appears in an interview at the Embassy Newsreel theater........and opines that G. B. Shaw's ballyhoo for the talkies is because he's sold some of his plays for a million bucks........well, you could hardly expect him to cry over it.......A new diversion has started, with one press agent contradicting another........Warren Nolan sez Lillian Gish's "One Romantic Night" will follow "The Vagabond King" at the Rivoli........Ralph Stitt sez George Bancroft will follow in "Ladies Love Brutes"........now if these two p.a.'s can work the gag up into a national controversy like Prohibition, what a publicity stunt that would be......

NICK SCHENCK threw a party last night at his Palisades Amusement Park.......all the Capitol theater gang were invited.......and the barkef in front of the fancy show forgot his chatter-line when the Chester Hale Girls lined up in front of him.......The National M. P. League sponsored a Patriotic Peace Ball at the Mayflower, Washington, Monday night, with the U. S. Flag Association, of which President Hoover is head, and not George M. Cohan.......Now comes "Box O' Candy" week, plugging a Fanchon & Marco show of the same name, launched by Mayor Harry Clark of San Diego, with the National Confectioners' Ass'n in back of it.......a "sweet" tie-up, as Bert Adler truly states......

JACK LEVEL, basking in the rays of Pathe "Sun" as ye editor, ups and sez: "The Pathe Jersey City baseball team won its game from the Mutual Laundry......."Scoop" Ronan reports the Mutuals were all washed up........Sol Lesser of the Eighth Floor lost his front "gold" tooth he used to brag about, but he's still insisting there's gold in them thar mountings.......Frank Vagino is sporting an ice cream suit and so does the suit.......a gent named Schorr got a new safe cabinet, wrote the combination on a piece of paper and locked it in the safe.......is he schorr it is safe there?.......Tom North wants to know how some stories from managers' secretaries about the managers would get over if these secretaries open up, some managers will close up like a busted tent show......

JESSE LASKY, arriving on the Europa, comments: "The greatest thrill of the entire trip—getting back.".......Billy Lockwood, of the Roxy orchestra, had two songs—count 'em, TWO—sung over WAB last week, and Roxy will personally broadcast another next Monday.......Jimmy Bradford, of Affiliated Sound Recordings, lost his new Panama on the roof watching the airplane show.......he rushes down to the street on the elevator, and doggone if he didn't arrive on the sidewalk just in time to catch the bottem coming down.......fine elevator service in that building......

JIMMY STARR ups and sez: "Paramount has a director named Snider, and with a name like that he should be a supervisor".......or a sneric writer.......Stephen Kelen has moved his booking office to 1430 Broadway.......De Sylva, De Sylva, and Henderson have a new song called "Go Ask Hannah......."great idea here for a song cycle.......Fr instance, "Ask Hannah What?" "Hannah Dunt Ewwer," "Why Should Hannah Answer?" "Hannah, Spelt Backwards Spells Hannah," "Has Hannah One Here Seen Hannah?"........

HOLLYWOOD STUDIOS, formerly denf ind-dumb asylum, are now eye-and-ear informants...

EXPLOITETTES

A Clearing House for Tabloid Exploitation Ideas

50,000 Posters
Boost "Spring Is Here"

TWO weeks in advance 50,000 octagonal suns, with "Spring Is Here" in the smiling mouth, were plastered all over Newark, N. J. These posters hit one wherever one turned. The town woke up one morning to find out that "Spring Was Here" and everyone wondered what it was all about. Ten thousand of these suns were inserted in packages going out of the Imperial Laundry.

—First National

Special Invitations
For a Preview

ARRANGED for a special invitational showing of "Hallelujah" at the Castle, Chicago, to the members of society and stage celebrities on the night previous to the opening. Special artsy invitations were gotten up and delivered to each person by special messenger. This preview was attended by the elite of society and stage. Had newspaper photographers there to get some material of news value. Also arranged with Hearst Metrotone Newsreel representative for the placing of lights, camera and sound truck outside theater, giving the effect necessary for the audience that attended.

MANY HAPPY RETURNS

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

May 14

Billie Dove
Hester V. Browning
Perce Knighton
Maude Fulton
ANNOUNCING

THE 1930 FILM DAILY

[ELEVENTH EDITION]

DIRECTORS' ANNUAL

AND

PRODUCTION GUIDE

OUT LATE IN JUNE

Unique In Style
Comprehensive In Coverage
Unusual In Presentation

Completely Covering Production With Usual Film Daily Completeness and Accuracy
Liberty Magazine again singles out a United Artists winner for the highest rating possible—FOUR STARS! "One Romantic Night" is the type of entertainment showmen dream about. A wonderful story, a top-notch cast and perfect production make it a blue chip picture from every standpoint. Liberty Magazine says it's "a lovely romantic picture...entirely delightful."

And it brings to the talking screen the voice of Lillian Gish. As a speaking star she stands at the top of the list. As the leading player in Jed Harris's sensational Broadway stage success, "Uncle Vanya", she has won unstinted praise everywhere. Read the critics' raves below.

Lillian Gish Takes New York Stage by Storm

Lillian Gish is perfect, a rare and charming personality.—Daily News.

Lillian Gish is a strong, earthy actress—a delightful eye-catcher.—Hearst's Magazine.

In many ways she is like Duse. In a single night Lillian Gish has made herself the number one actress on the stage.—Theatre Magazine.

Miss Gish returns triumphantly to the talking screen. Her performance has led the critics to declare her the greatest actress on the New York stage.
Northwest Sizzling With Sunday Show Elections

COMERFORD FORCES LICK DAYLIGHT SAVING

Supreme Court Rules Against Attaching Negative

Production Menu
—Looks delightfully appetizing
—By JACK ALICOATE

OMETHING IN the neighborhood of $200,000,000 will be spent by Hollywood studio chefs and their Eastern correspondents during the coming year in daintily preparing the utmost in amusement food and then garnishing it with the very latest in modern and appetizing surroundings for serving to an entertainment loving world. This is quite some frogs neither added by pencil or adding machine. It means for one thing that the producers themselves think other well of the talking picture and its prospects and intend to serve Mr. Customer and his family the best and costliest material that can be gathered from the four corners of the earth as its amusement menu for the next 12 months. ** Wonder what has happened to the old fashioned fellow who used to tell us this business was still in its infancy?


WINFIELD R. SHEEHAN
NOW A BANK DIRECTOR

May Attach Receipts But Not Film When Superior Rights Exist

An important court decision affecting the film industry has just been made by Justice Frankenthaler of the New York Supreme Court in ruling that when superior rights exist in the case, a negative is not attachable, although the profits may

(Continued on Page 8)

In the Navy Now

Washington—With numerous Army posts already equipped or about to be supplied with talker apparatus, President Hoover now has asked Congress for a $332,000 appropriation to provide sound equipment for the Navy.

Sunday Show Votes in N. W.
Mostly Favoring Exhibitors

Winfield R. Sheehan has been elected a director of the Harriman National Bank and Trust Company, it is announced by the financial institution. Sheehan left a few days ago for Movietone City.

Minneapolis—A concerted attack on blue laws is being made throughout the Northwest with dozens of towns voting on the Sunday show question and a favorable result being achieved in most cases. Towns recently voting in favor of the issue are Kingsted, Ia., Lenox, Ia., West Concord, Minn., Britton, S. D., Orchard, Neb., Ord, Neb. and Montezuma, Ia.

Anthracite Valley Stays on Standard Time—to Continue Battle

Scranton, Pa.—Headed by M. E. Comerford, president of the Comerford-Publix Corporation, and with the aid of M. J. O'Toole, secretary of the M.P.T.O.A., theatrical and other interests opposed to daylight saving time won a sweeping victory throughout the northern anthracite valley when the advisory commission appointed by Mayor Fred K. Derby to consider the proposition (Continued on Page 8)

PUBLIX REPORTED AFTER GOLDSTEIN BROS. CHAIN

Springfield, Mass. — Negotiations are reported under way for the acquisition of the Goldstein Bros. circuit by Publix. There are about 20 houses in the chain, all located in this state.

'Frisco Houses Resuming Battle with Musicians

West Coast Bureau, THE FILM DAILY
San Francisco—Resumption of the legal war between local theater interests and the musicians' union is expected to get under way shortly, according to Nat Schmulowitz, representing Nasser Bros. and other theater men. The dispute, which has a national bearing, involves alleged violation of a two-year contract when the theaters replaced the musicians with mechanical music. The Superior Court recently ruled against the union, which then went to a higher court and won a decision, and a petition for rehearing of the appeal court's ruling has been filed by the theater interests.

40 for 'All Quiet'

Approximately 40 special all-around-money-openings on "All Quiet on the Western Front" are planned by Universal at $2 and $1.50 tops.

OL II, No. 39

Thursday, May 15, 1930

Price 5 Cents
Production Menu
—looks delightfully appetizing
(Continued from Page 1)

is to operate a theater, set up an exhibitor organization, or go back to work.

Sartorial Note and Advice

That incorrigible Mr. Weil of the Universal Film Exchange, after a bit of travel, sends us through the mail a new necktie. Listen. "This is a 'King of Jazz' necktie," says he of the silver tongue. This one was developed by a leading manufacturer, the background design being symbolical of the picture. The color even ties in. It is "Rhapsody Blue." If Paramount, Metro, United Artists, Fox, etc., etc., will only send along a suit, hat, spats and cane to match the picture, some of our chronic ennui against press agents will be at least temporarily forgiven.

** Beware of those things you get for nothing. A gentleman once gave us a pony for our kids and we almost went through insolvency feeding the darn thing.

Pathé Now Plans to Hold Four Regional Confabs

Sales convention plans of Pathé have been revised so that four regional-meetings will be held instead of three. The eastern confab will be held in the new Chanin Bldg., New York, May 19 and 20; mid-western sales division meet at the Blackstone Hotel, Chicago, May 21 and 22; central and southern at the Corazon Hotel, St. Louis, May 23 and 24, and western division at the Palace Hotel, San Francisco, May 28 and 29. Phil Reisman, J. Alloon and Ed. Ballantine will attend all meetings.

Three Exchange Men Promoted By Universal

Three promotions in the ranks of Universal exchange men were announced yesterday. Charles Gregory has been made manager of the Kansas City office, H. J. Chapman goes from Sioux Falls to the managership of the Des Moines branch, and J. C. Folsom has been elevated to manager in Sioux Falls.

Western Electric Wins in Tri-Ergon Decision

Viewmen cannot rule Western Electric in nullifying the Tri-Ergon Austrian patent dealing with sound pictures in which incidental music or other sounds not present in the taking of the picture are recorded on the films for reproduction, according to cable dispatches received by the company in New York.

Eight Feature Talkers Planned by Majestic

Eight talking feature films have been set for production by Majestic Pictures, of which Harry Sherman is president and J. D. Trop vice-president. The first picture, all of which are to be made at the Teco Studios in Hollywood, will be "Poison," by Abraham Schomer. This will be followed by "The Divorce Question" by William Anthony McIntyre, "The Sailor's Bride" by C. Gardner Sullivan, "The Trap" by Norman Springer, "The Price Mark" by John Ritchie and John Lynch, "Sentimental Satan" by Abraham Schomer, and "The Comebacker" by L. DeWitt Ross.

Pizor Starts Producing Two-Reel Overture Films

Imperial Distributing Corp., of which William Pizor is president, has started on the production of a series of two-reel overtures in the East. The first is titled "Poe and Peasant." In about a month Imperial will begin work on a series of two-reel dramatic playlets.

Continental Accessories Plans Three More Offices

Chicago—With the dedication of the new Warner edifice to tenant all subsidiary companies, Continental Theater Accessories will soon open a branch in the new building. Plans are also understood under way for opening offices at St. Louis and Pittsburgh. Harry M. Warner and officials of the company were here to attend the ceremonies.

COMING & GOING

AL Lichtenstein left yesterday for the Coast on a business trip. He is due back June 1 with Joseph M. Sebree.

ONA Munson is Hollywood bound to appear in another picture for Warners.

AL Rogell, together with Rudolph Pons, a vice-president of Rogell Productions, and Abe Meyer, vice-president, supervises leave today for Los Angeles.

Harry Sherman is en route to Hollywood to supervise the first production of his Majestic Pictures.
A RESOUNDING HIT IN ANY SEASON; ESPECIALLY WELCOME RIGHT NOW!

“A TRIUMPH! Nancy Carroll is becoming the finest actress on the screen.”
(N. Y. Mirror)

“MOST PUNGENT OF ITS KIND SINCE ‘THE TRESPASSER.’ Carroll better than she has ever been. A superior talkie.”
(N. Y. Sun)

“ONE OF THOSE RARE AND INFREQUENT TALKIES. Carroll superb.”
(N. Y. Herald-Tribune)

“TALKING PICTURES AT THEIR BEST. You enjoy every minute.” (N. Y. World)

“CARROLL COMES INTO HER OWN.”
(N. Y. Telegram)

“A BOX OFFICE HIT FAR ABOVE THE AVERAGE.”
(N. Y. Graphic)

“GOULDING’S DIRECTION ACE HIGH.”
(N. Y. News)

NANCY CARROLL
“THE DEVIL’S HOLIDAY”

With Phillips Holmes, James Kirkwood, Hobart Bosworth, Ned Sparks, Paul Lukas, ZaSu Pitts, Morton Downey, others.

LIKE THE START OF A NEW SEASON! 18 surefire box office record-breakers between now and August! “THE DEVIL’S HOLIDAY,” “PARAMOUNT ON PARADE,” MAURICE CHEVALIER in “The Big Pond,” “THE TEXAN” (bigger than “Virginian”); with Gary Cooper, “RETURN of Dr. FU MANCHU,” “YOUNG MAN OF MANHATTAN” (America’s best selling novel); CLARA BOW in “True to the Navy” and “Love Among the Millionaires”


The Cream of the New Show World Right Now! PARAMOUNT

Written and directed by EDMUND GOULDING

“Greatest all-around craftsman in Hollywood” (N. Y. Evening World) Producer of “The Trespasser.”
"MAURICE
CHEVALIER CALLING!"

"Hello, Mr. Exhibitor. I want to thank you veree much for the nice way you have received my first two American pictures—'INNOCENTS OF PAREE' and 'THE LOVE PARADE.' I hope that they made a great deal of moncey for you. Yes. Now I have a picturr which I know you will like even more—'THE BEEG POND.' I will tell you why: In the first place, the storee of 'THE BEEG POND' takes place almost entirelee in America. It is a moderrn, up-to-date storee. The people in it are all—what you know—veree regularr. I have the role of a beeg American beezness man. Also I make love to a veree charrrming American girrl—Mees Claudette Colberrt. Eemagine—being paid to make love to her! You saw her in 'The Lady Lies' and 'Young Man of Manhattan'—you see what I mean. Yes, I sing some songs. You have probably heard them alreadee on the radio—'You Brought a New Kind of Love' and 'Loving in the Moonlight'. Verree popular songs. 'THE BEEG POND' is a bright, funnee, fast moving romance. I am surre that your people will enjoy it. It is doing a nice beezness where it is playing. I hope that you will call up Mr. PARAMOUNT and ask him for 'THE BEEG POND'. Thank you veree much."
**Timely Topics**

*A Digest of Current Opinion*

Concerning Technique of John Murray Anderson

UNIVERSAL gives its answer to criticisms of John Murray Anderson's methods of film production by signing the gentleman for a term of years, the contract calling for two special pictures a year. The first two will be made this year. Several film reviewers were of the opinion that Anderson adhered too closely to stage tenets in producing Paul Whiteman's "King of Jazz." There isn't a doubt that the former producer of "The Greenwich Village Follies" did follow along established lines, but he really showed enough in this picture to prompt Universal to retain his services. He should do a lot better in his next effort, now that he knows something of the difference between stage and screen.

George Gerhardt in "Evening World"

* * *

**Pictures Have Their Own Standards**

Don't be whining about the pictures you see and try to force them to your standards, or it can't be done. They have their own excellent standard and must stick to it or be lost in a maze of censorship or something. If you want different pictures, you'll just have to have them made to order specially, or something like that. From now on pictures are to be pictures per se and you'll just have to take em or leave 'em. That's all.

Waterville (Me.) "Sentinel"

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**ALONG THE RIALTO**

with Phil M. Daly

AT LAST they have invented a moving picture sideline, being nothing less than animated photos. Al Woods, reputed to be a theatrical producer, got peevd after three flops this season, and went out and grabbed this invention called Movie-o-U... three photographs can be taken on the same negative, one on top of the other, and by jigging the photo in your hand it becomes a movie.... Mister Woods thinks it would be nice if every theater lobby installed his machine and allowed the patrons to make movie tests of themselves... and there are a lotta Hollywood stars who would also like to direct their own movies.

* * *

JOE WEIL is passing out musical neckties as a plug for "King of Jazz"... they put the neckin' on a jazz basis... A press representative, about to introduce an unknown screen actor to a director, sez: "This bird is a ringer for Valentino, and if he was a dame he'd give Ethel Barrymore a run"... what you might call a strong build-up for a knock-down... "Bride of the Regiment" will open May 21 at the Hollywood, following "Hold Everything," for an indefinite run... "Cheer Up, Good Times Are Coming".... this is not the slogan of the independent producers, but a new song of the Robbins Music Co.

* * *

A BUNCH of orchestra leaders have designated the current week as "George Pantadosi Week," in honor of their confrere.... now somebody should start a movement to keep one year open as a Relax Week to recover from the strain of remembering what all the other weeks are about.... I. Silverman and Charlie Warby of Warners' real estate department are looking over prospects in the three big C's--Chi, Cleveland and Cincinnati.

* * *

DON PRINCE is now in charge of publicity for the Palace, the E. F. Albee and the 81st Street theaters.... a princely job for a prince of a feller..... Jack Rieger of Meyer-Rieger Lab is feeling great these days, with the minus recovered from a very serious illness.... We mentioned last week that Hymie Silverman, the projection-room talkie expert, was considering going silent..... as Hymie is still hesitating, the boys at 279 Seventh Ave. want him to take a definite stand for or against talkies..... whaddja say, kid?

* * *

AL ROGELL leaves for Conversationville today to produce for Tiffany..... he came east a director, and goes back a producer.... it MUST be the New York climate (Hollywood papers please copy)..... Mike O'Toole and M. E. Comerford are entitled to a big salami for their splendid work in securing thumbs down on daylight saving in the Scranton territory..... Charlie Goetz of States Cinema is back from his mid-west trip..... Police Commish Whalen is going after Jay-walkers..... betcha we know one J. Walker he will sidestep on this..... A Broadway hoover who finds his sweetie's love has grown cold thinks she has installed a Carrier cooling system.

* * *

OPEN SEASON is in full swing for those select afternoon lads...... yesterday saw two pips, with Paramount throwing one for Serge Eisenstein at the Savoy-Plaza, and First Nash the other for Sidney Blackmer at his swanky 75th St. digs. ....... And not overlooking that Universal Barn Dance with all the hicks and hickstretes at the main office last night. Eddie Quillian sez he knows a star who is so swell-headed they have to use a wide-screen for her close-ups....... and there's another one so sold on himself that they first record his voice on the phonograph, fan to take the hot air out.... Dorothy Kruger has been signed by Samuel Goldwyn for the Indian princess in "Whoopee"..... bet she'll make Eddie canter some..... Gina Malo will succeed Lily Damita in "Sons O' Guns."....

* * *

A LOT of the auto's up-keep can be charged to the pick-up.

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**EXPLOITETTES**

*A Clearing House for Tabloid Exploitation Ideas*

Interest Children With Stamp Collection

RAY FELKER, manager of the State, Omaha, has devised a plan whereby the young people can help in starting a stamp collection of their own. Stamp collecting has revived all over the world in the past five years. Youngsters attending matinee performances at the State will receive free a package of genuine cancelled foreign stamps. In addition illustrated stamp albums will be given away every Saturday.

--Michigan "Film Review"

* * *

Old-Time Coach for Ballyhoo

REGINALD SMITH, managing director of P. D. C. Ltd., conducted a corking good publicity campaign for "Grand Parade" at the Capitol Haymarket for its British premiere. One of the outstanding features of the campaign was an old-time coach drawn by six horses, carrying a ten piece orchestra playing the hit songs from "The Grand Parade." This coach was driven all around London town.

--Pathe

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**A FILM FACT A DAY**

3,003 pictures totaling 2,255,750 meters were censored in the Netherlands during 1929. 18 of these were rejected.
The eyes of world show business are focused like a flashlight upon the Radio Titan today.

Amos 'n' Andy, unmatched attractions since the world began, march in the vanguard of the Pageant of the Titans.

Other attraction marvels are shortly to be announced.

A miracle of progress was wrought by Radio in its sweep to the crest in 1929-1930...the like of which has never been known. But even greater accomplishments loom beyond as the start of the new season approaches.
Majestic symbol of super-showmanship, the Radio Titan looms today above the seething arena of the modern show world.

Radio's inspired man-power is marching on Hollywood to write an astounding new chapter of show history.

The annual Titan sales convention begins May 19th... a red letter day in a red letter year!

From this historic conclave a new and mightier Pageant of the Titans will burst into glamorous life... will carry on the gallant traditions of Radio progress and Radio showmanship... will plant the banner of Radio Pictures once and forever in the forefront of show enterprise the world over!
**Hollywood Happenings**

**Coast Wire Service**

**Hunter To Play Lead in O'Neill's "Straw"**

Glenn Hunter has been selected by James Cruze to play the lead in the talker version of "The Straw," famous play by Eugene O'Neill, to be produced for Sono Art-World Wide.

**Duncan Sisters to Make Series of Pathe Comedies**

Vivian and Rosetta Duncan have been placed under contract by Pathe to appear in a series of comedies.

**Lewis Ayres Borrowed From "U"**

Lewis Ayres, of "All Quiet on the Western Front" and recently borrowed by Warners for one picture, also will be loaned to Fox for "Common Clay," after which he will start work on "Saint Johnson" for Universal, who have him under a five year contract.

**John Ford's Next**

John Ford has been assigned by Fox to direct a love drama with a background of prison life, titled "Up the River," by Maurine Watkins.

**Cawthorn in "Babes in Toyland"**

RKO has selected Joseph Cawthorn for an important role in "Babes in Toyland."

**"Man Crazy" Now "My Sugar"**

First National has changed the title of "Man Crazy," starring Alice White, to "My Sugar."

**Lloyd Completes "Feet First"**

Cast of Harold Lloyd's "Feet First" has been completed with the signing of Alce Francis and Arthur Houseman for important parts in the production. Barbara Kent, Robert McWade, Lilianne Leighton and Henry Hall are also in the cast.

**Regis Toomey with Gary Cooper**

Regis Toomey has been added to the cast of Gary Cooper's new starring picture for Paramount. The film will be directed by Rowland V. Lee, with June Collyer playing opposite Cooper.

**Mitzie Green to Support Clara Bow**

Mitzie Green has been cast by Paramount as Clara Bow's sister in "Love Among the Millionaires."

**Lester Cohen Joins Columbia**

AdDED to the Columbia staff of writers is Lester Cohen who will adapt and make continuities. He was last with Paramount.

**Buchanan in Wodehouse Original**

Screen debut of Jack Buchanan will be in an original by P. G. Wodehouse, who is now busy on the M-G-M lot.

**Comerford For Us Lick Daylight Saving Time**

(Continued from Page 1)

Comerford has decided unanimously to adhere to standard time. As a result of the successful action here, it is proposed to carry on the work to abolish daylight saving entirely in this state by next year.

Among those petitioning for daylight saving were the Rotary, Kiwanis, Lions and other civic clubs; the Chamber of Commerce, Cuningham House, individual bankers, railroad officials, Merchants' Ass'n, members of the Automobile Ass'n and various sporting clubs.

**Supreme Court Rules Against Seizing Negative**

(Continued from Page 1)

Supreme Court has decided in favor of Sono Art-World Wide, First Division and W. & F. Films Service, Ltd., granting these petitioners a motion to vacate a levy on a negative of "Great Galleys," secured by Good Amusement Co. in an action against James Cruze, Inc., makers of the picture.

**Take New Steps to Oust Chamberlin Receiver**

Shamokin—New steps to remove S. L. Gribbon as receiver for the Chamberlin Amusement Co. have been taken in the courts here by direction of the company on the grounds that the assets of the theater circuit are being dissipated.

The petition asserts that Gribbion is unfamiliar with the management of theaters and that unless he is removed the corporate assets and franchises cannot be saved. The petition further asks the Court to return state L. J. Chamberlin, former president of the company, as manager.

The Court deferred action on the petition.

**New Contract for Jean Arthur**

Jean Arthur has been signed to a new contract by Paramount.

**Texas-Arkansas-Oklahoma tour to be held by house.**

And product of from First National Causes break with Huley.
The Mirror
—a column of comment

THE SALES convention season is string along the 1930-31 highway when all entrants geared for perhaps the hottest race in film history. Naturally, box office product will be the principal factor in determining the popularity of each brand. But, additional salesman will count as usual before. During the new selling season it seems likely that the hold of salesman will pass in the discard. With competition at the present high altitude, a salesman will have to be more than an ordinary peddler of film. His knowledge will have to extend beyond the product he is handling and the mechanics of closing a contract. Salesmanship of the 1930-31 will require thorough familiarity with conditions prevalent in the industry. With this new order of business promised, there is no reason to know why the coming season should not be just about the highest ever.

BRADWAY is proudly displaying a double of Hollywood-made products of intelligentsia appetites. Mean-while "All Quiet on the Western Front" and "Journey's End" such entertainment ought to satisfy the vast of that group of individuals that condemn the monopoly of present presentations. Seems like the two are about as far remote as Hokum is from California.

SECOND legal bureau is being urged to furnish advice and protection contracts disputes. It has the seeds of a splendid idea. No doubt it will serve to clarify numerous questions which at the moment are stirring relations between ex- ploited and distributors.

New Working Regulations Approved by Coast Producers
West Coast Bureau, THE FILM DAILY

Hollywood — Contract extras receiving less than $65 a week are to receive additional pay for overtime after eight hours under a revision of working rules approved by the producers.

Other new rules include a provision for rest periods between calls, payment for interviews and wardrobe fittings, payment during travel and provision for hot meals on sets. The revised rules stipulate that no
(Continued on Page 9)

PROJECTION COUNCIL PLANS ORGANIZATION IN ENGLAND

London (By Cable) — Organization of the Projection Advisory Council's activities in Great Britain are to be undertaken upon the arrival of Lawrence Jones, secretary of the Council, who is due here in a few days from New York.

$6 Dividend for Loew Predicted in Wall St.

Reports are making the rounds in Wall St. that an increase in the Loew dividend from $3 to $6 is a likelihood in view of the high earnings of the
(Continued on Page 9)

Exhibs Showing Keen Interest in Wide Screen Development
De Forest Test Case Coming Up on Monday

Wilmington, Del. — Test cast of General Talking Pictures against the Stanley Co., charging infringement upon De Forest patents, is scheduled for hearing Monday. Success of the petitioner will revolutionize the reproduction setup of the industry.

Needs Diagnosing

Neenah, Wis.—Although this town has a population of 9,000, the Embassy, sole theater here, has cut its operation to Saturdays and Sundays only on account of poor business.

60 SHORTS SCHEDULED BY M-G-M FOR 1930-31

Increasing its short subject output by 25 per cent over last season, M-G-M announces a production schedule of 60 comedies, novelties and other shorts, in addition to 104 issues of the Hearst Metronome News, for 1930-31. Chief among the group additions to the short feature program for next season are twelve Bur-
(Continued on Page 9)

United Chain in Canada Now Controls 21 Houses

Montreal—With the acquisition of a new theater site at Rachel and Berri Sts., in addition to the two houses recently opened here, United Amusments now controls 21 theaters in the Dominion with a total seating capacity of 22,245. The circuit is next in size to Famous Players Canadian.

Amusements Gain 86 P. C. in Net While Other Companies Lose

Amusement business has jumped to the head of the list of so-called "depression-proof" industries as a result of first quarter 1930 earnings reports showing an aggregate increase of 86.4 per cent by six major film and theater companies, compared with a decrease of 18.6 per cent reported by 36 industrial corporations, according to data compiled by Standard Statistics Co. The reports of 30 companies showed a drop of 34 per cent, 21 utilities had a decrease of 4 per cent, and 25 industrial organizations earned 21.1 per cent less than in the corresponding quarter of 1929, while the amusement company earnings had an amazing advance.

PARAMOUNT EASTERN MEET STARTS IN ATLANTIC CITY

Atlantic City—Paramount Public Eastern sales convention today starts off on the first lap of its three-day session at the Ambassador. More than 300 members of the Eastern di- vision of the sales force, production, finance and home office employees are attending. A majority of the
(Continued on Page 12)

Theaters Must Install Extra Lighting System
Rockville Center, L. I.—Under a new ordinance which the Village Board has instructed its corporation counsel to draw up, all theaters here will have to be equipped with auxiliary lighting systems.

Another Rogers
West Coast Bureau, THE FILM DAILY

Hollywood — A younger brother of Charles "Buddy" Rogers, with the odd name of Bh Rogers, has been signed by Paramount following a screen test.
LEHMAN, BLAIR, KENNEDY TAKE UP RKO SHARES

Options held by Lehman Bros., Bancamerica-Blair Corp., and Joseph P. Kennedy, to purchase RKO stock at prices considerably under the present market figure have been exercised, it is revealed in an application for the corporation's registration of an additional 50,000 shares of Class A stock on the New York Stock Exchange. Of this amount, the Lehman and Blair option provided that 25,000 shares might be purchased at $23 and 25,000 at $35.50 up to Nov. 1, 1930, and 25,000 shares at $43 prior to Nov. 1, 1931. A total of 134,000 new RKO shares was approved in the new listing.

JUDGE RULES AGAINST UNFAIR THEATER PICTURES

Second decision in favor of Al Harston, operator of the Regent, 116th St., New York, against Operators' Local 306 has been handed down by Judge Frankenthaler in regard to picketing the house. Harston recently took over the house and employed operators of Empire State M.P. Operators Union, Inc., of Brooklyn. Former owners, Manhattan Play-houses, had been hiring Local 306 men, and when they learned of the change, picketers began appearing with signs that the house didn't use union men. The case went to court and Local 306 was told to change copy. Sandwich men then appeared with signs that the house wasn't affiliated with that particular organization which is a member of the A.F. of L. A second reprimand was handed out by the Judge, who ruled that if picketing must be done, it should be without misrepresentation. All signs were in English and Spanish due to heavy Latin population in district.

Rothafel's New Post

Not Materializing Soon

Reports of a new affiliation for S. Rothafel, expected to make the change in the near future as a result of information given out a few days ago that Major John Zanitz would have supervision of the Roxy among his other duties, has brought a statement from Rothafel to the effect that the talk about his new post is premature, and that he is continuing in sole charge of the Roxy.

Talkers for the Governor

Albany—A panel engineers have completed installing sound equipment in the Governor's mansion.

The Industry's Date Book

May 16-17, 1919 Paramout Eastern merger to hold annual sales meeting Atlantic City.
May 19, N. Y. Exhibitors to tender H. Baskin dinner at Astor Hotel. RKO to have sales prominent at Los Angeles.
Opening of "The Silent Enam" at the Criterion, N. Y.
May 19, 20 Pathe eastern sales meet at Blackstone Hotel, Chicago.
May 21, 22 Regional Pathe sales meet at Coronado Hotel, Chicago.
May 23, 24 Central and southern Pathe sales meet at Coronado Hotel, Chicago.
May 24-25-26 Paramount western meetings will hold annual sales meet at San Francisco.
May 27, 28 Divisional sales conference at Palace Hotel, Chicago.
May 27, Opening of 3-day national convention of Warners and RKO at Ambassador Hotel, Atlantic City.
June 2 Annual election of I.A.T.S.E. M. P. Operators at Los Angeles.
June 2, 3 Columbia eastern sales force for confab at Park Central, N. Y.
June 2-7 International Congress at Brussels.
June 9-9 Theater owners of North and South Carolina, meet at the Green Hotel, Myrtle Beach, S. C.
June 13-17 Film Golf Tournament at Glen Golf and Country Club, Great Neck, L. I.

COMING & GOING

W. E. Forms Asia Unit

Western Electric Co. of Asia, subsidiary of Western Electric Co., has been formed at a capitalization of $50,000, consisting of 500 shares. This unit will manufacture talking picture equipment and market it throughout the eastern continent. Manufacturing subsidiaries are already operating in Japan and China.

AMPA Gives Theater Party

AMPA gave a theater party for the "Plutocrat" at the Vanderbilt last night, which was attended by 200 guests, including directors and their wives and sweethearts.

T. S. Delahanty, of Pathe International, was accompanied by Reginald Smith and Miss E. J. Stevens, both of whom, are leaving the Bremen, due Monday in New York.

RAMON NOVARDO, vacationing in New York the last few days, goes from here to East Lansing, Mich., for a little more work study before returning to the Coast.

The Executor of the Last Will and Testament of JAMES OLIVER CURWOOD will take appropriate action against unauthorized use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY
Fort Street opposite Post Office • Detroit
**Timely Topics**

A Digest of Current Opinion

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**ALONG THE RIALTO**

with Phil M. Daly

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**AFTER WARMING** exhibitors up for 11 years with selling conversation on M-G-M pictures, Ben Roman has now turned very cool toward them. . . . and they like it. . . . for Ben is plugging Kool-Aid and Arizona Nu-Por installations in the New York territory. . . . Ben is thinking of wearing a fur coat all through the summer because talking Cold Atmosphere has got in his blood. . . . And now D. W. Griffith has gone and shot Lincoln all over again. . . . Jesse Lasky will be surprised to learn that he is the husband of Claudette Colbert, and so will Claudette's husband, Norman Forster, for that matter. . . .

**Cinemomole,** the French fan mag, made the faux pas in the caption of a photo of the star on the cover, labeling it "Mme. Jesse L. Lasky". . . . but these French are so used to mariage mixups.

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**FRANK ZIESSE**, business manager of International Photographers of the M. P. Industry, and Walter Strange leave next week to attend Congress of the International Alliance of Theatrical Stage Employees and M. P. Operators. . . . Messrs. McConnell presented the infant son of Aileen St. John Brenon with a cocktail shaker on his birthday. . . . probably for milk punches. . . . Harrison Carroll sez that producers are now converting cast-off sequences from musical pictures into short subjects. . . . they should call 'em refrains—refrained from using 'em in the original picture.

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**R. L. MacNABB**, who has worked in many a Broadway production, is now managing the ritzy Rialto Playhouse at Great Neck. . . . The Duncan Sisters' hobby is dunkin'! . . . Film Guild Cinema has changed its name to Eighth Street Playhouse. . . . Out in Kansas the natives ducked into the cyclone cel-lars when they heard a windstorm approaching—but it was only a supervisor on his way East.

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**BUSINESS** of picking the Ten Best Directors of the year for THE FILM DAILY'S: Directors' Annual is keeping the newspaper reviewers of the country sitting up late these nights. . . . It's tough picking 10 in a season that's produced so many directorial headliners. . . . Rudy Vallee's added poise is no doubt due to his increased avoirdupois. . . . the author of the foregoing pun asked us to edify it without mentioning his name. We give an actor named in the byline on Broadway his toupee fell off, and a kid sez: "Mister, you dropped your hat lining."

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**EXTRA, EXTRA! . . . Sensational Expose of Two Press Agents Contradicting Each Other. . . .** here is the second installment of the dirt dug from the depths of a press agent's soul. . . . Warren Nolan now gives the sassy haw-haw to Ralph Stitt by saying that he (Warren) made the announcement that "One Romantic Night" would follow "The vagabond King" at the Rivoli on authority of A. M. Botsford, for whom this Stitt person works. . . . furthermore Swami Nolan takes another peep in the enchanted crystal and sez that J. C. Wright, manager of the Rivoli, issued the correction that "Ladies Love Brutes" would precede "One Romantic Night" in ADVANCE of this Stitt person's denial. . . . so this Drunken Artist p.a. asks with a supercilious sneeze: "Who is this Ralph Stitt, anyway?" . . . if there is such a person in the audience, will he please stand up.

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**SIDNEY S. LENZ** and Wilbur C. Whitehead, bridge experts, will supervise the bridge party of the National Board of Review at the Pennsylvania hotel Saturday afternoon. . . . over 1,000 reservations have been made, but the sponsors will NOT put their play "Passed by the National Board" on most of their programs. . . . Ben Turpin told Director Joseph Santley that he was 106 years old, and Joe sez: "You must be seeing double."

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**SMILES:** As successful as a blind exchangeperson in a dark projection room searching for a Negro exhibitor who isn't there.

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**EXPLOITETTES**

A Clearing House for Tabloid Exploitation Ideas

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**Airplane Ride**

Offered in Contest

A THIRTY-MINUTE airplane ride in one of the Lake County Airways' crack planes was offered as the prize in a simple contest that Dan Steans staged in his exploitation program of "Young Eagles," which played at the Willoughby, in Willoughby, Ohio. The contest consisted of correctly defining a list of twenty-five words, and mailing this list several days before the opening of the picture. Many of the words in the list were not in dictionaries, as they were new words used in connection with airplanes.

—Associated Publications

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** Issued Keys for Locked Door Stunt **

THE engagement of "The Locked Door" at the Capitol theater, Lawrence, Mass., was featured by a newspaper contest centered around the opening of a locked door by one of thousands of keys given out by various stores participating in the contest. Twenty-nine prizes, donated by as many merchants, who also combined to make two solid pages of cooperative ads revolving around the contest, were awarded winners. In each ad was inserted the line, "Get your key to 'The Locked Door.'" No conditions of any kind qualified the contest, which aroused tremendous popular interest.

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**MANY HAPPY RETURNS**

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

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**May 16**

Bull Montana
Bernard Steele
David Witherton
M-G-M Receives First of Foreign Contingent

Tania Feder, Marcel André and Andre Berley, noted members of the Paris stage, have arrived in Hollywood. They are the first of a group of leading French and German stage and screen players being brought to America by M-G-M to appear in talking films intended for distribution in France and Germany. The trio's first appearance will be in a French version of Molnar's “Olympia.”

Larry Darmour Signs

More Names for Shorts

Larry Darmour has added to the list of well known players who will appear in his comedy shorts by signing Yola d’Avril and Danielle Bollard. The former will appear in “Men Without Skirts,” the latter, in “Broken Wedding Bells.” Previous signees are Karl Dane, George K. Arthur and Louise Fazenda. The first two Dane-Arthur comedies are now in production under the direction of Lewis R. Foster.

Tyler Brooke for Lubitsch Film

Tyler Brooke has been signed by Paramount for Ernst Lubitsch’s new production, “Monte Carlo.”

Fox Signs Brooklyn Girl

Rosalind Cassell, 16-year-old Brooklyn girl, has been signed by Fox. She leaves for Hollywood on May 20. Miss Cassell is a discovery of Gus Edwards.

Kohler, Rennie Get Roles

Fred Kohler and James Rennie will have prominent roles in “Adios,” in which Richard Barthelmess is being starred by First National under the direction of Frank Lloyd. The story has been adapted by Bradley King from the play by Lanier and Virginia Stivers Bartlett.

Ivan Linow for “Just Imagine”

Ivan Linow will play a dual role in Fox’s “Just Imagine,” which David Butler will direct.

It’s Still “Queen of Main St.”

Title of First National’s “Queen of Main Street” has not been altered to “Main Street Princess.”

Dot Farley in Pathe Comedy

Dot Farley has been signed for an important role in “Swell People,” a Pathé Producer comedy which Wallace Fox is directing.

Clarence Muse in “Rain or Shine”

Clarence Muse, the colored actor, has been selected for a role in Columbia’s “Rain or Shine,” starring Joe Cook.

New Names for 2 F. N. Films

The title of “Mlle. Modiste,” the Victor Herbert operetta being filmed by First National, has been changed to “The Toast of the Legion.” The “Devil’s Playground,” starring Billie Dove, has been changed to “The Lady Who Dared.”

A Little from “Lots”

By RALPH WILK

JOE E. BROWN, the comedian, has blossomed forth as the sponsor of the Joe E. Brown Stars, a baseball team which will make a strong bid for the championship of the San Fernando Valley league. Joe was a baseball player for 16 years.

By the way, Buster Keaton and Eddie Sedgwick, his director, are sponsors of the M-G-M Lions, a team playing in the Bay District league. Buster plays second base, while Eddie, who is an old catcher, guides his players from the catcher’s position.

Arthur Carew’s work in “The Man from Main Street” is drawing much attention. It is his initial comedy role on the screen. Carew also appears in “Sweet Kitty Bells,” and will work in “Captain Applejack.”

While directing abroad, Denison Clift met E. Phillips Oppenheim. The novelist induced the Prince of Monaco to allow Clift to use the Prince’s gardens as a location, and at Monte Carlo for exteriors for his picture. It was the first time the Prince had ever granted such permission. Clift is now writing the screen play of Oppenheim’s “The Great Impersonation,” for Paramount.

A roster of foreign stars gradually is being lined up by Paramount, which already has Maurice Chevalier of France, Ernst Bole of Sweden, Marceline Dietrich of Germany, Nina Martini of Italy, and Roberto Rey of Spain.

Bruno Granichstaden, Viennese composer, has arrived in Hollywood under contract to Samuel Goldwyn. Nacio Herb Brown, Granichstaden and Edward Eliscu worked on the music for Evelyn Laye’s operetta, which will be laid in Budapest.

Wallace Smith will write the picture version and dialogue for “The Silver Horde,” Rex Beach’s story, which will be produced by RKO.

“Bad Man” in English, Spanish at One Time

First National is making two versions of “The Bad Man” at the same time, one in English with Walter Huston in the title role, the other in Spanish with Antonio Moreno in the lead. Huston’s supporting cast includes Dorothy Revier, James Niren, O. H. P. Rundgren, Elizabeth Bulkmer. Playing opposite Moreno is Rosita Ballestero. Another in the cost of the Spanish version is Delia Magana.

Bernice Claire Ill

Bernice Claire is suffering from a severe attack of influenza which has temporarily interrupted all studio work on her part. Miss Claire had been engaged in making several new M-G-M pictures, including the screen version of “Top Speed,” which is now practically complete. It is expected that she will return to the First National studio within a fortnight.

Roles for Monica Rico, St. Polis

Monica Rico and John St. Polis have been given featured roles in “Sez You, Sez Me,” which Irving Cummings will direct for Fox.

Start on “Broken Dishes”

“Broken Dishes,” from the stage comedy by Martin Flavin, is now in production at First National. The adaptation and dialogue were written by Francis Edward Faragoh. Merlyn LeRoy is directing. The cast includes Loretta Young, Grant Withers, J. Farrell MacDonald, Emma Dunn, Richard Tucker, Lloyd Nell, Virginia Sale and O. P. Heggie.

Irene Rich Engaged for Fox

Irene Rich has engaged for Fox, for the role of a modiste in “O Your Back,” based on a magazine story by Rita Weiman.

Ready to Shoot “Sweethearts”

Frank Walsh, who was making the stage, is ready to go before the cameras at First National.

George Walsh Helping Raoul

George Walsh is again working with the films—not as an actor but as technical director to his brother, Raoul Walsh, who is megaphoning “The Big Trail” for Fox.

Frank Richardson; Charles Winninger, musical comedy comedian; Geo. You Back, based on the hit of Dave Montgomery, and Robert Buro and John Swor, blackface comedians.

Helen Grace Carlisle, who has complete charge of the adaptation and dialogue writing of “Mothers Cry for First National. The story is being specced closely. The authors solved all his own technical problems and won the approval of Hal B. Wallis and Edward F. Kienlen. Mr. Carlisle’s charge of production at First National. “Mothers Cry” is Miss Carlisle’s first continuity, and also his first attempt at writing screen dialogue.
The Greatest Screen Drama Of All Time

Amazing BOX-OFFICE Sensation

TIFFANY presents

JOURNEY

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

100,000,000 people are waiting for it

WHY?

READ WHAT THE NEWSPAPER CRITICS AND THE NATIONAL MAGAZINES SAY—

A Tiffany-Gainsborough Production

TIFFANY PRODUCTIONS INC.
729 SEVENTH AVE.
NEW YORK CITY.
"JOURNEY'S END" WITHOUT BENEFIT OF HOLLYWOOD

THE CRITICS GIVE THANKS that "Journey's End,"
A play written by R. C. Sherriff, is now being
produced on the London stage. It is a drama of
the trenches in the war, and it is a story of the
men who are fighting in them. It is a story of
the men who are fighting for their lives, and of
the men who are fighting for their freedom.

THEY TELL US that the play is a
success, and that it is a realistic portrayal of
the war. They tell us that it is a story of
the men who are fighting in the war, and of
the men who are fighting for their lives.

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the men who are fighting for their lives.
THE film version of "Journey's End" is a meticulously faithful reproduction of the successful stage play, for which the score by H. V. Darmest had been written. The stage production took place in the Duke of York's Theatre, London, and was directed by James Whale. The cast included Colin Clive, who created the leading role of Captain Stanhope, as well as James Whale and Dame May Whitty. The film version, directed by Henry V. Darmest, was released in 1928 and was highly praised for its accurate portrayal of the stage play. The film was nominated for an Academy Award for Best Picture. The story is a poignant tale of soldiers in the trenches during World War I, and the play is known for its powerful portrayal of the absurdity and horror of war.

NOMINATED A PICTURE AS THEY HAVE "JOURNEY'S END"
NEW YORK

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

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

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

An absorbing piece of work.—Times.

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

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

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

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

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

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

It is a gallant and understanding achievement.—Morning Telegraph.

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

Most impressive of all war plays.—Brooklyn Times.

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

Thoroughly noteworthy.—Robert E. Sherwood.

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

I have never seen more pointed proof of the greatness of motion pictures than the film made by Tiffany of "Journey's End."...A great achievement.—Exhibitors Herald World.

A noteworthy accomplishment, a credit to the producers, the director, the cast and the industry.—Motion Picture News.

Inspiring and notable.—Film Daily.

A powerful picture.—Harrison's Reports.

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

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

Powerful.—Billboard.

BOSTON

Best of all war pictures.—American.

A splendid picture in every way.—Herald.

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

Audience was held taut.—Transcript.

The finest war picture ever filmed.—Post.

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

LOS ANGELES

Altogether exceptional as a picture drama.—Express.

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

Gorgeously done.—News.

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

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

DETROIT

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

A fine production.—Times.

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

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

An absorbing piece of work.—Border Cities Star.

CHICAGO

Don't, I beg of you, miss this picture, for there never was such another war cinema as "Journey's End."—Maxine, in Chicago Tribune, who gave picture FOUR STARS, highest rating.

It is a great picture and one which exercises absolute hypnotism both upon the mind and the emotions.—Bob Reel in The Evening American.

"Journey's End" is the best movie I ever saw.—Chicago Journal of Commerce.

A faultless and gloriously beautiful is "Journey's End."—Daily News.

The universal appeal of this unusual play is that it is a study in courage—the courage which is as necessary in facing the business of life as in facing war.—Evening Post.

I saw it two days ago in a plain projection room; yet my face is wet with tears even while I write my piece for the paper. Everybody ought to see this.—Doris Arden in Daily Times, who gives it Four Diamonds, highest rating.

CINCINNATI

Tiffany has done a good job of the screen version.—Enquirer.

One of the best adaptations of a stage play shown here thus far.—Times-Star.

Far and away the greatest of all war films to date and one of the finest talking pictures ever shown here.—Commercial Tribune.

Talkies never have made anything like "Journey's End." It is far too stirring to miss.—Post.

LONDON

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

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

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

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

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

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

MORNING POST.—Actually better than the play.

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

FILM DAILY.—Absolutely perfect.

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

A TREMENDOUS PLAY, WITH TREMENDOUS AUDIENCES WAITING FOR IT.
Short Shots from New York Studios

By HARRY N. BLAIR

The second playlet featuring Shaw and Lee has been completed at the Warner Bros. studios with Murray Roth responsible for direction. Under the title "Going Places," the musical comedy team will be seen with Joan C莲man and Frank Mc-  

Arthur Hurley has finished directing the Lew Fields short entitled "The Duel." Vere Teasdale applies the feminine interest to this Vitaphone Variety.  

"A Tenement Tangle" with Benny Ryan and Harriet Lee is now being produced at the Warner studio. Roy Mack has charge of the megaphone.

Eddie Lambert takes unto himself another role of a Jewish com-  

Betty Ross has completed her second script for Vitaphone Varieties, the title of which is "The Hard Guy" and Spencer Tracy and Kath-  

Roy Mack, who recently arrived from Hollywood, is doing his best to impart a bit of California atmosphere to the Warner Vitaphone studio. Roy was the first to sport a beard of white flannels during the recent heat wave. Now he threatens the studio morale with a display of pink plus fours, check and duff  

Hal Thompson, of musical comedy, will play the juvenile lead opposite Milton Roth in "Animal Crackers."  

A Helping Hand," featuring Sol-  

The new method of timing negatives was outlined by M. W. Pal-  

New Method Proposed for Timing Negatives

A proposed new method of timing negatives was outlined by M. W.  

Demand for Wide Screen Equipment is Increasing

(Continued from Page 1)  

NEw METHODS PROPOSED FOR TIMING NEGATIVES

(Continued from Page 1)

The "Pride of the East Coast"  

The "Pride of the East Coast" will be presented by the "Home Town Papers" of 6,000 the-  

Telephone Massapequa  

DINE and DANCE  

at CHEZ PANCHARD  

ton Holloway travel subjects and eight Hal Roach "Boy Friends" comedies. The Hal Roach "Boy Friends" series is a new idea in short feature comedies, and one which Roach has had in mind for several years. The average age of the "Boy Friends" players is from 15 to 19 years. Members of the "Boy Friends" troupe are Dorothy Granger, Mary Kornman, Gertrude Messinger, Grady Sutton, David Sharpe and Mickey Daniels. The other groups consist of: Laurel and Hardy comedies, eight Charlie Chase comedies; eight "Our Gang" comedies; eight "colortone re-"  

$6 Dividend for Loew Predicted in Wall St.

(Continued from Page 1)

Shakespeare Out

Bill Shakespeare is out from the standpoint of screen mate-  

60 Shots Scheduled by M-G-M for 1930-31

The new series of "Boy Friends" is different and more interesting than the previous series, which featured sincere, sentimental and "human" comedies. This new series has a "boyish" type of humor, and the characters are more realistic and more "natural." The "Boy Friends" series is a new idea in short feature comedies, and one which Roach has had in mind for several years. The average age of the "Boy Friends" players is from 15 to 19 years. Members of the "Boy Friends" troupe are Dorothy Granger, Mary Kornman, Gertrude Messinger, Grady Sutton, David Sharpe and Mickey Daniels. The other groups consist of: Laurel and Hardy comedies, eight Charlie Chase comedies; eight "Our Gang" comedies; eight "colortone re-"  

W. B. After White Plains Site

Warner Bros. is negotiating with Prince & Ripley for purchase of a plot at Mamaroneck Ave. in White Plains, N. Y.
United States

Alameda, Cal.—Alameda Theater Corp. has filed plans for erection of a $500,000 theater here. Contemplated seating capacity is 3,000.

Horton, Kan.—The Colonial and Liberty have been taken over by the Senoia Theaters, giving the chain exclusive operation in this town.

Norwalk, Conn. — Thomas H. James has been appointed manager of the Regent. Ray Weiss has been named assistant to Manager Albert M. Hamilton at the Empress. Both are Publix-Paramount houses.

Chatham, Mass.—Cape Theaters, Inc., has purchased the Orpheum from Lawrence H. Bearse. Renovations will be made.

Wilmington, Del.—Under foreclosure proceedings, the Parkway was recently auctioned off and brought a total of $7,000 on the equipment.

Flint, Mich.—With announcement of the gift of a site for a little theater here plans are under way for its immediate erection. Arthur B. Bishop, president of the First National and Genesee County Savings Banks, donated the property.

Camden, S. C.—R. H. Mathews has reopened the Dixie, closed about a year ago because of poor business.

Milwaukee—Douglas George, formerly with RKO and National Program in Chicago, has been added to the advertising and publicity staff of Fox Wisconsin Theaters here.

McGregor, Minn.—Farah Hall has been remodeled into a theater and has been leased by Ralph Zimmer, Mora, S.D., who will operate and manage the house.

Guthrie Center, Ia.—Sunday shows won here in a special election by a vote of 442 to 357.

Omaha—Ted Ferrand, Pathe exchange booker here, won the second place in the national bookers’ contest staged by Pathe.

Milwaukee—C. J. Williamson has bought the Park from Herman Von Wolfskeel.

Arcadia, Wis.—Frank and Joe Slaby have taken over the Strand from the Thompson Scott Theater Co.

Front Royal, Va.—Murphy Theater Co., Inc., has been chartered here at $10,000. Benjamin F. Pitts is president; I. H. Trout, Jr., vice president; F. M. Chichester, vice president, and I. H. Trout, Sr., secretary and treasurer.

Great Barrington, Mass.—Earl D. Kallstanger is to remain as manager of the Mahaiwe, which has been acquired by the Interstate Theaters Corp. of Boston.

Philadelphia — The Hippodrome and Franklin have been leased to Warner-Equity. Aggregate rental for 10 years is close to $200,000.

Norristown, Pa.—Frank R. Heaver has been awarded a $500,000 contract for the erection of a theater to be owned and operated by A. and L. Sablosky. It is expected to be completed by Oct. 15.

Chicago — The eighth house in the Schoenstadt chain was recently added when the New Harper was acquired.

San Francisco—Construction of the $1,000,000 Warner Bros. house to seat 2,500 will begin in a few days.

Farmington, Minn.—Theater under construction here is to be managed by Mr. Everett L. Dilley of Northfield.

Grand Junction, Ia.—Rex has been purchased from W. B. Franke by George W. Bowling of Mason City, who has renamed it the Palace.

Minneapolis—Al Haynie has resigned as manager of the RKO Orpheum. His successor is E. R. Franke, whose place at the RKO is now occupied by R. A. Beach, formerly treasurer of the house. H. K. Welch is the new treasurer, having been promoted from chief usher.

St. Paul—Charles Masters has been advanced from treasurer of the RKO Palace to manager of the RKO President, succeeding J. Knox Entchan, who has been transferred to Spokane.

Hamilton, Mo. — Sam McBrayer has leased the Hamilton Auditorium to Frank Cassil, who will reopen it June as a talkie house under the name the Plaza.

Kansas City — Charles Gregory, former Columbia district manager, has succeeded Charles P. Lester as Universal branch manager here.

Charlotte, Mich.—A $50,000 theater is planned for this city.

Detroit—Abe Goldner has rejoined the sales staff of United Artists. He left the company five years ago to do scenario writing.

Minneapolis—Projectionists in smaller towns are being organized into divisional groups and will work in conjunction with the state unit.

Neenah, Wis.—L. K. Brin is now operating the Embassy only on Saturday and Sunday. During the sum-

iner there is a possibility that the house may be closed entirely.

Elk Point, S. D.—The State has changed management with J. C. Kennedy now operating.

Milwaukee—James Keefe has been named director of publicity and advertising in the Midwest circuit.

Brockton, Mass.—M. J. Mullen has been appointed successor to J. J. Fitzgibbons, New England division manager for Publix. Fitzgibbons was recently transferred to an important position in the New York office.

Cleveland—William Sch, one time Universal branch manager in Indianapolis, has joined the local First National sales force.

Milwaukee—Stanley Brown, formerly with L. K. Brin, has joined Publix and is now in San Francisco.

Lowell, Mass.—James K. O'Donnell has been succeeded as manager of the Publix Rialto by Clarence A. Cunningham, former assistant manager of the Strand. O'Donnell has been transferred to the Strand, Portland, Me.

Cleveland—Louis Israel, owner and manager of the Cinema, recently had his cash box depleted of $75 by a hold-up man.

Kenosha, Wis.—Dahls' Roosevelt Theater, Inc., is the new operating company conducting the Roosevelt here.

Cleveland—B. Faller is now located here as representative of the F. F. Fulton Company of Chicago, theater supply dealers.

Seymour, Wis.—The Seymour has been acquired from M. C. Hanson by Nathan D. Cohen and Sam L. Kinter, who also have taken over the Trout Creek at Trout Creek, Mich., formerly owned by James Richards.

Chatham, Mass.—Theodore H. Bearse has sold the Orpheum to William L. Fitzgerald and George R. Moore of Hyannis.

Minneapolis—RKO has appointed Herbert Elisberg divisional publicity and exploitation man as successor to Frank Burke. Elisberg was formerly with Balaban & Katz in Chicago.

Willmar, Minn.—Majestic has reopened after extensive alterations as the Rialto.

Burlington, Ia.—New manager of the Jewel, recently acquired by the Strand Amusement Co., is Kenneth Thompson of Charlton.

Foreign

Warsaw—The first sound film to be produced in Poland has been released by the Heros organization.

Berlin—An agreement for the joint production of sound equipment is reported to have been effected between Zeiss-Ikon and Kkinson-Loenzi.

Paris—Latest figures place the number of houses in the Pathé-Natac circuit at 70.

Bremen — It has been estimated that three-fifths of all sound pictures shown in this city are of American make.

The Hague—Of the 3,003 films submitted for censorship in the Netherlands last year 21 meet with rejection.

Helsinki—American films among the 765 pictures censored by the Finnish government last year totaled 469.

Berlin—The long run enjoyed by many American audible films in this city last year cut down profits derived from German films from 55 to 50 per cent.

London—An interim dividend of 30 per cent per annum has been declared by Bloombury Cinema, Ltd., a subsidiary of London, and South ern Super Cinemas, Ltd.

Montreal—Universal is releasing "The Captain of the Guard" in Canada under its original title, "La Marzellaise." The film has had its premiere in the Dominion at the Capitol here.

Ayr, Scotland—The second largest theater in Scotland, planned to seat 3,104 persons, is to rise here on the site of Green's Playhouse, which was destroyed by fire last year.

Winnipeg—Robbers got away with $971 in a recent hold-up at the Lyceum, universal first-run house in this city.

New York

George Faulkner has resigned from the local Warner Bros. sales force.

Jack Ellis, who has succeeded Phil Hodes at the RKO exchange, last night for the Coast to attend the convention.

Sam Sonin will reopen his theater at Long Beach on Decoration Da with RCA Photophone.
THE 1930 EDITION OF
THE FILM DAILY DIRECTORS
ANNUAL AND PRODUCTION
GUIDE WILL BE ISSUED
AS USUAL IN JUNE
IN MAKE-UP AND APPEARANCE
IT WILL BE MOST UNUSUAL
AND IN COMPLETE AND
ACCURATE PRODUCTION
COVERAGE MORE COMPREHENSIVE
THAN EVER
**Best Season in History is Predicted by Zukor**

Atlantic City—The season 1930-31 will be the greatest in the history of motion pictures, declares Adolph Zukor in a cablegram to be read at the Paramount Publicity convention today. The message is from Berlin, where Zukor is visiting.

The progress made in sound pictures during the past year has greatly enhanced the entertainment value of motion pictures, says the cablegram, and declares that there will be a reflected in the increased attendance in theaters throughout the world.

**Legality of RCA Pool Will Be Tested in Suit**

Wilmingkton, Del.—A suit to test the legality of arrangements existing between the Radio Corp. of America, the General Electric Co., the Westinghouse Electric & Manufacturing Co., and the American Telephone & Telegraph Co. and six other corporations has been filed by the Attorney General, William D. Mitchell, in the district court here. The suit is concerned chiefly with the legality of patent arrangements made between the defendants, which has resulted, it is alleged, in placing the control of the radio business and its development in their hands. It is also alleged in the petition that the proposed reorganization, recently submitted to stockholders of the Radio Corp., would have the effect of perpetuating this control.

**Bud Rogers on Tour to Arrange First Runs**

Bud Rogers, of Sono Art-World Wide, leaves tomorrow for a swing of the exchanges in the middle West to close first runs for "What a Man," "Cock O' The Walk," and "The Dude Wrangler." He will be gone about two weeks.

**TEN YEARS AGO TO-DAY**

October 14—Dramatic attacks on industry imposed in Province of Ontario.

**Marcus Loew Secures the New York City Franchise for National Picture Theaters**

Hope Hampton is coming to the Metro studio to make her second independent picture.

**Paramount Eastern Meet Starts in Atlantic City**

(Continued from Page 1) Conventionists arrived yesterday afternoon on a special train from New York.

George J. Schaefer, Eastern division sales manager, will preside as chairman. He will present Jesse L. Lasky; Sydney R. Kent; Sam Katz; E. B. Shuster; Emanuel Cohen; Ralph Kohl; Joseph E. McCarthy and other company officials. The initial day's program comprises the announcement by Lasky of a feature picture for the new season. Short subject and newsreel plans will be revealed by Cohen. The highlight of tomorrow's program will be a talk by Kent on sales, policies and future plans.

The program for Sunday provides brunch and district managers' meetings. That night a meeting of the officials will be held for San Francisco and a talk on the convention.

The detailed program follows:

**Today—Roll call, G. B. J. Frawley; advisor of welcome, George J. Schaefer; remarks, S. R. Kent; foreign department, E. D. Shuster; news and short features, Emanuel Cohen; production department, Jesse L. Lasky; foreign production, Mel Shuster; screening.

Tomorrow—Public relations, Charles E. McCarthy, 100% club prizes; sales policies, S. R. Kent; branch and district managers, S. R. Kent, Ralph Kohl, Sam Katz, George J. Schaefer; short features, Miles Coburn, Stanley Waite; meeting—Salesmen, Bookers, Ad Sales Managers; screening.

Sunday—Branch and district managers, S. R. Kent, George J. Schaefer; salesmen, bookers, John Hammel; ad sales managers, James A. Clark; branch managers, bookers, John Hammel, Frank Meyer; district meetings, George J. Schaefer; screening.

**15 Foreign Men Present**

Fifteen members of the Paramount Publicity, foreign department, including representatives of the Australasian, English, French and Mexican organizations, are attending the convention. At the same time continental Europe representatives are assembling in Paris for their own convention with Adolph Zukor and J. H. Seideman attending.

The foreign contingent at Atlantic City comprises: John W. Hicks, Jr., and John E. Koennek; both of Sydney, Australia, managing director and sales promotion manager, respectively, of the Australasian organization; J. Collins of Newcastle, England, district manager; Oswald Cohen, branch manager at London; D. Gilpin, branch manager at Leeds; and Norman Wilde, manager of the British organization; Andre Ullman of Paris, manager of the Paramount theater, and Clarence M. Margos of Mexico City, general manager of the Mexican and Central American organization.

**Columbia Gives Sharkey District Manager Post**

Pittsburgh—After managing the local Columbia exchange for the past two years, Jim Sharkey has been promoted to district manager with supervision over Washington, Cleveland, Cincinnati and Pittsburgh offices with headquarters at the last named. Joe Wolf, manager of the Kansas City office succeeds Sharkey here while George Ross assumes management of the Minneapolis branch. Changes become effective June 1.

**Virginia Governor Told of Blue Law Violation**

Richmond—Complaints that the blue law is being violated by the operation of motion picture theaters in the Virginia seashore on the Sabbath have been received by Governor John Garland Pollard. The chief executive has been asked to see that the law is strictly enforced in places of amusement.

**A Million Dollar Insurance Policy in Bell & Howell Cinemachinery!**

Bell & Howell master craftsmen using optimizer and Johannson gauge blocks in measurement of a 35 mm. Bell & Howell perforator punch, the precision of which is held to within .00005 of an inch.

Grave responsibility inspires the skilled workmen in Bell & Howell factories. They realize that, annually, millions of dollars worth of movie productions are entrusted to the dependable operation of Bell & Howell cinemachinery.

One law prevails... "Make it right!" one question is constant... "Can it be made better?" How costs might be cut by substituting this or that? Slighting that is never considered.

From the first shot on location to the splicing of the trailer on the last print, the use of Bell & Howell precision machinery has always been a kind of insurance against mechanical troubles. For every hour it takes to make Bell & Howell Standard Studio Cameras, Printers, Splicers, and Perforators right, an extra year of superfine service is built into them for the appreciative members of the industry who have so long depended upon them.

---

**Bell & Howell**

ROXY Picks
The Big Ones

"A marvelous picture," says Motion Picture News. "Spectacular thrills... when an airplane starts doing loops over the mountain peaks the audience will go just wild, that's all... becomes another 'Nanook of the North,' with even more thrills... story sufficient to give human note of drama... excellent story of its kind... will really prove outstanding."

Directed by Dr. Arnold Fanck and G. W. Pabst. H. R. Sokal, production manager. Produced by H. R. Sokal. Film. Presented by CARL LAEMMLE.

UNIVERSAL FIRST!

THE WHITE HELL OF PITSZ PALU

ANNUAL PRODUCTION GUIDE IN PREPARATION

1930 DIRECTORS' ANNUAL

Published By The FILM DAILY—Released In June—Used By Everybody
Unanimously Endorsed by Exhibitors... Critics... Exchanges

Morton L. Whitten, President

Chesterfield Motion Picture Corp.
1540 Broadway
New York City

Gentlemen:

I have the privilege of seeing a screening of your picture, "LADIES IN LOVE." In my opinion, this is as fine a picture as I have seen in some time. The story is natural, the action moves smoothly, and the humor is so spontaneous that it cannot fail to please any audience.

Alice Day is perfect in her rendition of her part, and she is certainly good to look at.

This picture should be a good box office bet in any theatre.

Very truly yours,

INDEPENDENT PICTURES, INC.
President

Distributed by
CHESTERFIELD MOTION PICTURE CORP.
1540 BROADWAY
NEW YORK CITY
Roadshowing “All Quiet” in Shubert Theaters

65-75 FROM PARAMOUNT—NEW SALES PLAN

Controversy Raging Over Disagreement on New Time

Baltimore—With the M.P.T.O. of Maryland exerting all its resources of daylight saving time, heated controversy is promised as a result of conflict with the Metropolitan, Warner house, and the Rivoli, independent theater. The Rivoli has come out in favor of daylight saving and is adopting the new time at once. The Metropolitan, which plays day and date with the Rivoli, originally favored the advanced hour, but was brought into the M.P.T.O. (Continued on Page 2)

KLAHOMA EXHIBITORS

OTE TO JOIN M. P. T. O. A.

Oklahoma City—At their meeting in the M.P.T.O. of Oklahoma to affiliate with the M.P.T.O. America, M. A. Lightman, president of the national organization, has gone to New York for a short stay.

Brutator Made Member of Chemical Bank Board

Jules E. Brutator has been elected member of the advisory board of the Chemical Bank and Trust Co.

Nazarro to Make Shorts at Coast Bureau

Hollywood—Cliff Nazarro, for years a prominent vaudeville personality, has signed to make musical shorts for the Fowler Studios.

Fore!

The local golf season gets under way with Mack Sennett’s golf special, “Match Play,” opening today at the Rialto for a four-week’s run. Walter Hagen and Leo Diegel show the fans in this one just how they do their stuff.

No Paramount Silents

Atlantic City—No silent versions will be made of Paramount features on the 1930-31 program, Sidney R. Kent told the representatives attending the company’s annual sales convention.

YOUNG FOLKS’ TASTES

GET RKO CONSIDERATION

Chicago—RKO intends to give special consideration to films that will coincide with the tastes of younger folks, for whom the talkers have become too adult, Joseph K. Plunkett said in an address on public demand at the banquet to exchange managers held in the Blackstone Hotel. Other RKO officials who spoke included Joseph J. Schnitzer, Lee Marcus and B. B. Kahane. Amos ‘n’ Andy were introduced as the most popular team in history. Following the local get-together, the entire RKO entourage left on the Santa Fe for Hollywood.

Sam Hardy is Elected Head of Voters’ League

West Coast Bureau, THE FILM DAILY

Hollywood—Sam Hardy has been elected president of the National Stage and Screen Voters’ League.

22 HOME OFFICE MEN

LEAVE FOR M-G-M MEET


Philadelphia Launches Fund for Local Relief

Philadelphia—In order to create a fund for relief in local film circles, a series of Sunday night shows will be staged, starting tomorrow, with all the important amusement men co-operating.

Shubert Houses First to Get Roadshowing of “All Quiet”

SEE EARLY SETTLEMENT OF GERMAN PATENT ISSUE

Arrangements have been made by Carl Laemmle whereby the proposed $2 key city roadshowing of “All Quiet on the Western Front,” first reported exclusively in THE FILM DAILY last Thursday, will take place principally in Shubert theaters, with the initial openings set for June 2 at the Majestic, Boston, and the Pit, Pittsburgh. Shubert houses not already wired are taking immediate steps to (Continued on Page 14)

INTERNATIONAL SCOPE IS PLANNED FOR AMPA

An organization of international scope is planned for AMPA, it is announced by Edward L. Klein, president, following a meeting at which steps to this end were discussed. As a first step, Dave Bader, who is now en route to London, has been delegated to act as special representative of the AMPAS for the purpose of establishing an English branch of the organization. Bader will call a meeting of the BUMPS (British M. F. Advertisers) and invite them to join (Continued on Page 14)

Whaley Southern Mgr. for Talking Picture Epics

Edward M. Whaley, Jr., former southern division manager for Vitaphone, has joined Talking Picture Epics as southern district manager, with headquarters in Atlanta.

Women Dictate

Chicago—That women exert the principal influence in theater attendance, and that pictures which do not coincide with the feminine taste are not likely to make much box-office headway, is the verdict of local exhibitors following a survey on the subject.
WARNERS, MD. M.P.T.O.
AT ODDS ON TIME ISSUE

(Continued from Page 1)

fold after much persuasion. Now, however, a Warner representative is understood to be on his way to New York, where it is expected the home office will back him up in favor of daylight saving.

All other exhibitors including the Loew Circuit, are standing pat against the new time, and due to the large number of houses controlled by Warners throughout the state, it is planned to take steps to bring pressure to bear on the Warner people to fall into line. The mayor and the school board are among the factions opposed to daylight saving, while the stores, manufacturers and public utilities favor it.

Thomas D. Goldberg, who constitutes a committee of one of the theater interests, fixed up against a chance in time, declared that there are other principles besides day-light saving "in the wind." If he warns others and others don't stand with us, and we lose," he says, "we can't expect to win over Sunday legislation or anything else, and all theater operators will be made to suffer together. If necessary, we will even go so far as to introduce legislation making it difficult for us to accommodate the millions to have shade with modern time.

Big Party is Planned for Pathe Convention

Pathe conventions will have a gala party Monday night at the Hotel Astor view to introducing the snap city souvenir photos employed by N.T.G., who will stage something extra for this occasion. There will be a dinner with the continuous show and a special Pathe Girl Revue, with N.T.G. broadcasting the fun through WMCA. Terry Ramsaye has assigned a Pathe representative to cover the party, and record the highlights of the shin-dig.

Eilpren, Braunstein Get Film Rights for Fight

Motion picture rights to the Schmeling-Sharkey fight have been secured by Harry Eilpren and Cy Braunstein, who have a new organization in formation with offices at 630 Ninth Ave. They have secured exclusive world distribution rights for the fight which will place the Yankee Stadium on June 12.

Springer Leases Brecher House

Jack Springer, who has a string of theaters on Broadway, has leased the Olympia, 2778 Broadway, New York, from 9th Street Corporation. Brecher formerly operated the house.

THE INDUSTRY'S DATE BOOK

May 17-18-19 Paramount Eastern managers hold annual sales meet at Atlantic City.
May 18-19-20 Paramount Convention in Chicago, Drake Hotel.
May 19 N. Y. Exhibitors to tender H. H. Haxbaum dinner at Astor Hotel, RKO four-day sales convention opens at Los Angeles, Warner Hotel. Opening of "The Silent Enemy" at the Criterion, Sunday.
May 19, 20 Pathé eastern sales meet a Chanin Blvd., N.Y.
May 21, 22 Regional Pathe sales meet at Blackstone Hotel, Chicago.
May 22, 23, 24 Regional sales conference at Congress Hotel, Chicago.
May 23, 24 Central and southern Pathé sales meet at Congress Hotel, Chicago.
May 26 Fox annual sales convention starts at Mowbray Hotel, Cal.
May 24-25-26-27 Paramount western management hold annual sales meet at San Francisco.
May 26, 27, 28, 29, 30, 31 Paramount western conference at Palace Hotel, Atlantic City.
May 27 Opening of three-day national sales convention of Warners and F. P. Operators at Los Angeles.
June 2, 3 Columbia eastern sales force meet at Park Central, N.Y.
June 7-2 International Cinema Congress, Brussels.
June 8-9 Theatre owners of North and South Carolina, meet at the Ocean Front Hotel, Atlantic Beach, N.C.
June 17 18th Film Golf Tournament Glen Oaks Golf and Country Club, Great Neck, L. I.

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Eastman Films J. E. Brulatour, Inc.

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Hollywood 4121 CALUMET 2801
Timely Topics
A Digest of Current Opinion

Watch Magazines for Ad Slants

WHAT the smart magazines for the current changes in the advertising mode. Get something beside fiction out of the next magazine you read...the men who are laying out the ads and writing the copy for the ads...probably get as much for the wonder for the authors of the stories that are printed. Advertising copy should be as interesting to you as fiction—the reading of advertising will probably pay a better return on your time than the reading of fiction. Do you ever stop to think of the amount of money you spend every year for advertising...and the amount of time you spend to create that advertising...Would you let anyone spend your money in such large hunks...with just a scissors and a paste pot...or would you expect them to think...and peruse a bit over its expenditure?

* * *

Concerning Hollywood
Razzing by Writers

IT has been a habit for years for novelists, playwrights and short story writers to pan the movies, particularly after the panning writers have had a session in Hollywood. Razzing this was indeed surprising to read this week in the Saturday Evening Post Ben Ames Williams's defense of Hollywood producers. Williams, who is one of the greatest short story craftsmen in the country, has had several sessions in Hollywood, a good many of his yarns having been transcribed to film. So he ought to know what he is talking about. But instead of jumping upon Hollywoodites with both feet, as so many other writers have done, he admits that, perhaps, there is a brief to be held for them—that, doubtless, they have a habit of being right about stories more times than they are wrong.

George Gerhard in
"Evening World"

NAT SALAND of Craft Film Lab is telling the prize story of the week, with the joke on Al Rogell and also Rudolph Flothow......the gang was seeing these two off with Abe Meyer on the Brotman Limited. Rogell framed a joke with the boys to kid Flothow, a nervous, fidgety gent......as the train pulled out, Rogell lingered on the platform with Flothow yelling frantically to him to hop aboard......Al was figuring to hop on the observation platform at the rear.......and dog-gone if the train didn't have a "blind" end.......Rogell stood with his mouth open as the gang gave him the razzbery.......Flothow was hanging out of the window of the fast-moving train, waving his arms and going knuts.......Rogell jumped the next train and caught the Limited at Pittsburgh.......now he is nursing the delirious Flothow all the way to California who keeps raving: "Oy, lookee, lookee, dot Rogell has gone meshuga!"......Rogell woes back to New York: "One of us is crazy—maybe both."......

* * *

J. H. SEIDELMAN, of Paramount's foreign department, engineered a new stunt through the medium of a speech-to-sound telephone conversation of 2,500 miles......he was on board the Olympic nearing England, and took the message from the home office......all about a Los Angeles preview of "Amor Andaz," which Spanish version of the Mowjou picture Seidellman will exhibit in Barcelona and Madrid.......At the first Nash studio a mike fell on Laura Lee and knocked her cold.......so her appearance before the mike was a knockout.......Barbara Newensi had postponed her honeymoon with Eddie Cantor.......right after signing the marriage license, she signed another contract to appear immediately in the Vitaphone picture, "The Fashion Parade."......

* * *

MARION TALLEY, opera singer, invited the newspaper boys to witness a seance between herself and a psychic expert who read her future.......and the reporters were panned because there were no refreshments served at the Savoy-Plaza shindig.......Marion probably figured that at a spiritualistic seance the spirits wanted to be heard and not tasted.......

* * *

BETTY ROSS, author of "Break and Love," sex she is no relation to Betsy Ross, the original flag-waving gal of history whom George M. Cohan has been copying all these years.......however, she is a rag-cutter—meaning a special writer for the newspapers.......P. A. Person, who is located in the Fox home office where they don't allow smoking, has exchanged his pipe and "P.A." for Wrigley's chewing gum.......Ethel Gordon, press agent, has had two good breaks.......she handled "Craig's Wife" and "Green Pastures," both of them Pulitzer prize winners.......

* * *

THE AMPAS had a swell time at the special showing of "The Plutoscat," at the Vanderbilt......with Billy Fay in the cast, they felt right at home.......Billy has been in the films 12 years, and sure put over a slick performance as "Doc" Taylor.......A press sheet on Sonor's "Reno" in the form of a tab paper has a notice to editors: "Permission is hereby granted to copy all or part of this newspaper".......first thing you know, editors will get to expect free stories from press agents. Walter Wingart's publicity department tried to tie-up with a railroad on Chevalier's chewing gum picture, "The Big Pond," on the ground that they were both choo-choo's......."ah-choo!"—oh, sneeze if you must, and show your ignorance.......

* * *

FRED KINSELY, dean of organists, will celebrate his tenth anniversary at the Hippodrome next week.......a great line-up of guest stars will be on hand, including Fred MacPherson, Rink & Dunn, Joe Schuster and Johnny Tucker.......The billboard in front of the Little Theater lists all the players in "The Traitor" as Mr. Fuller Mellish, Mr. So-and-So, etc........but the author is just plain "Robert Louis Stevenson.".......But the electric bills on the daily advertising "Lads Love Brutes" went blooey, and the sign read: "Lads! Love Brutes".......and it was still a good title.......

* * *

CLUE PICTURES are now called "sleepers"—they put the exhibitor flat on his back.

EXPOITETTES
A Clearing House for Tabloid Exploitation Ideas

Box Party for
Best Scotch Story

THE RKO Orpheum in Salt Lake City arranged an exploitation stunt whereby four double passes were given out daily for the new George Sidney and Charlie Murray production shown at this house for a week's run. At the end of the week a box party was staged at the theater for the best Scotch story published during the week, the stories having been turned in by the public, and the winning stories printed in a local newspaper.

—Associated Publications

* * *

Promotion Scheme
With Toilet Sets

A SUCCESSFUL promotion scheme, which is being used to great advantage by 17 neighborhood houses in Detroit at the present time, is presented by Dave Mundstuck, Michigan agent for Business Builders, Inc. The stunt involves the distribution to lady patrons of a toilet set, piece by piece, on one night. When the lady has attended the theater once a week for the number of weeks that the set has pieces, she will have completed the set.

—Michigan "Film Review"

MANY HAPPY RETURNS
Best wishes and congratulations are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthday:

- May 17, 18
- Mal St. Clair
- Conway Tearle
- Ned Martin
- Grace Gargesheimer
- Chas. Sonin
- Edward J. Montague
- Lincoln Stedman
- Warren Nolan
- Philip Lonergan

A FILM FACT A DAY
469 of the 765 film censored in Finland during 1929 were from America. Germany supplied 154, Finland 30 and the rest were European.
M-G-M Has 11 Features on the Way

Educational Completing Six Comedies for June—Amos 'n' Andy to Get Million for Month's Work—Fox's "Red Sky" Company Leaves for North Woods—RKO Starts Erection of Photography Building

11 M-G-M FEATURES FROM NOW TO AUGUST

In addition to the Ramon Novarro picture, "In Gay Madrid," released this week, M-G-M has 11 features on its schedule for completion and release between now and Aug. 2. The list includes "The Lady of Scandal," directed by Sidney Franklin, with Ruth Chatterton, Ralph Forbes, Basil Rathbone and Moon Carroll; "Florida Call," directed by Harry Beaumont, with Marion Davies and Lawrence Gray; "The Sea Bat," directed by Wesley Ruggles, with Charles Bickford, John Elden, Ramon Roses and Nils Asther; "Sins of the Children," directed by Sam Wood, with Louis Mann, Elliot Nugent and Mary Doran; "The Big House," directed by George Hill, with Wallace Beery, Chester Morris and Robert Montgomery; "Easy Going" (tentative), directed by Fred Niblo, with William Haines, Leila Hyams, Francis X. Bushman, Jr., Clark Edwards and Polly Moran; "One Embarrassing Night," directed by Tom Walls, with Tom Walls, Ralph Lynn and Winifred Shotter; "Romance," directed by Clarence Brown, with Greta Garbo, Lewis Stone and Florence Lake; "Five and Ten"; "War Babies" (tentative), directed by Edgar Sedgwick, with Buster Keaton, and "Unholy Three," directed by Jack Conway, with Lon Chaney.

Short subjects on the way for release up to the end of June include Our Gang in "Bear Shooters," out this week; "Fifty Grand," which Phil with Charley Chase; "Hay Wire," Laurel-Hardy; "The King," Harry Langdon; "A Tough Winter," Our Gang; "Fast Work," Charley Chase, and a revue.

Amos 'n' Andy Will Get Million for Month's Work

For the month that they are to spend at the RKO studios in connection with the making of "Check and Double Check," and during which time they also will broadcast, Amos 'n' Andy will receive a cool $1,000,000, according to reports making the rounds here.

Signed for "Worldly Goods"

James Kirkwood and Merna Kennedy have been engaged to appear in "Worldly Goods," which Phil Rosen is to direct for Continental Talking Pictures at the Darmour studios.

A Little from "Lots"

By RALPH WILK

ERWIN GELSEY, formerly at the Paramount home office, has been named scenario editor at the New York studio of the company.

John Wayne, who plays the leading male role in Fox's "The Big Time," is being taught the art of knife throwing by Steve Clemento, Mexican actor who has been soldier, cowpuncher, railroad and circus performer. Clemento is an expert knife thrower, sharpshooter, rider and clown. Knife throwing is required for Wayne's part in the film.

Marjorie Leets, featured player in "The Big Trail" recently made an airplane trip from Yuma, where the company has been on location, to Phoenix to be married to John Cheatham Hunter of Memphis, Tenn., a Yale grad. The young bride will quit pictures when the film is completed.

O. P. Heggie is appearing in two pictures simultaneously at the First National studio. He has a role in "The Bad Man" and another in "Broken Dishes."

As his first assignment since his appointment as an associate producer he will assist in the production of "Scotland Yard," from the stage play by Dennis Clift. William K. Howard will direct, with Edmund Lowe in the featured role. Block will also act as associate producer on "Time Out," which was written by Owen Davis, and will be directed by Sidney Lanfield.


Mary Pickford has received a wire from A. H. Woods suggesting that she leave the films to return to stage work under his management and on her own terms. The producer is eager to present the screen star in Henri Bernstein's "Melo."

Robert Miller, who is now connected with the production of screen comedies, has just completed the first commercial showing of talking pictures more than eight years ago, at Town Hall, in connection with the showing of D. W. Griffith's "Dream Street." He also helped develop Geo. K. Spoor's "Phonodigraph," back in 1914.

Save for the leading role the cast of First National's "Mother's Cry," from the novel of Helen Grace Cartle is now complete.

EDUCATIONAL FINISHING SIX COMEDIES FOR JUNE

Four two-reel comedies and two Terry-Toons will be completed by Educational for release next month. The comedies are Mack Sennett's "The Chisellers," featuring Majori Bleebe, Andy Clyde and Nick Stuart "French Kisses," a Taxedo production with Monty Collins and Betty Boyd; "How's My Baby?" a Merman comedy with Monty Collins, Edie McPhail and T. Roy Barnes and Lloyd Hamilton's "Honk You Horn." The Terry-Toons are "Swiss Cheese" and "Codfish Balls."

RKO Starting Erection of Photography Building

Construction is about to start on the RKO property on a two-story building to house the company's camera and still departments.

Lucien Littlefield Cast

First National has placed Lucien Littlefield in the cast of "The Queen of Main Street," which has Lilac Lewis and Ben Lyon in the leading role William Beaudine is directing.

Harry Woods in Buck Jones Film

Columbia has signed Harry Woods for an important role in "A M. From Hell's River," the first of series of Buck Jones pictures to be made by the company.

Long Contract for Whiting

First National has signed Jack Whiting to a long-term contract.
PRODUCTION IN THE EAST
WHO'S WHO AND WHAT'S WHAT IN GREATER NEW YORK STUDIOS

SHORTS NOW ON HIGHEST PLANE, PRODUCER CLAIMS

Short subjects require better story rules for two years, in the opinion of Louis Brock, Eastern shorts producer for RKO.

"I aim to make pictures of feature quality, only shorter," says Brock. "The best of acting, directorial, writing and technical talent should be applied to the short comedy field."

The 'Broadway Headliners' series, which I am now producing will mark a new epoch in short subjects." SULLIVAN STEPPING

Wallace Sullivan, former Broadway columnist, has been turning out original and original material once joining the Warner Vitaphone studios. Among his recent scripts are: "The Master Sweeper" with Chester Conklin, "Knock 'Em Down," with Ruth Etting, and "Everything Happens to Me." TALKIE CINDERELLA

Margaret Breen, who has appeared in a several of the Schwab & Mandel stage musicals, has been given the lead opposite Buddy Rogers in "Heads Up," which Victor Schertzinger will direct. Victor Moore and Helen Kane will have the principal comedic roles.

VIRGINIA M. BUSY

Virginia May, creator of animated subjects, has just started the "Fourth of July" episode for Fitzpatrick's American Holiday series, photographed by A. Hall.

ARMETTA BECOMES "TONY"

Henry Armetta, recently signed by Louis Brock to appear in RKO comedies for the next year, will be one of the featured team of "Nick and Tony." Armetta will play the role of "Tony" throughout the remainder of the series. He is expected here July 1.

METROPOLITAN'S SOUND TRACK

The Metropolitan Studios, Fort Lee, N. J., have just purchased a sound track, with specially designed only mounted on a Ford chassis. Fred S. Asch, assistant chief engineer, is responsible for the design, which allows a larger and roomier only with a reinforced roof built to accommodate two cameramen and all camera equipment.

COLORCRAFT'S PLANT

Colorcraft Corp. is preparing to start production at its newly completed plant in Long Island City. The facility has practically all been installed and camera equipment ordered, according to officials.

Short Shots from New York Studios

By HARRY N. BLAIR

RUBE WELCH, who collaborates with Mark Sandrich on all of the stories directed by the latter for RKO, is not going to be taken unaware. Welch has four stories ahead now and is already at work on a fifth.

Herbert Fields' "The Social Lion" has been made into a two-reel short with music for Vitaphone Varieties. Harry Fox and Beatrice Curtis are featured with a large supporting cast headed by Stanley Jenson, Frederick Roland, Louise Macintosh and Donald Kent. Arthur Hurley directed.

The elaborate double desk now used by Max Hayes at the Paramount New York studio, once occupied a prominent spot in the White House, Washington, D. C.

Charles Harten and Buddy Harris had the exciting experience of filming exterior shots of Broadway at night while traffic whizzed by all sides of them. This action will be used in "Our Blushing Brides," starring Joan Crawford.

Jack Cooper, who gave up song writing to become an actor, is doubting for Harpo Marx in "Animal Crackers," at the Paramount New York studio. Cooper looks so much like the real Harpo that visitors frequently rush up and shake his hand thinking that he is the original.

Walter Wilson, one of the principals in Clark & McCullough's first comedy for RKO, appeared in the first five reel feature ever made in the United States. The producer was Selig and the place, Chicago.

Lee Morse, recording artist, has just completed her second short for Paramount. It is called "Song Service" and is by Norman Tanrog and Walton Butterfield. Taurog also directed.

Lillian and Ann Roth, who played in vaudeville for five years as a sister team, are still playing together since Ann has a part in "Animal Crackers," the Marx Bros. starring picture, in which Lillian has the feminine lead. The sisters look enough alike to be twins and are inseparable both on and off the set.

The wealth of negro talent in Harlem was drawn on to supply a colored chorus for "Temple Belles," a Vitaphone short, just completed at the Warner studios under the direction of Roy Mack. Eddie Green and Teddy Buckman are featured.

Hal Thompson, who appears opposite Lilllian Roth in "Animal Crackers," is kept busy traveling back and forth between the Paramount studios on Long Island and the John Golden theater where he is playing juvenile lead in "Ada Beats the Drum," with Mary Boland.

Talk about keeping busy! How's this for one day's work, as reported by Ruth Etting? Warner Vitaphone studio all day, broadcasting over Station WCBS from 7:45-8 P. M., then to the Ziegfeld theater to make her regular nightly appearance in "Simple Simon" after which to sing at a private function given by Mrs. Gurmetic Muth, society leader.

It's a great break for Marjorie Ward, script girl at the Paramount New York studios, that her first assignment after a severe illness is to go on location for a week aboard a luxurious yacht, with the "Heads Up" company. Marjorie figures those sea breezes will put her right back in shape again.

At the suggestion of Arthur Cozine, asst. executive studio head, free parking space for over 100 cars has been provided across from the Paramount New York studios, for the exclusive use of employees.

Larry Kent, head of Paramount's short subject production dept., ac-

STUDIO MECHANICS' UNION HONORS SOUND HEADS

G. Edwin Stewart, chief recording engineer at the Paramount New York studios, and Edward J. Savin, comptroller of the Eastern Vitaphone studios, have been made honorary members of Local 52 Studio Mechanics.

Others receiving gold membership cards for efforts in bettering working conditions between producers and the union were D. W. Griffith, Courtland Smith and Sidney Olcott.

GELSEY PROMOTED

Erwin S. Gelsey, who has been located here since March 1, as New York story representative for Paramount's west coast studio, has been appointed Scenario Editor of Paramount's New York studio.

Ray Foster

Cinematographer

FRANK ZUCKER

Photographing a Series of LOUIS BROCK

RKO Productions

Still playing ball at Warner Bros.
Eastern Vitaphone Studios
TOBIS STUDIOS HUMMING WITH TALKER PRODUCTION

Berlin—Tobis studios are in the midst of considerable sound-film activity. The Aafa and Super-Film companies are busy at Tempelhof, the former on a Harry Liedtke production called "Captain of the Corvette," which Rudolph Walther Fein is directing, and the latter on "The Tango Dancer," which has Geza von Bolvary as director. At Tempelberg the Nero organization is making the first Henry Porten talker, "Scandal About Eve," G. W. Fabb is directing. At the Elfa studio here "One Hour's Happiness" is in the making under the direction of Wilhelm Dieterle. All of these films will be all-talkers.

Harringtons Take Over Raycophone in Australia

Sydney—Harringtons, Ltd., Australia's largest radio and theater supply firm, has acquired control of Raycophone. The company has developed a sound-on-film reproducing set designed for theaters seating up to 1,000.

New Amplifier for Cinephone

London—An improved type of amplifier has been brought out by Pye Radio, Ltd., for use in the equipment of British Cinephone, Ltd.

Nettlefold Rebuilding

London—Reconstruction is underway at the Nettlefold studios at Walton-on-Thames.

"Yellow Mask" in Production

London—"The Yellow Mask" has been placed in production by British International under the direction of Harry Lachman, with Dorothy Sca- combe in the leading feminine role.

More Talkers in Berlin

Berlin—Twenty of the 86 feature productions shot in this city in the first quarter of the current year were talking films. This is a big improvement over the number of audible films presented in the last quarter of 1929.

Kings, Edinburgh, Gets W. E.

Edinburgh—The King's, Tollcross, one of this city's leading picture houses, has installed Western Electric equipment.

"Jew Sus" May Be Bi-Lingual

London—"Jew Sus," the world rights to which were purchased by Louis Blattner two years ago, may be done in English and German versions.

French Tax Cut

Paris—French government has reduced the tax on sound equipment to two per cent. This is expected to encourage more theaters in France to install apparatus.

FARBEINDUSTRIE PLANS TO SHUT DOWN, IS RUMOR

Berlin—Rumors are rife here that Farbeindustrie, Europe's largest manufacturer of raw film, is planning to close its doors. Two important German producing companies will be affected in the event the company shuts down its plant. One of these is Ufa, in which the firm holds a minority interest. The other, Terra, may be forced to call it a day because it is wholly under Farbeindustrie control.

Jean Chataigner Dropped from French Exhib. Body

Paris—Jean Chataigner, vice president of the Syndicat Francais des Directeurs, the French exhibitors association, has been dropped from membership in the organization.

Sascha Will Produce Sound Films in Germany

Berlin—Talking picture production is to be undertaken by Sascha Filmindustrie A. G. The company is making plans to wire its studio to Sievering.

W. F. Davies Rejoins Warner

Leeds—W. F. Davies is again with Warner here, as short representative for Yorkshire and Lincolnshire.

To Aid Czechoslovakian Films

Prague—A club to work in the interests of silent films in Czechoslovakia has been organized in this city by film critics and publicists.

Group to Help French Scenarioists

Paris—An organization to watch over the welfare of young French screen authors has been founded here.

Building 3,000-Seater in Paris

Paris—A 3,000-seat picture house is rising in the Boulevard Pois- somiere.

Menjou Talker Hit in Paris

Paris—"Mon Gosse de Pere" ("My Son of a Father"), the talking film Adolphe Menjou made in France, is proving a big success at the Marivaux pathé.

DANES REPORTED TURNING FROM U.S. TO BRITISH FILMS

London—That the Danes are trans- ferring their favor from American to British films is indicated in a report to the Department of Overseas Trade received from the commercial secretary of the English legation at Copenhagen, who asserts that the Danish public "has grown tired of American films and would welcome good British productions." Adds the report: "Sound films are being extensively advertised as a means of learning foreign languages, and the student's fear of being im- posed upon with a strong accent gives an advantage which British producers could exploit very effec- tively."

Poor Business Compels Berlin Houses to Close

Berlin—Theater business here is reported as being not so good. In addition to the Roxy, opened only recently, 10 small houses have been forced to shut their doors because of poor trade conditions and the high tax on admissions.

Filmacraft May Stay Out of British Film Combine

London—Opposition of shareholders to the plans of British Filmacraft, Ltd., to merge with the International Talking Screen Productions, Ltd., British Screen Productions, Ltd., and the Argosy Film Co., Ltd., may force the company to give up the idea of becoming a party to the combine.

Robert Gill Dead in Britain

London—Robert Gill, veteran British film man, is dead.

Louis Morris to Visit U. S.

London—Louis Morris, noted British theater man, is scheduled to leave May 20 for America on a business trip.

Suzanne Delmas in Bi-Lingual

Paris—Suzanne Delmas, the well known French stage performer, is to appear in "Eskimo," which is being produced by Scandinavian Salefiln in Danish and French.

Sound Firm Formed in Berlin

Berlin—Tourington Film Co. has been formed here to produce sound films. The firm is capitalized at $120,000. The organizers are Jack Hubel, Fritz Knevels and Paul Effing.

Charles de Rochefort to Direct

Paris—Jean Cassagne has been re- placed by Charles de Rochefort as director of "A Woman Has Lied."

386 Berlin Houses

Berlin—There are today 386 film theaters in Berlin with a total seating capacity of 190,000, a recent survey shows. About 295 of the houses seat under the Federal of Rates, and eight of the city's film theaters are standing ten years.

CENSORSHIP OF PICTURES SOUGHT IN SOUTH AFRICA

Cape Town—Censorship of films and film advertising is sought in a bill introduced to the South African legislature. The measure calls for the establishment of a board of censors which "shall not approve any film which, in its opinion, depicts any matter that prejudices the safety of the States, or is calculated to disturb peace and good order, or prejudice the general welfare or be offensive to decency."

Small Berlin Exhibs Fear for Warm Weather Trade

Berlin—Anxiety is felt by the smaller Berlin exhibitors over the prospects for the summer period. Afraid that they may not be successful in their demands for reduced taxation during the warm season, they have established a committee which will handle any emergency that may arise.

"Flight Machine" a July Release

London—"The Flight Machine," one of the "Secrets of Nature" series being made by Pro Patria, will be released in July. Mary Field is directing.

Starevitch to Make Sound Film

Paris—A synchronized film called "Le Roman de Renart" is to be pro- duced by Ladias Starevitch.

Corsica Locale of Mathef Film

Paris—Corsica will serve as the background of a film to be made by Leon Mathot.

Severeac to Work in Morocco

Paris—"Sirocco" will be made in Morocco by Jacques Severeac.

New Theater Firm in England

Huddersfield, England—Plaza Picture Theater Co. has been organized here with a nominal capital of $30,000.

Federated to Get Another

Preston, England—Empire, local legitimate house, is to be taken over by the Federated Estates, Ltd., on Aug. 4. The theater will be wired
In Africa Mamba means Poisonous Snake

In America

Mamba means Box-Office

Four $2-weeks on Broadway — then booked for the Roxy! So much for the B. O. wallop packed by this new Tiffany masterstroke. And still they come! Eager. Enthusiastic!

“Mamba” has everything any dramatic production ever had, plus something no drama ever had before — Technicolor!

Hersholt is magnificent. Forbes’s “it” is enhanced tenfold in Technicolor. Boardman makes you wish you were Forbes! German East Africa truly lives before your eyes.

Book “Mamba.” Blazon Technicolor! Break records! Build the B. O. line to capacity!

Technicolor

is a Box-Office Name

Advertise it
Chevalier's coming ... in Technicolor

SOME OF THE TECHNICOLOR PRODUCTIONS

BRIDE OF THE REGIMENT, with Vivienne Segal (First National); BRIGHT LIGHTS, with Dorothy Mackaill (First National); GOLDEN DAWN, with Walter Woolf and Vivienne Segal (Warner Bros.); HEADS UP, all-star cast (Paramount); HIT THE DECK, with Jack Oakie and Polly Walker (Radio), Technicolor Sequences; HOLD EVERYTHING, with Winnie Lightner, Georges Carpentier and Joe E. Brown (Warner Bros.), Technicolor Sequences; KING OF JAZZ, starring Paul Whiteman (Universal); MAMBA, with Eleanor Boardman, Jean Hersholt and Ralph Forbes (Tiffany); MAMMY, starring Al Jolson (Warner Bros.), Technicolor Sequences; PARAMOUNT ON PARADE, all-star cast (Paramount), Technicolor Sequences; PUTTIN' ON THE RITZ, with Harry Richman (United Artists), Technicolor Sequences; SALLY, starring Marilyn Miller (First National); SHOW GIRL IN HOLLYWOOD, with Alice White (First National), Technicolor Sequences; SONG OF THE WEST, with John Bales and Vivienne Segal (Warner Bros.); SONG OF THE FLAME, with Bernice Claire and Alexander Gray (First National); THE CUCKOOS, with Bert Wheeler, Robert Woolsey and Dorothy Lee (Radio); THE FLORADORA GIRL, starring Marion Davies (Metro-Goldwyn-Mayer), Technicolor Sequences; THE MELODY MAN, with Alice Day and William Collier, Jr. (Columbia); THE ROGUE SONG, with Lawrence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer); THE VAGABOND KING, starring Dennis King, with Jeannette MacDonald (Paramount); UNDER A TEXAS MOON, with Frank Fay, Noah Beery, Myrna Loy and Armida (Warner Bros.).

Technicolor is a Box-Office Name Advertise it
United States

Burlington, 1a. — Central States Theater Corp. may build an addition to its chain here. The company plans to remodel the Grand and may even lease its location in the Rialto.

Pittsburgh—William G. Liebler has joined the sales staff of the Columbia Film Service, succeeding Sam Finkleman.

Hudson, Mass.—When the Elm repens as a talker house upon the completion of alterations, it will be known as the State. The theater has been leased by Frank L. Madden.

Pittsburgh — Livingston Lanning as resigned as manager of the Penn Theatre.

Porterville, Cal.—A. Eyer has disposed of the Crystal to Burgess Convoy.

San Francisco—Louis Greenfield as left to look over his theater interests in Honolulu.

Pittsburgh—Dave Brown has been installed as office manager at the United Artists exchange here. He as formerly with Paramount.

Porterville, Cal.—A 1,500-seat theater to cost more than $200,000 will be built in this city by Fox Principal Theaters, Inc.

Malden, Mass.—Middlesex Amusement Co. has closed the Auditorium and Orpheum for the summer.

Mansfield, O.—Scarce Amusement v. will rebuild the Madison, which is destroyed by fire last year.

St. Louis—Local RKO branch will line under jurisdiction of Cleveland, newly appointed western division manager. He will also have in his line-up the Chicago, Dallas, Denver, Des Moines, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, New Orleans, Oklahoma City, Omaha, Portland, Salt Lake City, San Francisco, Seattle and Sioux Falls exchanges.

Cleveland—Corwin Collins has been made assistant manager at Keith's East 105th St.

Kansas City—Jack Hays is here to make arrangements for the showing of "Ingagi" in this territory.

Cleveland—Saturday midnight shows have been adopted as a regular policy at the Loew's Park.

Kansas City—Jack Roth, former manager of the Madrid and Isis in this city, is now district manager for Publix at Des Moines and Newton, Iowa.

Newman, Cal.—Gus Johnson has sold the Star to A. Angenent and Paul Brower. The theater has been completely remodeled with possession by new owners.

Atlanta — Jerry Saison, recently appointed eastern division sales manager of RKO, will have supervision of this exchange in addition to Albany, Boston, Buffalo, Charlotte, Cincinnati, Cleveland, Detroit, Indianapolis, Jacksonville, New Haven, New York, Philadelphia and Washington.

Cleveland—An art theater to be built here on a site on Euclid Ave., near East 20th St.

Avalon, N. J.—Municipal authorities here have contracted with RCA Photophone for the installation of sound equipment in the auditorium on the municipal pier.

Cleveland—W. A. Finney, Loew's district manager, has transferred his headquarters from Pittsburgh to the State Theater Building in this city.

McComb, Miss.—Elli Sarphe, one of the promoters of a 1,500-seat theater planned for this community, reports that plans have been completed The house will be located on Broadway.

San Francisco—T. & D. Jr. Enterprises and the Golden State Theater and Realty Corp. have moved offices from Loew's Warfield to the golden Gate Bldg., on Taylor St.

Seattle — Monthly meetings are being held here by Western Washington exhibitors for the purpose of discussing current problems. At the first gathering James Hone, secretary of Allied Amusements, described various censorship attempts and also told of the activities of state taxing bodies, who are trying to bring about levies on amusements.

Henderson, Ky.—More hope is being expressed for the successful outcome of the Sunday show battle in progress here, as well as in Owensboro. A large number of towns throughout the state now have Sunday amusements, and a more liberal attitude on the subject is expected to result from efforts under way in the closed towns.

St. Louis—According to a bill now in the hands of the aldermanic committee on legislature, daylight saving will go into effect here June 1 and continue until Sept. 28. The aldermen are reported to be split on the issue, while the St. Louis Real Estate Exchange has voted 150 to 30 in favor of the extra hour of daylight.

Marceline, Mo.—Glenn W. Dickinson, son of the Glenn W. Dickinson Theaters, Kansas City, has leased the Manhattan, now under construction, and will operate it as the Dickinson. A. B. Cantwell is to remain here in charge of the new theater.

Foreign

London—There are now 747 theaters in the British Isles with Western Electric equipment.

Danzig—What will be the largest theater here upon completion in October is to be constructed by the Ufa concern. It will seat about 1,500 and will be the 23rd theater in this city.

London—Walter Forde has been engaged by Gaumont to direct "Bed and Breakfast."

Berlin—A new sound studio has been completed by Ufa at Neubabelsberg.

London—Western Electric's engineering staff in the British Isles today comprises 203 names.

Sydney—Northern Theaters, Ltd., has been registered here. The company has a nominal capital of $25,000.

London—"The Middle Watch," the play by Ian Hay and Commander King-Hall is to be turned into a talker by British International under the direction of Norman Walker.

Paris—A talking picture studio has been erected by the Eclair Tirage firm at Epinay. It is equipped with Tobis apparatus.

London—Sari Marita, Hungarian actress appearing in English pictures, has been placed under contract by Gaumont.

Buenos Aires—A commission to consider the difficulties coincident to the introduction of talking pictures has been appointed by the mayor of this city. New regulations governing the showing of audible films locally will be formulated by the body.

London—Increased wages and other demands are being made by the Electrical Trades Union.

Edmonton, Eng.—Alfred Barnett, owner of the Hippodrome here, has taken over the Cinema Royal, Croydon, which he is equipping for sound.

London—P.D.C. is spending $125,000 in an extensive publicity campaign in the British press.

Toronto—Jacob Cohen, 83, father of Arthur Cohen, managing director of Famous Players Canadian Corp., is dead after an illness of several months. He had been a police magistrate in the Dominion for many years.

London—Installation of its magnascope screen at the Rutland, Edinburgh addition to its chain of theaters, will be followed by eight others, it is announced by Gaumont-British.

Paris—Marcel Pagnol has established a film company of his own to make a talker of his play "Topaze." The original cast will act in it under his direction.

London—Appointment of W. T. Maxwell as director of publicity of the Producers-Distributing Co., Ltd., has been announced by Reginald Smith, managing director of the firm.

Congratulations:

NANCY CARROLL

who achieves first-line distinction as an emotional-dramatic actress by giving the finest performance of her career in Paramount's "The Devil's Holiday" No. 13 of 1930 "Good Deeds" Series
HOLMAN CITES ADVANTAGES
OF REVOLVING LENS SYSTEM

The revolving wheel projector has been found to meet with the most exacting requirements for clear and efficient projection that efforts or supplant this method have not brought any practical results, Arthur J. Holman stated recently at the S.M.P.E. convention, in discussing which he spoke on the "Advantages of Non-Intermittent Projection by the Revolving Lens Wheel Mechanism." His abstract on the subject follows:

"Exhaustive comparison tests, conducted by men thoroughly familiar with the performance of intermittent projectors, have proven conclusively that the revolving wheel projectors, properly adjusted and operated, produce screen images which are equal to or better than those of any intermittent projector, and that the blanking effect, together with the elimination of the intermittent movement are the principal advantages of this projector."

The advantages of the revolving lens wheel system of projection reside in the elimination of the intermittent movement and the shutter. The uninterupted flow of uniform light from the screen produces a clear, bright, and extremely pleasing picture, which is less free from scintillating effect in the highlights. Due to the continuous movement, the quality of a film frame is maintained, and the appearance of graininess is further reduced and the action is smoothed out. These factors materially reduce eye-strain and fatigue, thus enabling the observer to enjoy the film to the fullest extent the improved tone quality.

The rolling film has been likened to motion pictures of old masters. Here, in short, is the "Renewal of the Intermittent Movement and the Introduction of a ScientificallyDesigned Takeup Control," and Holman made it possible to get several thousand exhibitions from a single film without accurately gauging the sprocket and dial over the picture area. Moreover, since the sprocket pin, which is normal for the film strip, is subject to very little heating effect. The aperture and gate design effectually prevent "bucking." The optical system, easily and instantly adjustable for variation in shrinkage of film, is very simple: it contains no mirrors or prisms and does not require a lens or variable velocity devices for its operation. The system may be adapted for any desired film frame size and is equally effective for the 16 mm. camera width film. This model used at the S.M.P.E. spring meeting is equipped with improved safety devices including a foolproof fire shutter and effective magazine valves."

CARE OF SYNCH. MEASURERS
EXPLAINED IN SERVICE BOOK

This is the third of a series of articles reprinted by arrangement with M-G-M from "Film Service" the official monthly magazine of the technical manager of the company’s exchange maintenance film department. THE FILM DAILY feels that these articles held have been inserted and the footnote one connected with the physical handling of film and discus.

One of the most important and useful mechanical devices in the exchange is the synchronizing mechanism. When the film and sound are properly matched and synchronized by inspectors it is imperative to assure successful handling and inspection of sound pictures. These machines are very expensive and must be handled carefully to protect our investment. In using the equipment it is advisable to check it in the same location to another, pick it up by the base: never lift it by rollers or sprockets. The lifter or lever which supports the disc counter is the only part of the machine that is to be used for lifting the upper rollers. Never lift them in any other manner as the entire mechanism may be damaged.

The following are the uses of the machine:

A. Determining the number of frames of an entire print.
B. Measuring individual scenes to determine the accuracy of same.
C. Checking one print against another print to ascertain the accuracy of continuity sheets or detect suspected film shortages or omissions in one of the prints.
D. On disc prints where black frame-line leader is used, serial numbers cannot be read, the synchronizing mechanism may be used to check scenes which are indistinguishable using the continuity sheet as a guide.

The following is the correct method of using the machine:

Set it in between the reedings with the foot-print counting devices away from the operator. Pass the film over the sprocket wheel closest to the countiing device and under the guides of the roller closest to the foot-print counting device. The film should be placed over the sprocket wheel so that the film is always at the start frame line will be between the start mark and the first frame of the picture. Repeat this process for the end of each print. The sprocket-wheel nearest the operator. When the film is placed so that the start and end frame line will be between the start mark and the first frame of the picture. Repeat this process for the end of each print.

Assemble the exact length of scene No. 1 by reading the continuity sheet. Turn the right end of the film to look for a reference mark. If the reference mark is not on the film no subsequent a photo is taken of the leader counter and the same point. If they do, if the scene and the footage and the sequence be connected, therefore, with the length called for by the continuity, the first scene is correct.

If both prints register the same, but both measure either shorter or longer than the length called for by the section continue and examine the other or incorrect error made in the continuity sheet. This error will be due to the fact that by misplacing the index foot print with a pencil and inserting the correct foot print in the correct position. Continue through to the end of the reel, stopping whenever required to check the measurements of sound pictures. Continue.

Except in an emergency, never remove the film from the sprocket wheel while operating the machine, as the exact count will be lost. The end of the film is brought in to a minimum, and the film is brought to a finish mark. After this finish is reached, the machine after making the film and is brought to a proper position.

Keep the synchronizing measuring machine in a dry place. Cover it carefully at night with a light if it is exposed once a week. There is also a hole in each of the six rollers into which a few drops of oil should be placed each week.

Splices

The liability of film to damage makes it essential that splices be made carefully and uniformly. This will aid in preventing the most troublesome and annoying defects and in preventing projection troubles which often arise due to inferior film. If the film is properly handled, it may increase the fire hazard during projection. Poor splices include those that are improperly made, splices which cause irregular motion and those which overlap too much or too little. Any sort of damage to the film should be repaired as soon as it is observed.

Grasseld film Splicers have been supplied, and are always to be used, for making film splices. Film may become stiff or may buckle through excessive stretching or too liberal application of cement, or it. To make a perfect splice, the emulsion must be thoroughly scraped on the sprocket wheel holes as well as the surrounding surface, otherwise, weak film will separate. Reels must be spliced from top to bottom, so that the film is placed in the projection machine it will not get off. Splicing is done to remove the emulsion and properly to prepare the film to the visibility of the film.
Theater Equipment

HAS AUTOMATIC CONTROL FOR DESIRED SCREEN SIZE

Allentown, Pa. — Automatic Devices Co. has installed in the Hollywood, New York, equipment which will automatically enlarge and reduce the screen to proper proportions for regular and wide film screenings. Stabilize motor generators and A.D.C. automatic control equipment, which has been installed, will take care of any wide film that is to be shown and at the same time preserving the proper proportions for standard size projection.

Opens Servicing Office for Indie Sound Devices

Cleveland — Under the management of John B. Dunton, Sound Serv. Corp., which has been installed in practically every leading theater in the United States, a new office has been opened by the company at 720, New York. The company recently was organized to service independent type of sound reproducer devices which are not serviced by companies distributing them. In addition to his Sound Service also has a department which handles all replacement parts.

Hollywood Stage Work Done by Peter Clark

Another stage job has been completed by Peter Clark, Inc., in the recent installation of all the rigging and other necessities for the New York, Warner Hollywood in New York. The company has been in business for the past 25 years and has been a cating factor in outstanding developments in stage equipment and rigging during that time. Peter Clark stage rigging and equipment, organ, orchestra and orchestra sets are installed in practically every leading theater in the U. S. Prior to the Hollywood assignment, the company equipped the Beacon in New York or Warners.

New Rola Speaker Soon

Cleveland — New models of the Rola auditorium type speaker will soon be ready for distribution, it is announced by the Rola Co.

To Close for Remodeling

Hamden, Md. — Julius Goodman will close the Ideal July 5 when work will be started on rebuilding the house.

Balto Astor to Be Enlarged

Baltimore — Seating capacity of the Astor will be increased to 1,800. The Astor also will be remodeled. Amusement Corp. of America, Robert Kanter, president, is the owner.

Importance of Ventilation Cited By Rudolph Kramar

Importance in keeping theaters well ventilated for the enjoyment and comfort of patrons is stressed by Rudolph Kramar, division manager of the Bronx, Manhattan and Westchester for Fox Metropolitan Playhouses, in an article in "Fox Progress." His advice to managers follows:

"You can offer the best attraction of the year and build up a program of unequalled entertainment value, but, if the ventilation of your theater is not what it should be, the patron will not enjoy the show."

"Many fine programs have been spoiled by a manager's neglect of ventilation. It takes more than good entertainment to assure complete amusement satisfaction to the patron. He must also be comfortable."

"Many thousands of dollars have been spent to make the motor picture theater a pleasant place of amusement. Courteous service and personal comfort have been among the biggest factors in the success of the motor picture business. But, while the efficiency of the uniform staff is important, there is nothing that contributes to the satisfaction of the patron so much as an atmosphere of freshness in the theater. Without that everything else is so much good effort gone to waste."

"In the morning, when cleaning the theater, the workers should throw open all the windows and doors, creating a draft and removing the odors of dust and cleansing materials."

"During the summer months, all the fans should be running to insure an ample and even circulation of pure, clean air at all times. Keep open all the windows that do not admit light that might interfere with the proper projection of the picture."

"If your theater closes during the supper hour, open every window and door and refreshen the house with fresh air."

"Great care must be exercised in avoiding drafts during the performance."

"Now is the time to inspect the air shafts and steel the ventilation system to remove any debris that has accumulated and is interfering with the free entry of air."

"The exhaust fans must be conditioned daily. The stage shaftways should be opened daily during the morning and in the intermissions."

"Every manager should immediately inspect his ventilation system and institute a regular routine of daily inspection."

"The Manager has to be on the lookout for any conditions that limit or alter the ventilation of the theater. And right now, during the first warm days of summer, the performance of the exhaust fan that duty is the test of a manager's dependability."

Putting Berliner System in the Stanley, Newark

St. Louis—Universal Film Screening Co. is offering S' Reno disc reproducing equipment for exhibitors who have not yet installed sound apparatus. The device in its entirety includes three complete S' Reno 16-inch turntables equipped with pickup and quarter horsepower motor, three Wright-Decoder No. 9 horns, two Grant-patented, two Tommy Wells, two Webster amplifiers, one Webster fader, one monitor horn, and 250 feet of 14 B-X wire. For exhibitors equipped with any type of disc apparatus, the company also is offering a special S' Reno sound-on-film attachment.

Improving Carthage House

Carthage, N. Y. — Business men of this town have leased the Opera House and will make improvements, including installation of sound apparatus, before opening.

$250,000 for Remodeling Houses

The Manhattan Playhouses will spend about $250,000 for remodeling and modernizing all its houses on the lower east side of New York.

1,600 Items to Be Listed in Continental Pamphlet

Continental Theater Accessories is putting out a new national pamphlet that will give a brief description of 1,600 different items kept in stock at this New York and Los Angeles offices. Copies of the pamphlet will be mailed to exhibitors.

No Silents in Hagerstown

Hagerstown, Md.—With the wiring of the Palace, this town is 100 per cent sound.

Reopens Utica House

Utica, N. Y. — Jacob Elias has reopened the Liberty after installing sound and redecorating the house which has been closed for three years.

PORTABLE FLOOR CLEANER PRODUCT OF NEUMADE, INC.

A portable floor cleaning machine especially designed for sound-on-film is a recent item introduced by Neumade Products, Inc., which states that nothing but perfectly clean film, absolutely free from oil, dust and all foreign substances, will give the desired projection results. The machine is claimed by its manufacturer to be light and compact but made to bolt on any booth table. Film can be easily inserted and sprinkled with just enough to run true, it is said, and easily adjusted rollers hold enough of fabric cleaning material.

New York Atlanta Gets $100,000 Cooling System

Atlanta—A $100,000 cooling system has been installed at the Fox. All air employed in the ventilating system is forced through a curtain of cold water and then over several hundred coils of frost-covered pipes before entering the theater. Air system is sucked through one system of pipes through huge exhaust fans.

DAILY

THE FIlM

TALKING NEEDLES

WALL-KANE NEEDLE MFG. CO., INC.
1812 14th Ave.
Brooklyn, N. Y.

Ruscus Trees, Hedges, Painted Proofs, also Water-Proof for indoor and outdoor use. Artificial Flowers. Stands for Lobby, Theatre and Hall Decorations Illustrated in Our SEASONABLE CATALOGUE No. 1. MAIL ENQUIRY FOR FREE ON APPLICATION. Suggestions and Estimations Cheerfully Furnished.

FRANK NETSCHERT, Inc.
61 Barclay Street
New York, N. Y.
“Queen High”  with Charles Ruggles, Frank Morgan, Ginger Rogers  Paramount  Time, 1 hr., 25 mins.  A NATURAL UPROARIOUS, MUSICAL Farce CROWDED WITH LAUGHS. RUGGLES A CONSISTENT SCREAM. PICTURES A HIGH-CLASS-COLLECTOR ANYWHERE.

Based on the musical farce by the same name. Schwab and Mandel have produced a talker which looks like one of the biggest picture promises on the Paramount list. The plot is sure-fire and Director Fred Newmeyer hasn’t overlooked a single laugh. According to the story, a pair of squabbling partners. Some of them to end their association, compromise by a game of show-down. The loser for one year agrees to play servant with the partner. The situation is to have charge of the business. Ruggles loses but upsetting the morale of his partner by taking love for his wife. The wonderful thing is the partners discover that their attorney tricked them and the contract is illegal. Frank Morgan gives an ace performance, the players are fine. The music is okay.


Direction, cooking. Photography, good.

Dolores Del Rio in  “The Bad One”  with Edmund Lowe

United Artists  Time, 1 hr., 15 mins.  TELL ME LOVE, TELL ME TALE, ALL KINDS OF IT.” FULL OF ACTION, SKILFULLY DIRECT-ED AND ACTED WITH ZEST.

It is a plucky story about a girl who falls in love with a man of guts. After several reversals of fortune, it plunges into a strong dramatic vein as a result of an accident. The girl, played by Del Rio, was executed in the directing of The Woman who is about to marry. The lad, played by Lowe, had been circled, and the girl grows to love him in a natural way.

Dolores Del Rio, Edmund Lowe.


Direction: George Fitzmaurice; Author, John Carrow; Adaptations, Carr, Edmund Lenol; Photographers, Edmund Lenol; Directors, Karl Scrase; Monitor Man, not listed.

Direction, top-notch. Photography, excellent.

George Bancroft in  “Ladies Love Brutes”  Paramount  Time, 1 hr., 11 mins.  TYPICAL BANCRFOIT VEHICL CARRIES STRONG PUNCH WITH STIRRING ACTION AND BIG HEART INTEREST IN THE MONEY.

This one will please all the Bancroft fans, and should add consider to his following. Taken from Joe Akin’s story, “Pardon My Glove,” it tells a typical Bancroft tale of a rough gent who tries to ape the manners of the man he should love. It is a poor job of it. It is a very human and appealing characterization in the star’s best manner, and George’s voice records fine. As a wealthy sky-scraper builder, Bancroft works on his own construction jobs, Bancroft meets a society woman and falls hard. There is some clever under-world stuff and the plot that develops very tense situations. Mary Astor is charming as the support. The picture has some good direction, is well paced and balanced, with a generous sprinkling of laughs. Looks like a popular number.


Director, Rowland V. Lee; Author, Zoe Akin; Adaptations, W. D. Wilmot, Young, Herman J. Mankiewicz, Dialogue, not listed; Editor, not listed; Monitor Man, not listed.

Direction, very good. Photography, fine.

“Soldiers and Women”  with Aileen Pringle, Grant Withers Columbia  Time, 1 hr., 13 mins.  TENSE DRAMA OF DOMESTIC COMPLICATIONS IN MILITARY LIFE OF HAITI, DRESSED INTO A MURDER MYSTERY WITH SOME HUMOROUS TOUCHES.

Starting out as a romantic mix in which two wives of Marine Corps officers in love with a single man, who in turn loves one of the women, this capably directed military life in Haiti tumbled into a fairly suspenseful story over who killed the no-account husband of one of the women. Why. Intensity is pretty well maintained and the business is punctuated by a generous amount of humor through the efforts of Emmett Corrigan, as a command general, and his own deductions in solving the crimes. Aileen Pringle does a consistent piece of work, and the story teems with the merits suicide after turning out to be the murderer. Helen Johnson, another woman in the tangle. gives a fine performance, while Grant Withers does work as the bachelor captain. A picture program picture.

Cast: Aileen Pringle, Grant Withers, Bess Johnson, Walter McGrail, Emmett Corrigan, Friedrich Welz, Stanley S. Douglas. Director, Van Luit; Editor, Van Luit; Assistant, Dorothy Howell; Editor, Louis S. Stensel; Photographers, Ted Tetzol; Production, Man, John Latz; Direction, good. Photography, fair.

“The Burning Heart”  with Mady Christians, Gustav Froelich  (Synchronized)

Harold Arlen Time, 1 hr., 25 mins.  FAIR GERMAN DRAMA LIT UP BY MUSICAL ACCOMPANIMENT AND GOOD PHOTOGRAPHS.

This German-made drama, which is a sequel to the background, directed by Ludwig Berger, is interesting only in spots. As a whole it is a deliberate and heavy-paced with wide popular favor. It is the story that is imaginative and of unconvincing situations, it is forced to depend upon its for much of its attraction. Its chronized score is pleasing and there is some nice singing by Mady Christians. The acting is generally poor, but it is the story that is artificial. The photography in occasion extremely effective, the shots are realistically done and the acting is commendable. A man, a woman and a true Christian plays a young singer is forced by the death of her work as a church girl. She is a devoted and loving woman, a lover, a composser, who upon the truth breaks with her. They patch matters up.

Cast: Mady Christians, Friedel von Steudel, Friedrich Kayseler, Friedel Kayseler, Otto Reis, Ida May; Editor, Alfred Heineking; Director, Ludwig Berger; Author, Muller; Camera, Curt Courant. Direction, all right. Photography, fair.
**** Runaway Bride ****
With Mary Astor and Lloyd Hughes in the title roles.
**
**Corking melodrama sprinkled with plenty of comedy that makes for good entertainment.**
**Principal and supporting cast does fine work.**

There is plenty of excitement for Mary Astor in this one and she handles her role in major fashion.

While she carries most of the burden, Lloyd Hughes comes in for a good share of the honors.

Natalie Moorhead, as a hotel maid and accomplice of the gang who later double crosses them, delivers a good performance.

Paul Hurst, in the role of a detective, is a sure bet for characterizations of the George Bancroft type.

The better, Maurice Black and Francis McDonald are good in their respective parts.

As she is about to run away from her future husband, the heroine unwittingly becomes embroiled in a robbery when a string of necklaces are deposited in her bag. She looks lovely.

**“Sunny Skies”**
*Time, 1 hr., 20 mins.*

**Average College Yarns Over With Benny Rubin Pulling the Aughts. Will Please the Lappers, As Well As the Rowds Who Like to See College Life Travelled.**

With the usual college yarn material, Mr. Rubin is a seasoned performer, and Touro succeeds in keeping it fairly entertaining, and with his Rubin as the freshman with Jewish accent, the laughs come readily and generously throughout.

His Rubin person has a personality of his own, and just to look at him sufficient to start the laughs coming.

The cast gives him good support, and Marceline Day gets by on an attractive personality. The good hokum is generated generously, with hero making the last minute dash win the game for good old alma mater, and also the girl. It essentially light summer entertainment with its appeal to the younger elements.

**“The Haunted Ship”**
*Time, 6 mins.*

**Aesop Fable Gem**

Set down as one of the finest, if not the finest, Aesop Fable to be turned out by the Van Beuren people, and the travesty conceived here is pure entertainment, imaginative, capably recorded, musically pleasing.

A neat piece of work any way you look at it. The story concerns the experiences of two characters who, flung into the ocean when their airship is destroyed, find themselves on a sunken ship inhabited by strange denizens of the sea. One of them hopes to marry a piano, setting all the creatures occupying the vessel on a dancing and singing.

**An Ill Wind or No Mother to Guide Her?**
*Time of 12 mins.*

**Fair Miller Burlesque**

As a burlesque on the melodrama of the old school, this show is passable, though it would have been more acceptable had the recording been better. The material is adequate and the travesty is done in good style, but the voices of the players at times are badly muffled.

The story is that of the heroine who refuses to wed the villain who holds the mortgage on her home, is trapped in the saw-mill and is about to be cut in two when the hero arrives to save her. Among the players are Edna Hubbard, Theodora Lorch and Eddie Graham.

**The Royal Fourfours**
*Time, 16 mins.*

**Amusing Comedy**

An entertaining comedy in which Eddie Buzzell appears as a modern man set in a mythical kingdom. He finds himself having quite a hectic time of it. While pursuing one of the king's beautiful subjects, he is himself captured by the queen, who forces him to make love to her. His fall from royal favor comes when he playfully slaps the king, mistaking him for the queen. Cast into a dungeon, he escapes with the aid of the girl he loves in time to avoid being beheaded.

**A Holiday in Storyland**
*Time of 9 mins.*

**Kiddie Musical**

Real entertainment for the children is found in this colorful act that provides a variety of musical comedy fare. The children are talented and deliver the parts and deliver performances that will appeal to the whole family trade with great satisfaction.

The story is based on "Mother in the描述", and is done in all-Technicolor.

**The Cave Club**
*Time of 9 mins.*

**A Cabaret Cycle**

Beginning with night club life in the stone ages and changing to our present day, the cycle has been more entertaining if a trifle more energy was injected into the performances. Everything seems to be done in such a perfunctory manner that it fails to hold interest. It just ambles along with some fairly good routine numbers by the chorines. The rest lack the fire and pep for a real, fast and entertaining short of its type.

**Money, Money, Money**
*Time of 8 mins.*

**Good Dramatic Sketch**

A dramatic sketch that makes good diversion. It is rather well done in terse and simple style. The time is New Year's Eve. The place is the apartment of a wealthy real estate man who has an engagement to dine with a lady. When the girl fails to appear he calls in a down-and-out from the streets to share the meal with him. The fellow bears a mercenary woman for his plights. When his host's friend finally turns up at midnight, it develops that she is the same woman referred to by the stranger. There is nice work by a cast including Bobby Watson, Rudolph Cameron and Wilbur Mack.

**Father's Day at Home**
*Time, 5 mins.*

**A Mirthful Musical**

Opening scene of this cartoon comedy shows father curled up in a chair enjoying his pipe and sporting secure in the fact that he is safe from such accidents as he has been reading about. His peace is disturbed by an insurance solicitor who tries to sell him an accident policy but is sent away. Willy calls him to help fix the roof and, while perched on the top of the ladder, he takes a steep fall, landing in the water barrel. Insurance solicitor has been hanging around and signs him up while the need of such protection is apparent.

This industrial short is produced for Aetna Insurance Co. and provides good entertainment.
Presentations
By JACK HARROWER

VALLE and BOLGER TOP
PARAMOUNT STAGE SHOW

A well-balanced stage show providing excellent popular entertainment has been brought to the Paramount this week. While Rudy Vallee at the head of his Connecticut Yank-ees is offered as the main drawing card, it is Ray Bolger, that fine comedian, who gets the biggest hand. And deservedly, too. Bolger completely wins his audience not only through his comic ability, but also through a style of dancing that is as much a part of himself as the comedy he puts over. His mad humor and senseless antics are productive of no end of fun. He also reveals a remarkable flair for impersonation. When he presents his own impression of an adagio dancer, later to follow with one of Bill Robinson dancing, he brings an enthusiastic response from his audience.

Rudy Vallee's boys play some popular tunes softly and melodiously. No harshness is to be noted in their performance. Rudy makes sure not to disappoint the ladies. He supplements his work on the saxophone by singing several popular tunes through the megaphone.

Another feature on the program is the Brox Sisters, who croon a medley of popular songs. Other entertainers are Helen MacFarland, a versatile miss; the Fred Evans Tulip Girls, who execute a dance symbolic of the advent of spring, and Emilie & Romaine, an adagio team that does creditably. The show, a Boris Petroff production called "The Blue Mill," has a Dutch setting of windmills rising against a deep blue sky; it is an effective background.

Kenneth Harlan's New Bride
West Coast Bureau, THE FILM DAILY
Los Angeles—Kenneth Harlan and Doris Hilda Booth, of Somerville, Boston suburb, have applied for a marriage license.

DIVERSIFIED BILL AT ROXY
HAS COLOR AND NOVELTY

This week's stage presentation at the Roxy opens with "The Garden of Dreams," a beautifully staged number showing a garden with white marble figures which come to life as Patricia Bowman sits and dreams. She dances with the main figure, Leonide Massine, and returns again to her dreaming. The Roxy Ballet corps goes through some graceful movements in its usual finished style. The Roxettes follow in abbreviated blue costumes with enormous plume headdresses which are employed effectively in the maneuvers. The Dumbar Carillonneers play a number with their silver bells, while behind a scrim the figures in the dim background lend atmosphere to the theme of the music. The final bit is "Up Among the Chimney Pots," a novelty number, with the chimney pieces coming to life and dancing on the housetops. This number is very elaborately done, using the entire ballet and chorus. The lighting effects in the windows of the houses is cleverly handled, and the bill proves to be well balanced and sufficiently light for the summer season.

International Scope
is Planned for AMPA
(Continued from Page 1)

the American body. Similar efforts will be made to establish AMPA groups in Berlin, Paris and Rome.

Further expansion has been proposed by Charles Burrell, who suggests AMPA become members of the Society of M. P. E. producers because of the revolutionary developments that are being worked out by this organization. Burrell mentioned a cinema projection of 16 lines and an automatic viewfinder device for continuous projection which will increase the life of film 600 per cent. Today a film can be shown 60 times before it is junked, but with this machine it can be shown 600 times. The inventor, A. Helman, of Brooklyn, Mass, has been working on the device for 10 years. It operates without shutters and noise, and may replace one part of the present apparatus. Burrell also said Russia is an excellent field of opportunity for press agents.

See Early Settlement
of German Patent Issue
(Continued from Page 1)
time, according to Jesse L. Lasky, who is here for the Paramount stop. K. K. Hubert, Ufa director, predicts an agreement will be reached within two weeks.

Honor Eisenstein and Tisse
A luncheon in honor of S. M. Eisenstein, Russian director, and Edouard Tisse, cameraman, will be tendered by the American Russian Institute next Tuesday at one o'clock at the Savoy Plaza Hotel, New York.

Altman Brothers Leave Fox
After about 20 years with Fox, Teddy and Moe Altman have left the organization.

"Sally" Praised in Argentina
Buenos Aires—"Sally," opening at the Grand Splendid, owned by Max Altman, won approval of critics here. Treatment and acting were highly praised by reviewers.

65-75 FROM PARAMOUNT;
SALES POLICY MODIFIED
(Continued from Page 1)

highest figure, Emanuel Cohen announced the shorts, totalling 178.

A change in Paramount's sales policy was outlined by Sidney R. Kent, who said that pictures today are a style business and productions must be made to the cinema and rapidly changing taste of theater patrons thereby making it impossible for producers to announce and live up to every detail of films to be delivered as much as a year later. For this reason, Kent said, Paramount not attempting to give definite details of its entire program, and the program announce ment becomes a part of the exhibition contract only as far as it covers definite pictures announced at this time.

Exhibitors who prefer to buy new only the portion of the product announced, and take a chance on obtaining the remainder as it is finished, will be allowed to negotiate on that basis, Kent said.

Sam Katz was among the speakers at the show. He talked on public tastes in film entertainment and stated that 35,000,000 persons entered 1,151 Poliex theaters each week.

Paramount Convention
Sidelights
THE Harold Lloyd banner is being waved by his New York representa tives, William R. Fraker, A. S. Levy, C. A. Neeter, Frank Harris and Les Whalen. They depart Coastward Sunday along with the other Paramounts.

Duke Clarke, energetic Columbia executive manager, has been receiving congratulations on his work in aiding Paramount newsreel men get pictures of the recent penin sular fire and prison disturbance.

Authoritative information on who's at the South Pole is being furnished by Willard van der Veer and Joe Fucker, cameramen who shot "With Byrd at the South Pole." After telling the conventioneers something about gridding an icicle-laden camera they returned to New York yesterday to resume cutting their picture.

Max Fleischer, he of the screen song cartoons which are awakening exhibit applause, tells of a New England theater man who had to run out of the subject a second time owing to audience enthusiasm. And Max has the letter to prove it.

F. Wynne-Jones, Ufa chief in the U. S. A. is Paramounting around the lobby, looking, hale and hearty after his recent illness.

It looks like a revival of the Balans & Katz era with both Max and John on the premises.

Regret is expressed at the inability of E. E. Shauer to attend the proceedings. Illness is keeping him away.

One of the Philadelphia comic centers, the Cony Island, has been Paramount product for 10 years which is a long time on one job if this business, sez we.

Sergi Eisenstein, Russian director imported by Jesse L. Lasky, i getting his first glimpse of America's glorified Coney Island. The initial trip to this great land of ours.

Larry Kent, who's in charge of short subject production at the Paramount New York studio, is one of the few production men attending Larry's the Flying Man who met up with Larry Kent, the film player.

AMALGAMATED VAUDEVILLE AGENCY
Attractions for Picture Theatres
Standard Vaudeville Acts
1600 Broadway, New York City
Phone Penn. 3580
# Simplex Supremacy Means International Supremacy

**Simplex Projectors**

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**Simplex**
The International Projector

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**The International Projector Corporation**

90 Gold Street, New York
THE New York Daily News and the Chicago Tribune, each with the biggest circulation in America's two biggest cities, have both overwhelmingly demonstrated the popularity of Janet Gaynor and Charles Farrell.

Each has conducted a movie star popularity contest. Gaynor and Farrell have won in both by a wide margin.

**In New York:**
- Janet Gaynor: 40,417
- Nearest competitor: 24,162
- Charles Farrell: 37,075
- Nearest competitor: 29,041

**In Chicago:**
- Janet Gaynor: 8,202
- Nearest competitor: 5,420
- Charles Farrell: 5,950
- Nearest competitor: 4,625

Exhibitors will not be surprised at their victory. They know that the names of Gaynor and Farrell on a house front bring capacity business.

Before these youngsters came to the Fox Studios five years ago they were unknown. Fox pictures and the great Fox organization have brought them to the top.

The King and Queen of the Movies will be together again in "Oh, For a Man!" following their sensational success in "Sunny Side Up" and "High Society Blues".

Watch the records go into the discard!

HARLEY L. CLARKE
President
E. W. Hammons Will Head New Educational Combine

Three important Coast studio properties, Educational, Metropolitan and Christie, with an aggregate valuation of around $3,000,000 are merged into one organization as a result of a deal completed Saturday in New York between E. W. Hammons and Charles Christie. A new operating company will be formed with Hammons as president and Charles Christie as vice president and business manager of the studios. In addition a new

Western Electric to Join in Final Meetings Next Month

Berlin (By Cable)—Expected early settlement of the talker patent situation is practically assured with the conclusion of conferences here between Adolph Zukor and the Tobis-Klangfilm groups. Upon his departure Zukor stated that an international conference would be held in Switzerland next month, at which time all groups will be represented. These include the Studio of the paradies, also the Klangfilm.

STARS OF PUBLIX SHOWS FOR PARAMOUNT PICTURES

Atlantic City—Star talent from Publix stage shows will be used in Paramount pictures, Jesse L. Lasky said. Among them in addition to the season’s program to the convention gathering. A big-name policy has been adopted for the short subjects.

FLEISCHER TO SHOW PRE-SYNCHRONIZING

Max Fleischer goes to Washington tomorrow to appear before the patent commissioner and demonstrate his pre-synchronizing process for cartoons. With the device, on which Fleischer applied for a patent a year and a half ago, effects are recorded first and the drawings then are made in synchronization.

3 in 1 for Lowe

Hollywood—In "Scotland Yard," which Norma S. Hall is adapting from the Denson Clifft play for Fox production, Edmund Lowe will play three roles. One of the parts is a crook, the other a plastic surgeon and the third a detective.

Educational Merges with Christies, Metropolitan

ZUKOR PAVES WAY FOR WORLD PATENT POOL

Minimum of 47 from M-G-M on 1930-31 Schedule

Style Changes—An up-to-date observation

By JACK ALICOATE

ID KENT, keen analyst and head man in Paramount sales councils, speaks right out from rostrum in convention assembled in Atlantic City and says notion pictures are now a style business. That productions must be made according to current tastes that change constantly. New faces and voices are continually coming to the fore and should not be denied immediate distribution because of casts announced months previously. In typical Kential fashion he points out that his company will be willing to negotiate with theater owners on the basis that the exhibitor definitely booking product announced and taking a chance on the remainder of the Paramount program as it is finished. Here is some good old-fashioned hard common sense. Too many quarrels have already arisen regarding substitution. The industry reaction to Mr. Kent's straightforward observation will be interesting.

Coming and Going

The business, art, or industry of book publishing is flourishing, but only so far as its connection with the motion picture industry is continued. The day of the independent publisher is rapidly fading away. Some idea of how pictures are cut into this once happy, independent, and prosperous field can be gleaned from the fact that Warner Bros. alone published 308 songs during the past year. One way, if you leave out Tuesdays, some songs.

Metre Releases for Next Season May Be Increased to 52

Chicago—No less than 47 and no more than 52 features will be released by M-G-M during the 1930-31 season, conventionites gathered here for the annual sales meeting will be told on Wednesday when Felix F. Feist, general manager of

J. H. HARRIS GETS POST ON WARNER THEATER STAFF

John H. Harris, for several years general manager of the circuit of 17 houses in Pennsylvania recently acquired by Warner Bros., has joined the executive staff of the Warner theater department, as assistant to Spyros P. Skouras. Harris is the eldest son of the late Senator John P. Harris, founder of the Harris Amusement Co.

Middle West Depression Is Passing, Woodhull Says

Depression in general conditions through the Middle West is gradually passing and activity should be about normal by summer, says R. F. Woodhull upon his return from six weeks' tour of that section in the interests of General Talking Pictures.

THREE OF 22 UFA TALKERS FOR PARAMOUNT RELEASE

Atlantic City—Paramount will release in America three Ufa talking features during the new season. They are: "The Blue Angel," starring Emil Jannings; "The Last Company," with Conrad Veidt, and "The Love Waltz," with John Batten.

K. K. Hubert, member of the Ufa board of directors, said that his company will make 22 features for 1930-31 release. All will be talkers and

Two More Reade Houses Slated for Publix Fold

Atlantic City—Sam Deinbow will soon go to Kingston, N.Y., to inspect the two Walter Reade houses in that city with view of taking them over along with the other Reade theaters, total about 20. The new Reade theater at Asbury Park will open July 1.
Hammonts Will Head Educational Merger

(Continued from Page 1)

producers corporation is to be established with Hammonts at the head and Al Christie as vice president and in charge of the comedy producing department.

The new affiliation marks the return of the Chicago studio to Educational after an absence of three years. Both the Educational and Metropolitan studios will be producing in Educational's new line-up. The Met, also, will continue to rent space to companies for feature production.

Three of 22 Ufa Talkers for Paramount Release

(Continued from Page 1)

no silent versions will be produced. Each picture will be given English, French and Spanish versions and in some instances, other languages will be employed.

The Ufa program also provides for 52 shorts. Twenty-six will be in single reels and in seven languages.

Hubert's mission to America was to study the color and sound market in the U.S. and to decide whether he will be going on at the Ufa studios, he states, as are television experiments.

Three Sales Confabs

Get Under Way Today

(Continued from Page 1)

ing in Los Angeles. While these companies start outlining future sales policies today, Paramount will wind up a four-day eastern meet in Atlantic City, M-G-M today holds its second session of a four-day national conch in Chicago.

Pathes Executives Attending


Educational's Force Present


Two Johnstown Houses

Taken Over by Warners

Two houses in Johnstown, Pa., the Capital and the Far West, had about 1,200, have been taken over by Warners, it is announced by Your, P. Skouras.

Girdon on Inspection Trip

Julius Girdon, personal assistant to H. M. Warner and in charge of interdepartmental contact, has left on a cross-country trip to New York, Pennsylvania, New England, and Illinois in the interests of the Warner real estate department.
THE LION ROARS IN CHICAGO TODAY!

OUR industry LOOKS toward CHICAGO today!
500 Metro-GOLDWYN-Mayer MEN are there!
IT is dramatic!
IT represents A new chapter IN the annals OF this business!
WHEN you hear WHAT takes place YOU will agree THAT this CONVENTION is A milestone!
KEEP your ears AND eyes AND mind WIDE open!
HERE is an inspired production destined to make box-office history. It combines all the box-office elements of "Stella Dallas" and "Over the Hill."

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

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

OPENING — WinterGarden — MAY 23

you can have it — Day and Date with Broadway!
WARNER BROS. present

COURAGE

BELLE BENNETT
MARIAN NIXON
Rex Bell, Richard Tucker, Leon Janney, Carter DeHaven, Jr., Blanche Frederici.

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

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

Watch for Next Season's Announcement—Celebrating Warner Bros 25th Anniversary—Published in Variety late in June!
**A FILM FACT A DAY**

308 songs have been published for Warner Bros. in the last 16 months.

---

**ALONG THE RIALTO**

**with Phil M. Daly**

**BIG DOINGS** at the banquet given in Chicago the other night by Radio Pictures for the exchange managers——Lee Marcus introduced Amos 'n Andy as the most popular team in history, even surpassing in renown Anthony and Cleopatra or Romeo and Juliet. —*gracious, gracious,* we didn't think Amos 'n Andy were that sort of a team——Edmund Lowe will be guest artist in the Roxy radio program over WJZ this evening——Eastman Kodak has developed the "fonofarmony-gristol," which makes pictures of the vocal cords and locates voice troubles——if they can adapt it to the mikes to find out why it goes in sweet and comes out sour, THAT will be an achievement.

---

**RICHARD CARLE,** stage star, is featured in Pathe's comedy, "Rich Uncles"——and Richard sez that during some recent spells on the stage he helped to make the uncles that way——Jimmy Starr tells a yarn about somebody suggesting during the filming of "The Cock-Eyed World" that El Brendel and Edmund Lowe sing a duet——"Sure," said Edmund, "make it Sweede and Lowe."

---

**TABLOID SCENARIO:** Lord Whiffus brings his wife home a basket of California grapes, sun-kissed 'n everything——she takes them down to heropal and severe critic in the kitchen, the butler.——the butler eats an all and hands her the empty basket——"Ain't you rather selfish?" asks Lady Whiffus——"No, my dear," sez the butt, "I'm very grateful."

---

**NEW YORK** has been snooping around trying to find out from the news department of this paper just when the 18th Annual Film Golf Tournament is gonna be held, and where——but they won't tell us, stating that they are planning to braid the Big Story tomorrow——we have just discovered that it is listed in the "Industry's Date Book" on page 2 for June 17 at the Glen Oaks Country Club——if this here news department would read the paper, they might learn some news once in awhile, too.

---

**NOW THEY** are planning to make a talkie of "Ten Nights in a Bar Room"——at last we will be able to hear the gin fizz——Rudy Vallee sang Raymond McKee's song, "Caribbean Sea," over the radio, and the song sales jumped like yinny——now Ray is figuring on taking his royalties on a trip to the Caribbean——that's what you call giving a song a break.——At the Cotton Club in Harlem the dancing is so hot with this new Crazy Walk and the Bump that they had to install a new ventilating system——and a colored gent passing the air vent on the sidewalk outside had his trousers scorched——Then there's that Russian Art Restaurant, with a Turkish violin player, a Danish dancer and a Mexican singer, also a German orchestra leader, a French chef and Yiddish waiters——in fact the entire atmosphere is typically Russian.

---

**THE WASTE PAPER** basket sez: "Most of my guests come to me because they're poorly dressed."
**Hollywood Happenings**

**Coast Wire Service**

**OUR FILMS UNDER WAY AT THE PATHE STUDIOS**


**Long-Term Contract**

Warner Huston has been placed under a long-term contract by John Forsidine, Jr., to make pictures for the U. A. on the lot upon the completion of his role in Paramount's "The General." Frank Mayo Returning

Frank Mayo will make his first appearance on the screen after an absence of some years in the Dalton picture for M-G-M, "War Babies." Warner to Remake Ray Film

"The Egg Crate Wall," which was produced with Charles Ray years ago, is to be remade as a talking film by Warner with Grant Withers playing the leading role. Arthur Caesar is preparing the talkie version.

**TEN YEARS AGO TO-DAY**

**ILLUMINATE**

**TiLLIAN GISH, long a Griffith player, is signed by Frohman Amusement Corp., for three years.**

**ASSOCIATED PRODUCERS secure offices in West Coast cities.**

**DAVID P. HOWELL, exporter, assumes control of J. Frank Brockhill, Inc.**

**SOUTHERN BAPTISTS convention drops 160 prepared against pictures and National Board of Review.**

**A Little from "Lots"**

by RALPH WILK

ADELE BUFFINGTON, veteran screen writer, has been made story supervisor at Tiffany. She is believed to be the first woman to be appointed story supervisor since the inception of talking pictures. She entered picture work as a writer for Thomas H. Ince and also sold much material as a free lance.

**Our Passing Show:** Mervyn LeRoy and Eddie Buzzell chatting at First National; Arthur Lake moving to Culver City.

**Back in 1915, Christy Cabanne directed Douglas Fairbanks and Bessie Love in "Reggie Mixes In." Now, Christy is directing Bessie in "The Conspiracy," at RKO.

**Everett Marshall, who plays opposite Bebe Daniels in "Dixiana," and who was a baritone with the Metropolitan Grand Opera Company, began his career as a water boy for the Worcester, Mass., song festival.**

**Alexander Leftwich, who staged "Hi There," which is now playing in San Francisco, has joined the film colony here. He directed "The Little Show," "Strike Up the Band," "Hold Everything," "Big Boy," "The Connecticut Yankee" and other New York successes.**

**Although many famous names are sinking into oblivion, Irene Rich is holding her own. In "On Your Back" she is playing a sophisticated, worldly-wise woman, a role different from her usual characterization. She also played opposite Will Rogers in "They Had to See Paris" and "So This Is London."**

**Erno Rapee is leading the University of Southern California band at the First National studio, where they are furnishing the background music in "Maybe It's Love." Responsible for the recording, Rapee works as hard with the band as he did with his 115-piece orchestra in New York.**

**Color for Newsreel**

Atlantic City — Paramount eventually will use color in its newsreel, Emanuel Cohen told THE FILM DAILY. The company now is experimenting with its own color process. Whether or not a full-color reel will be put on the market will be determined later.

**STARS OF PUBLIX SHOWS FOR PARAMOUNT PICTURES**

(Continued from Page 1)

to be produced, with Broadway stars like Eddie Cantor, Smith and Dale, Billy House and others listed to appear in the one and two reels.

Supplementing the minimum of 65 features secured under this deal for THE FILM DAILY, following are the shorts announced for the new season:


Atlantic City—Paramount will discontinue the silent newsreel on June 26, according to Emanuel Cohen.

17 Magazines and Radio in "What a Man!" Contest

Seventeen magazines in the "Film Fun" group will serve as the medium of a national contest launched by Sono Art World Wide Film Corporation, Denny in "What a Man!" The idea will be for contestants to contribute humorous captions using Sono comic's title for stilt which will be played back hourly in three succeeding issues. Four radio broadcasts will accompany the contest, with a window poster, newsstand poster and magazine advertising campaign also included.

Judges of the contest will be George W. Weeks and Mike Simmons, of Sono Art; W. G. Haisley, of "Talking Screen," and Ernest V. Heyn, of "Film Fun."
"The Superior Twenty"

The big dominant circuits don't make mistakes! Columbia's ten-year record interested them! Columbia's selection of stage successes intrigued them! Columbia's choice of producers and directors assured them! Columbia's line-up of stars and supporting casts delighted them! Columbia's studio equipment overwhelmed them! Columbia's advertising and exploitation plans amazed them! So, of course they chose "The Superior Twenty"!

The trend is toward Columbia
Big Reception for RKO Conventioneers on Coast

Making Credit Survey of All Theaters

115 Shorts Planned by Educational for 1930-31

Short Weight
—or quality vs. quantity—

By Jack Alcicote

If one thing we can be sure, and that is when opening our morning mail we will at least one letter from an exhibitor condemning the length of features since talkers became style. That this problem is a sensitive as well as economic one is shown by many exhibitors is established fact. Personally we have always preferred quality to quantity but that won't suffer as an argument to an irritable and juggling customer who has been used to hours of amusement or his two-bits and feels cheated turned out minutes earlier. Formerly a small exhibitor could his gang along, and frequently did, by slowing down his machines 60 or 70. Now with machines used to run 90 that simply can't be done. Today a 60-minute feature runs just that and no more, or a two-hour show the little feller needs plenty more film or another feature. This, they write us, a burden they cannot shoulder under existing conditions. To us the answer looks like lower prices features, with more shorts and one-reeler to balance the bill. At my rate we're telling you producer furnishes what these exhibitor affairs are writing us, so take it leave it for what it is worth.

Customers of Tomorrow

Of more than passing interest is the announcement from both the RO and Paramount camps of plans to matured and already in work for a series of productions for the coming year designed primarily to please the young folks but also to interest the old young folks, and they

64 Two-Reel Comedies and 51 One-Reelers on New Program

A program of 115 sound shorts, including 64 two-reelers and 51 one-reelers, has been set by Educational for 1930-31, it was announced by E. W. Hammons at the opening session of the company's Eastern sales division meeting yesterday in the Hotel Astor. Mack Sennett will provide the largest individual series of comedies, his schedule.

Valleene Cartoons

Rudy Valle is going in for song cartooning, Max Fleck plans to make "The Stein Song," for Paramount with the crooner doing his popular stuff.

Tribute to Marcus Loew

Opens M-G-M Sales Meet

Chicago — A tribute to the late Marcus Loew marked the opening business session of the Seventh annual sales convention of M-G-M, at the Drake Hotel here yesterday. Productions for the rest of this current season then were announced. Addresses were made by Felix F. Feist, sales manager; Edward S. Schiller, vice-president of Loew's, Inc.; Howard Dietz, director of publicity; exploitation and advertising; Thomas J. Connors, Southern Sales manager; Edward M. Saunders, Western sales manager and William F. Rodgers, Eastern sales manager.

Today's session will be taken up

RKO Convention on Coast

Starts Off With a Bang

New Theater Projects Increased in April

Theater construction placed under way in April showed an increase over the previous month as well as over the same period last year, a total of 60 projects, representing a cost of $4,381,900, having been undertaken in 37 Eastern states, according to F. W. Dodge Corp.

Polish Up Those Golf Clubs

The 18th semi-annual Film Tournament is all set. Tuesday June 17 is the day. Glen Oaks Golf & Country Club at Great Neck, one of the finest layouts in the metropolitan district is the battle ground. Everybody hot and event promises to be greatest ever. Entry blank on page 2. Sign and send in to-day, NOW. Committee having charge of this year's melee is as follows: Bruce Gallup, Billy Brandt, Al Lichtman, Don Mersereau, Artie Stebbins and Jack Alcicote.

Canvass in Connection with New Rules to Take 6 Months

A credit rating survey of every theater in the United States including new as well as old houses, is being carried on by the Film Boards of Trade in connection with institution of a new set of credit committee rules. The canvass will be in prog-

Path Eastern Meeting

Gets Under Way in N. Y.

New season product, to embrace 20 features and 246 shorts, was outlined at the opening session of Pathé's Eastern Division's sales convention yesterday at the Theater in the Clouds, Chanin Bldg., New York. Advertising, exploitation and publicity were also discussed.

Phil Reisman and J. F. McAloon were active in the day's program, E. L. McEvoy, Eastern Division sales manager, president, G. R. O'Neill, director of advertising and publicity.

Government Probing

Canadian-Famous Sale

Ottawa—The proposed sale of Famous Players Canadian Corp. to Paramount-Publix scheduled to be consummated May 25 was brought up in the House of Commons Monday and the situation is being officially

J. D. Williams Figures

in New British Project

London (By Cable)—W. and J. Syndicate, Ltd., has been formed here by J. D. Williams and E. Bruce to make and sell photographic devices and "to acquire and plant, inventions or secret processes relating to apparatus, plant or material for use in connection with the production or exhibition of films." Amount of capitalization is $500,000.
GOLDFERS, ATTENTION!

Sign this and forward to The Film Daily, 1650 Broadway!
Here is my entry and Ten Dollars for the Spring Film Golf Tournament, to be held on Tuesday, June 17th, at the Glen Oaks Golf and Country Club, Great Neck, L. I.

The Committee
Bruce Gallup, United Artists.
William Brandt, Brandt's Theaters.
Al Lichtman, United Artists.

Don Mersereau, "The Film Daily."
Arthur Stebbins, Stebbins, Leterman & Gates.
Jack Alicoate, "The Film Daily."

Short Weight

or quality vs. quantity

(Continued from Page 1)

are legion. This step will be hailed with universal approval. The kids of today are the grown-ups of tomorrow. Given screen fare that is entertaining, amusing and sometimes instructive, this vast army of youngsters can be educated early in the fact that despite the criticism directed toward it, mostly unjust, the motion picture is the most wholesome and satisfying amusement in the world.

That 5-5-5 Business

Lost, strayed or stolen, one slightly damaged but easily repaired 5-5-5 Conference. Last reports from the front line trenches, now being covered by our sports editor, are that this once highly thought of gathering is getting no place, quickly. And because of what? A highly original production idea- to gross somewhere in the neighborhood of three million, a dark old Public house that ain't much good anyway, and a monthly magazine to be edited, sold and otherwise distributed from Washington, D. C. Of course, there are a couple of fellows calling a couple of other fellows a couple of so-and-sos, etc., and we believe there is an apology demanded somewhere along the line. May we take this opportunity to point out that through all this childish and silly mess, and we take no sides, the critical eye of filmdom public opinion is focused upon the entire situation. If the 5-5-5 conference that promised so much is allowed to blow up as the result of petty political trickery, it will do so with the industry having a pretty general idea of the approximate cause and reason.

600 Exhibitors, Friends Attend Buxbaum Dinner

With about 600 exhibitors, friends, exchange managers and Fox executives in attendance, the testimonial dinner tendered by local exhibitors to Harry H. Buxbaum at the Hotel Astor last night was pronounced a complete success. After the dinner there was an outstanding array of entertainment lasting until early in the morning. Many important film men made speeches.

COMING & GOING

C. C. PETTIJOHN rejoines Hollywood tomorrow to return East.
F. J. HARLEY, Near East manager of Fox Film, arrived in New York yesterday for his annual conference with Clayton F. Sheehan and en route to the Fox convention.
CINA MALO, who was advised to follow Lily Damita in "Sons of Omar" last night, arrived yesterday from Paris.
J. F. RAD, home office representative of Fox's Foreign Dept., is back from a survey of Cuba and shortly will visit Mexico and Central America.
LOUIS F. MOORE, assistant to Clayton F. Sheehan, has returned from South America.
WALTER J. HUTCHINSON, Fox managing director in Great Britain, is in New York for conferences.

EXECUTIVE WANTED

National Distributor requires services of thoroughly experienced man with executive ability to supervise its exchanges. Employees of this company have been advised of this advertisement. Write full details of experience. Box No. 197.
CHICAGO HEARS

The Roar that is to be heard 'round the world—

YESTERDAY'S session
AT M-G-M's great
CHICAGO convention
WAS electrifying!
FIVE hundred men
REPRESENTING the
LIVEST company in
THIS industry
CHEERED as they
NEVER before have
CHEERED!
MANAGERS, salesmen,
EVERYBODY there—
THEY'VE been in this
BUSINESS a long time—
THEY went wild
WITH glee—
THERE'S a reason—
AND soon you'll know!
AND you'll cheer too!

"Your Lucky Star" is on the way to you!

METRO-GOLDWYN-MAYER
M-G-M Convention Gets Under Way in Chicago

115 SHORTS PLANNED FOR EDUCATIONAL FOR 1930-31

Handle with Care

Paris (By Cable) — Sound films have been made the subject of protective measures by the French Chamber Syndicate. In future exhibitors will be liable for damaging or destroying films carrying sound or color.

Abe Levine Appointed

Tiffany Casting Director

West Coast Bureau, THE FILM DAILY

Hollywood—Abe Levine has been given the Tiffany casting director at the Tiffany studios.

Gerritt Lloyd Becomes

Columbia Scenario Editor

West Coast Bureau, THE FILM DAILY

Hollywood—Gerritt Lloyd has received appointment as scenario editor for the Columbia organization.

Educational Convention Sidelines

Earl W. Hammons started the ball rolling by opening the eastern confab with a welcoming speech which was followed by a general outline of new product.

Incidentally, few introductions were necessary on the part of Hammons as every branch manager was present at the convention last year.

Second to make an address was A. S. Kirkpatrick, assistant general manager. He told the boys some interesting things which were scribbled down for future reference.

Stanley W. Hatch, sales manager, who has been with the company only a few months, made his first appearance before the boys. His little talk was well received by the eastern contingent.

All that there was to know about advertising, so to speak, was told in about 10 minutes by Gordon S. White, advertising and publicity director. White hasn’t yet made a record of the speech and hence will accompany the home office group to the Chicago and Denver meetings.

Among the youngest branch managers was Arthur Greenblatt, who is in charge of one of the most important offices in the new exchange. Greenblatt has been with the company a little over four years.

True veterans in the sales force line-up are J. H. Morgan (Albany), Howard F. (Daddy) Brink (Buffalo), H. R. Skirholl (Cleveland), and Joseph Kasten (Pittsburgh). Most of these men have been with the company since its inception. Some record, and something to be proud of.

While F. G. Silter (Boston) and J. H. Beaver (Washington) are the most recent additions to managerial posts, each attended the sales confab last year.

Sitting next to each other at the round table were Johnny Bachman, formerly of Washington and now in charge of the Philly branch, and J. H. Beaver, who succeeded him at the Capitol post. Bachman, you bet, was reminiscing about former days and how many times he visited the White House.

J. A. Bachman, Philadelphia: Arthur Greenblatt, New York; L. J. Klar, New Haven; were presented with laurel wreaths, or something, for the outstanding showings made in Educational’s May Drive.

After an absence of three years, Charles Christie’s smile graced the bench as an old friend of sessions of yesterday’s meeting. Mack Sennett was represented by his eastern representative, W. B. Frank, who almost pulled Mr. Christie a prank; in fact, is the new non-stop smoker. We could, but won’t, add that being associated with Mack Sennett is enough to make anyone smile.

James Travis is also looking like a Peacock ad. The past year was his first year as Canadian General Manager, and it was also Education’s best year in the Canadian territories, so of course Travis is all enthusiasm.

L. J. Klar, Cincinnati, and R. W. Dodge of the advertising and publicity department, are trying to show their superiority by discussing their colorful experiences as Mar-ines.

COURT ORDER STOPS SALE OF STOCK OF CORIANTE

Corianton Corp., 160 W. 44th New York, organized to promote talking picture based on the life of the first Mormon settlers, has been temporarily restrained in a suit filed by Supreme Court Justice John Johnston of Brooklyn from disposing of stock in the venture. Information is contained in an announcement given out at the instance of Assistant Attorney General Wallace Washington, who has charge of the State Bureau of Securities. The court charged the film still remains produced though it was agreed at one time the company was formed to work on it was to start more than April 6 of this year. The defendants have to show cause in May 26 why the order should be made permanent.

Hearings Are Begun

in De Forest Act

(Continued from Page 1)

late Elias Reis, noted American scientist, who is to be hearing as one of the major visionaries of the age. The other thing is DeForest patents. De Forest has always been in court.

The suit really is against Electric Research Products, which is picking up the defense.

Luporini Awarded Verdict

in Suit Against Natural

Foods Corp. — Frank Luporini, award a verdict of $1,199.01 by U.S. District Judge Steuer in City Court yesterday in its action against Robert Natallini charging failure to turn over profits derived under a contract to distribute films for the company in Cuba and Mexico. Another action an accounting of receipts is pending against Natallini in New York Supreme Court.

H. D. Hearn Appointed

F. N. Memphis ManagEer

H. D. Hearn, formerly sales manager of the Atlanta branch of First National, has been appointed manager of the Memphis exchange, succeeding George C. Almon, who is on leave at Ed D. DePine.

M-G-M Gets Vilches

Ernest Vilches, Spanish counterpart of John Barrymore, recently signed a contract with M-G-M, and has been placed under contract by M-G-M.

RCA Installed at West Po
to Point Military Academy

RCA has installed a pair of the 25 army posts to install sound equipment installed. RCA Photophone's contract with the government.

Big Reception for RKO

Convention in Coast

(Continued from Page 1)

tion, and more than 30 of Radio’s stars and featured players. Newsreel motion picture and still cameras participated in the welcome. Motorcycle police stopped all Los Angeles traffic to escort the motor caravan to the Roosevelt Hotel, where all delegates are quartered.

Huge crowds for a glimpse of such stars as Betty Compson, June Clyde, Dorothy Lee, Robert Woolsey, Bert Wheeler, and Rita La Roy, who greeted personally the RKO conventioners. Hundreds of copies of specially printed newspapers carrying last minute dispatches of the RKO convention were distributed in the crowd by a large force of newboys. Huge caricature heads and other parade devices added to the gala occasion.

The convention officially opened yesterday morning with sessions at the studio. Vice-president Lee Marcus and Sales Manager Charles Rosznegewe welcomed addressers and delegates saw “She’s My Weakness” and “Dixiana” during the day. A ton of the new, $4,000,000, was another highlight of the opening day.

Paramount Meet Ends

Atlantic City — The Paramount sales convention concluded yesterday with individual district managers’ meeting at the Ambassador. A number of executives among the conventioners have already left for the Coast to attend the western sales meeting to open at the Palace Hotel, San Francisco, May 26.

Doorman and $1,000 Gone

John Clatt, doorman at the Embassy, New York, disappeared Sunday with $1,000 of the theater receipts.

New Policy for 2 RKO Houses

Change of policy for two RKO houses has been announced here. Beginning May 31 the RKO Proctor, Mt. Vernon, N. Y., will go over completely to pictures. On the same day the Palace, Chicago, will start showing pictures in conjunction with vaudeville. The Grand Opera House, St. Louis, will close for the summer on June 6.
ALONG THE RIALTO

with
Phil M. Daly

THE LATEST publicity stunt had the hicks on Broadway gaping yesterday afternoon. . . . Mary Rizzo, a Chester Hale dancer, did a non-stop one-mile toe-dance from 6th St. to Low’s State. . . . now if you notice the traffic cops pirouetting in between signals, don’t form any wrong conclusions. . . . blame it on H. A. Berg of M-G-M, who originated the clever stunt.

PETER FRITSCH, film editor, has suddenly found himself in the spotlight, due to an unusually good job on “Show Girl in Hollywood.” . . . Warners publicity department in Hollywood have turned out a novelty in the form of a birth announcement card reading: “Olsen and Johnson, Hollywood’s Happy Hololians of Hilarity, 330 lbs. net, 1930-31-32-33.” . . .

The present sojourn of Sidney Blackmer and Lenore Ulric in New York, it now develops, is for the incidental purpose of celebrating their first wedding anniversary.

VARICK FRISSELL and a party of technicians and players have returned from a trip to the Labrador coast where they filmed the fisherman-hunting seals. . . . While filming an intimate study of a bee at work for Pathe Audio Review, somebody suggested they record his voice on a buzz-saw. . . . Zion Myers and Jules White, doing talking dog comedies, are now planning a Chinese story called “Gow Yee Chut Gow Gay Kwuck Fong Yee,” which means “Good Day” . . . when a Chink finishes saying good day, it’s time to say good night.

. . . . Pat Flaherty of Red Star Music Co., is accompanying Harley Clarke and Winfield Sheehan to Hollywood to address the Fox convention.

LES WHALEN is giving out Pullman slippers as a plug for Harold Lloyd’s “Feet First” . . . now if some other press agent will give out Pullman sleepers, we’ll start figuring on that Hollywood trip . . . . Dunn Cook, stage player, has been signed by Warners for a short entitled “Roseland.” . . . .

McCarter, directing “Two Fresh Eggs,” featuring Al St. John and Jimmy Aubrey, see this does not imply that the comedians are a couple of hams. . . . . Wendell Buck, loud-speaker for Facent Reproducer Corp., has moved his headquarters to the Hotel New Yorker.

TABLOID SCENARIO: The gunman is looking for the gal . . . . . . the hero is looking for the gal also . . . . . . the gal is a wise baby, and is looking for a better scenario than we can furnish . . . . . . so now we’re looking for another gal that gives us a swell B. O. title—“The Girl Hunt” . . . . . .

hooray! we got A picture at last. . . . . . . camera—lights—let’s go!

HOBART HENLEY must have got a big kick out of these rave-views of the critics hailed to him for directing “The Big Pond.” . . . . The Pontiac “Press” states that millions of foreigners receive their first impressions of America from the screen . . . and after being educated up to those enormous studio sets, what a shock they get when they go apartment-hunting. . . . A Warner publicity blurb states that “Sweet Kitty Belleira” has 18 song numbers, seven more than any other picture ever had. . . . and Claudia Dell in the same part acts those 18 petticoats, which is 18 more than any other gal wears nowadays. . . . Edmund Lowe plays the roles of a crook, a detective and a surgeon in “Scotland Yard.” . . . . Scotch influence of the title causes economy in casting . . . . Maude Adams has never appeared in the films, the radio or the talkies . . . . she’s probably waiting for Peter Pan and Wendy to grow up so that they can all go in together.

As important as a course in voice culture to a screen star falling down an elevator shaft.

THE FILM DAILY

Timely Topics
A Digest of Current Opinion

New York "Times"

Eres Not a No Talkie System

The best news that we have heard is that the movie producers have agreed to apply ethics to their pictures. This is not a new system of ethics, they are a system of reality and good taste. Do you wonder that we are not a No Talkie System?

THE FILM DAILY

Along the Rialto

with
Phil M. Daly

The latest publicity stunt had the hicks on Broadway gapping yesterday afternoon. . . . Mary Rizzo, a Chester Hale dancer, did a non-stop one-mile toe-dance from 6th St. to Low's State. . . . now if you notice the traffic cops pirouetting in between signals, don't form any wrong conclusions. . . . blame it on H. A. Berg of M-G-M, who originated the clever stunt.

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The Film Daily
Pathe Product is Outlined at Opening Session

(Continued from Page 1)

speak on the work of his department. John Level, editor of "Pathe Sun," also talked and Rutgers Neilson discussed the merchandising value of publicity. A number of pictures were screened.

Reisman, McAlon and Ballentine will leave early this afternoon for Chicago where the Mid-Western division will begin its sessions tomorrow.

The conventioners last night enjoyed a party at the Hollywood restaurant.

In Attendance
Among those attending the Pathe conclave were:

Home Office:—Phil Reisman, General Sales Manager; J. F. McEvoy, Assistant General Sales Manager; C. J. Scollard, Treasurer; Edward W. Ballentine, Manager of Exchange Operations; Terry Ramsay, an Editor in Chief; Ray Hall, Editor Pathe News; T. S. Delehanty, Vice-President and General Manager of Pathe International Corp.; Reginald Smith, Managing Director of P.D.C. Ltd., London; H. E. J. Spearman, General Manager of Pathe, International Corp., on the Continent; G. R. O'Neil, Director of Advertising and Publicity; Rutgers Neilson, Publisher, Joe O'Sullivan, Advertising Manager; B. L. Adams, Advertising; Joe Reiman, Exploitation; L. H. Miller, Sales Control; Emmett Cashman, Sales Control; A. Schubart, Assistant to E. F. McAlon; Beverly Jones, Assistant Editor Pathe Audio Review; Thomas Gorman, William McShea, Edward Heloux, Branch Auditors; Arthur Poole, Comptroller.

Branch Managers:—Ed McEvoy, Eastern Division Manager; R. S. Wolff, New York; L. R. Carter, A. R. C. Cropper, Boston; H. Gibbs, New Haven; Robert Mochrie, Philadelphia; S. Lefko, Pittsburgh; G. A. Ballentine, Los Angeles.


No Pathe Silents
Pathe production plans at present make it more probable that no silent version of a Pathe product will eventually determine whether or not some will be made.

Talkie Sales Talk
Sales confab messages have gone to talkies. At the current Pathe conclave, at the instance of Pathe President H. E. Smith, was heard the first of the series of reports on the features of this type of filmed enthusiasm.

Schumann, Urbansky
Form Cleveland Circuit
Cleveland—Under a new partnership formed by D. L. Schumann and John Urbansky, the Jennings, Lorain-Fulton and Marvel are combined into one circuit. Urbansky owns the Jennings and the building which contains the Lorain-Fulton. Schumann owns the lease on the Lorain-Fulton and the Marvel.

Griffith Buys into
Lindsey Theaters, Inc.
Lubbock, Tex.—Consolidated Theaters, subsidiary of Griffith Amusements Co., has bought a 50 per cent interest in Lindsey Theaters, Inc., the purchase including the Lindsey and Palace here. A new theater in this city also is planned by Lindsey.

Progress of Paramount Hour
Though not a year old yet, the Paramount-Publix hour, broadcast over the Canadian network every Saturday night, can boast of two international programs and 14 transcontinental hook-ups from Hollywood.

Pathe Convention Sideline

Chalk up as the youngest Pathe branch manager Sam Leikof of Pittsburgh. He also happens to be one of the newest additions to the force.

General Sales Manager Phil Reisman and Bob Mochrie have no competition to the claim of "tallest men" honors.

These boys traveled the big pond for the conflag: Reginald Smith, managing director of P.D.C. in London and H. E. J. Spearman, general European manager on the Continent.

But of all the jays to attend was J. J. Jennings, Boston salesman.

The gavel was controlled by E. L. McEvoy, who held sway during the session.

He's down as Bea Brummel. Who? None other than Ed. Bollenb., of course.

J. J. Feller and Frank Drum, both of the New York exchange, had a debate on how many feathers the Pathe rooster had. And since neither wanted to start a puhcging contest, the result was a draw.

Russia has made little progress in talking pictures owing to mechanical difficulties partly attributable to insufficient equipment, says Serg Eisenstein, who has been importing by Paramount to direct at a studio. Practically nothing is being done with color and wide film that country, he states.

In directing for Paramount Eisenstein intends to keep action as close to keynotes of his pictures with dialog and settings being completed later. He remains in New York two weeks before going to the Coast, with his cameramen Edouard Tisse.

Crabtree to Name Board for Historical Picture
President J. L. Crabtree of the M. P. E. will appoint a committee of Chicago tradesmen to recommend to President Hoover's committee the names of certain historic news films. In accordance with the plan adopted in connection with recent S. M. P. E. session in Washington, this committee has approved the Archives Bldg., in that city.

C. C. Knipe Promoted to "U" Accessory Head
C. C. Knipe, accessory exchang manager for Universal in Kansas City, has been promoted to access exchange manager for the company, succeeding Lee D. Balsly, who has resigned. Knipe, who assumed his duties in the home office year, has been with Universal for six years and recently won the national competition as the outstanding change accessory manager.

Al Cohn, Donald Crisp on Agency Commit
West Coast Bureau, THE FILM DAILY
Hollywood—Al Cohn and Donald Crisp have been added to the executive committee named by the Academy of P. Arts and Sciences to consider the agency question.

Dinner for Sheehan
West Coast Bureau, THE FILM DAILY
Los Angeles — Winfield Sheehan dined here May 23 after an absence of eight months, will be tendered a dinner by film, banking and industrial executives here. His way to Sheehan is making numerous stops for business conferences.

Midnite Premieres for "Coward"
World premiere of "Coward" will be held midnight Thursday at Winter Garden. Marion D. Bette Bennett and Leon Janney are the guests, directed by Archie Ne
CINEMA PATENTS COMPANY, Inc.

Announces to the

Motion Picture Industry

The CINEMA PATENTS COMPANY, Inc., has acquired rights, title and interest in all the motion picture film processing machines covered by the following patents:

**ERBOGRAPH**
United States Patent No. 1,407,543
United States Patent No. 1,572,798
United States Patent No. 1,377,887
United States Patent No. 1,434,154
United States Patent No. 1,362,146
Application No. 75,550 for U.S. Patent
Application No. 660,583 for U.S. Patent

**LEON GAUMONT**
United States Patent No. 1,177,697
United States Patent No. 1,209,696

**SPOOR-THOMPSON**
J. S. Patent Nos. 1,338,464; 1,299,266; 1,281,711; 1,260,595; 1,369,156; 1,587,351; 1,725,944;
United States Application Nos. 105,066; 174,989
Australian Applications Nos. 19,746; 19,747
Belgian Patent Nos. 360,040; 360,041
Belgian Application Nos. 283,711; 283,712
British Application Nos. 11,620; 11,621
Canadian Application No. 345,960
German Application Nos. 91,007; 91,008
Patent of Great Britain & Ireland, No. 123,168
Patent of the Republic of France, No. 494,379
Pat. of Dominion of Canada, No. 292,604, 294,853

Motion picture film processing machines made under these patents are the best and most efficient in the world and are in use by the foremost producers in the Industry under licensing agreement with the undersigned.

**WARNING!**
Our patent attorneys advise us that our patents are basic and it is our intention to prosecute to the fullest extent of the law any and all who infringe our patents.

CINEMA PATENTS COMPANY, Inc.
1776 Broadway, New York
United States

Foley, Fla.—R. M. Callam is managing the Royal, which was moved from Eastport to the new home of the Brooks Scanlan Corp. here.

Springfield, O.—Paramount has brought suit against the Springfield Amusement, Inc., the Charmers and the Regent State Corp., for an order to compel them to arbitrate a dispute. Paramount’s contention is that the old contracts are valid and that the differences in question should be arbitrated, while the exhibitors claim exemption as a result of the Thacher decision.

Chicago—The Chicago Title & Trust Co. has started foreclosure proceedings against the Drake Theater Bldg. Corp. Among the interested parties are Ascher Bros. Theater Corp., Ambassador Theaters Corp., Dramon Theater Co., Chicago Electric Equipment Co., Albert Goldman, Peter Nikitas and others.

Toledo—Through the efforts of local theater interests, the passing of an ordinance against standing room has been forestalled.

Atlanta—Visualizeit, Inc., the film laboratories established the beginning of the year, are now located in new quarters at 148½ Walton St.

Lima, O.—The Royal, operated by Mallers Brothers, is closed indefinitely.

Findlay, O.—Frank G. Hellman has closed the New Royal for an indefinite period.

Cleveland—Ben Joel of the local Loew organization, has been transferred to the Loew home office in New York. Miss Veronica Stair, a Cleveland native, has preceded him as booking manager, succeeds him in the same position.

Milwaukee—James C. Keeffe, publicity advertising director for the Milwaukee Fox theaters, has announced the addition of Douglas F. George to the staff. George, who was formerly exploitation manager for RKO in the Middle West and advertising manager of the National Program Co., Chicago, will publicize the Merrill, Strand and Milwaukee, while Ben Katz will devote his entire time now to the Wisconsin.

Burlington, N. C.—Publix-Saenger is reported planning to erect a theater here to seat 1,100.

Vicksburg, Miss.—Monte Hance has succeeded Asa Booksh as manager of the Alama.

Cleveland—C. McKain, representative of Talking Picture Epics in northern Ohio, has been called to the home office. Bill Onic will succeed him.

Milwaukee—Incorporation papers have been filed by Famous Players-Lasky Corp., which will distribute Paramount pictures in Wisconsin. The authorized capital stock is $100,000, all common. Chauncey E. Blake is the local agent of the corporation.

Avon Park, Fla.—Avon has been purchased by Herbert Pitman.

New Orleans—Casino has been re-opened under the management of Mike Piscotta, who has completely renovated it.

Medford, Wis.—O. J. Blake, owner of the Cozy, plans to build a theater here with a seating capacity of 500 to be completed early next fall.

St. Worth, Tex.—Pantages here is to be re-opened in June as the Plaza by Leon B. Lewis, manager of the Queen Amusement Co.

Cabool, Mo.—Half interest in the Gentry has been purchased by Don W. Walker of Turley.

Sparta, Wis.—M. H. Thompson has installed the latest sound equipment in his theater here.

Cleveland—Having outgrown the exchange building which it built four years ago, Fox will either build a new structure here or will add another story to its present quarters.

Milwaukee—Rumor is current that Warner is contemplating the construction of a $350,000 theater in West Allis with a seating capacity of 1,100.

Clinton, Mo.—Bert Byler has been made manager of the Lee, succeeding Fern Gumm, who recently resigned.

Atlanta —W. C. Costephen, formerly with the Eaves Theaters, Inc., in Charlotte, N. C., is now with the Eltham Film Co. in the capacity of office manager and booker, succeeding George D. Jackson.

Camden, S. C.—Dixie has reopened after a year under the management of R. H. Matthews.

Bryson City, N. C.—S. T. Rankin has acquired the Swain, which he has rechristened the Yonah. The theater was formerly operated by J. R. Randolph, Jr.

Madison, Wis.—Eastwood Theater Co., is being reorganized and re-financed. Moneys here interest have acquired the majority of stock, and stockholders and creditors of the company will be paid in full and the company placed on a secure financial basis.

Foreign

London—Sari Marita's first role under her contract with Gaumont will be in "Bed and Breakfast."

Jerusalem—Talking pictures were seen in this city for the first time recently when Zion Hall opened with Western Electric equipment.

London—Carlyle Blackwell will be supported by Edna Best and Jack Raine in the next talker to be produced by him under the name "Repartition." The picture will be distributed by Paramount.

London—British Talkietone Productions, a new organization, starts on the first picture, a talker, to be released by Paramount, at the British and Dominion studios in July. Oscar Sheridan will direct. He is also responsible for the story.

London—Western Electric has 769 installations in Great Britain according to the latest count.

London—Cinematography Exhibitors' Ass'n will hold its summer conference at Blackpool from June 23 to 28.

London—Pro Patria has completed "Stark Nature."

London—"Wings of Song," the second film to have made its world premiere field under its contract with Butcher's, has arrived in England from America. Heading the cast is Alice Day, who is supported by Johnnie Walker, James Burtis, Mary Carr, Marjorie (Babe) Kane, Mary Toy, Eileen Flynn, Bennie Lamon and Freeman Wood.

New York

Prices at the Eastwood in Rochester probably will be cut for the summer. In that event, the Regent also is expected to reduce its scale, with the likelihood that the FACCADILY and RKO Temple will do likewise.

E. H. Rowley, of the R. & R. circuit recently was in New York on a business trip.

Harry Braun, chief instructor at the sound school conducted by RCA Photophone, has been transferred to the commercial department to assume charge of a special division of activity which will bring about a closer relationship between the corporation and the hundreds of projectionists who operate Photophone equipment throughout the country.

A $200,000 house seating 1,600 is being erected in Corning by the Schine Enterprises. It will be known as the Court-State.

Publix is reported to be considering erection of its own house in Newburgh following expiration of present lease on the Academy and Broadway.

DINE and DANCE at CHEZ PANCHARD on the Merrick Road  
Famous for Chicken—Duck  
—Lobster Dinners. Also a la carte.

EXHIBITOR
of Philadelphia
of Washington
of New York. Atlanta & Boston

EMANUEL-GOODWIN PUBLICATIONS
New York—Philadelphia—Washington
Main Office, 219 N. BROAD ST., PHILA.
Hollywood Happenings

Universal Gives Nolan New Five-Year Contract

Carl Laemmle, Jr., has signed Mary Nolan to a new five-year contract, the first picture under which will be "Outside the Law," which Tod Browning will direct. Miss Nolan has the role Priscilla Lyn played in the silent film. When the star was relieved of her part in "The Big Lake" upon不到的内容。
This is only part of what is covered in the coming eleventh annual 1930 Edition of Film Daily Directors Annual and Production Guide that will be ready for distribution late in June.

...operate Photophone equipment throughout the country.

A $200,000 house seating 1,600 is being erected in Corning by the Schine Enterprises.
New Credit Regulations to be Placed in Effect

(Continued from Page 1)

about six months, it is esti-
mated.

The new rules follow:

Rule 1

Objects and Purposes

1. To eliminate and correct unfair, illegal
and fraudulent trade practices and abuses
of the rights of the general public, and
the wilful republication by exhibitors of
contractual obligations without just
cause or reason therefor, out of changes
of ownership of theaters made by
contractors for the exhibition of motion pictures theretoe and which
may be used.

2. The Committee shall also record on
the Credit Information Statement every sale
or transfer of a theater which upon investiga-
tion hereinto shall be found to have dis-
seminated the information received and consid-
ered was made
by the exhibitor for the purpose of avoiding or being relieved of
the obligation to comply with contractual
obligations at such theater. Such con-
cessions shall be entitled to be entered
of the owner of such theater by the
words "Transferred or Sold to Avoid
Existing Contracts" for which words for
breach the letters "FT" may be used.

3. The Secretary shall indicate on
the Credit Information Statement in the column
headed Cash Security to oppose the name
of the new owner of each theater sold
or transferred and which sale or transfer
the Credit Committee shall have concluded
was made to avoid the uncompleted contracts of
such new owner and by which each
name of each new owner failing or refusing to deposit in cash in such a manner as to be
said percentage of the total of all
the license fees specified in such a manner or if in such contract the license fees are to be determined by gross receipts (per-
corporate) shall be returned to the Credit
Committee.

Rule 2

Secretary

The Secretary of this Film Board of Trade
Board of the Credit Committee shall perform the duties herein
specified and as the Credit Committee
from time to time direct.

Rule 3

Sales or Transfers of Theaters

1. All sales or transfers, of existing the-
ers and proposed operation of new theaters
and contracts for the sale of motion pictures to
the distributor represented in the membership
this Film Board of Trade receives knowl-
ledge, shall be forthwith reported to the Secre-
tary of the Credit Committee. Each such
reported sale or transfer and every sale or
transfer of a theater or contracts for the ex-
ception operation of a new theater which shall
Thereon be immediately recorded in a statement desig-
ned as a Credit Information Statement and
sent to each member.

2. Upon the receipt of a Credit
Information Statement each member shall
be entitled to purchase a Contract of Sale
with the distributor represented by
such member for the exhibition of pic-
tures at each exhibitor licensed recorded as
sold or transferred. Each such report shall state
whether each exhibitor from whom each contract was made and if
when the time specified in Rule 4 the in-
formation and references requested of such
new owner, the Secretary shall record such
fact upon the Credit Information Statement and shall in each case
the words "Credit Information Refused" for
which words for breach the letters "CR" may be used.

3. The Secretary shall also record on
the Credit Information Statement every sale
or transfer of a theater which upon investiga-
tion hereinto shall be found to have dis-
seminated the information received and consid-
ered was made
by the exhibitor for the purpose of avoiding or being relieved of
the obligation to comply with contractual
obligations at such theater. Such con-
cessions shall be entitled to be entered
of the owner of such theater by the
words "Transferred or Sold to Avoid
Existing Contracts" for which words for
breach the letters "FT" may be used.

4. The Secretary shall indicate on
the Credit Information Statement in the column
headed Cash Security to oppose the name
of the new owner of each theater sold
or transferred and which sale or transfer
the Credit Committee shall have concluded
was made to avoid the uncompleted contracts of
such new owner and by which each
name of each new owner failing or refusing to deposit in cash in such a manner as to be
said percentage of the total of all
the license fees specified in such a manner or if in such contract the license fees are to be determined by gross receipts (per-
corporate) shall be returned to the Credit
Committee.

Rule 4

The Secretary, immediately the sale or
transfer of an existing theater or the pro-
posed operation of a new theater is so re-
ported, shall by letter request the new
owner of such theater or the lessee and/or
members within five days from the date
of request the information and the ref-
nences set forth in a questionnaire, a copy
of which shall be provided to report-
the members upon the general reputation for
financial standing as well as the ability,
will to comply with the new
owner to carry on the operations of the
theater acquired or proposed to be operated.

Rule 5

1. Upon the refusal or failure of the new
owner of a theater to furnish the Secretary
the information and references requested of
such new owner, the Secretary shall record such

         THE DAILY

       May 20, 1930

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ONE OF THE 8 PATHÉ WONDER SERIES FOR 1930-1931

Collect the wages of humor! Pay off time on the Pathé lot—collect your share of the wages of humor! For here’s a new addition to the Pathécomedy family—Folly Comedies, all SIX away beyond par, even Pathécomedy par. Take “Two Fresh Eggs,” a huge gob of enjoyable nonsense with an all-star cast including Al St. John, Jimmy Aubrey, Helen Patterson, directed by Monte Carter. And “The Boss’s Orders,” in which a riotous situation is riotously handled by Gene Morgan, Addie McPhail, Arthur Hoyt and Gertrude Astor, with Fred Guiol directing. It’s folly to hold back!
Thomas Adding 60 Men to Sono Art Sales Staff

WARNERS NEGOTIATING FOR SCHINE HOUSES

$25,000,000 for 48 Fox Pictures in 1930-31

New High Record is Set in Production Budget for Next Season

West Coast Bureau, THE FILM DAILY

Hollywood—Setting a new high in production budgets, Fox will spend $25,000,000 for its 1930-31 releases. The number of pictures has been set at 48, six of which already have been completed, while 10 more are in production. All production work will be confined to Shooting City, which has been enlarged to meet requirements.

Ask Higher Quota

London (By Cable)—British renters have begun a movement to bring about an increase in the quota of native films to 25 per cent. Present regulations are said to provide insufficient protection for the British industry.

30 STARRING VEHICLES ON M-G-M'S 1930-31 LIST

Chicago—Thirty starring vehicles will be included among M-G-M’s 50 features for 1930-31, it was announced yesterday at the convention. Star names will embrace Marion Davies, Greta Garbo, Leon Chaney, John Gilbert, Norma Shearer.

Raynor Resigns as Head of Pathe Short Subjects

William (“Bill”) Raynor, in charge of short subjects for Pathe, has resigned.

London Feted Zukor

London (By Cable)—Adolph Zukor was entertained yesterday at a big tea in his honor. The Paramount chief, who will head the company’s British operation, will produce its own pictures in England and make multi-linguals on the continent.

RKO FORMS SUBSIDIARY FOR INTERSTATE CHAIN

Acquisition by RKO of the Interstate Circuit from Carl Hoblitzelle, as reported two weeks ago in THE FILM DAILY, was formally announced yesterday by Hiram S. Brown, with the RKO Southern Corp., having been organized as a subsidiary to operate the houses. Hoblitzelle will be president of the company.

Sarnoff, Brown Address RKO Meet via Telephone

East Coast Bureau, THE FILM DAILY

Hollywood — Long distance addresses by David Sarnoff, president of Radio Corp., and Hiram S. Brown, president of RKO, whose talks were

Expansion of Exchanges is Planned by Sono Art

ENTRIES FLOCK IN FOR FILM GOLF TOURNAMENT

Announcement of the 18th semi-annual Film Golf Tournament yesterday brought a flock of entries that virtually kept the phones clanging away the major part of the day.

In carrying out a policy of expansion in the company’s exchange system, at least 60 field men will be added by Sono Art—World Wide, it was stated to THE FILM DAILY yesterday by Harry Thomas, vice-president in charge of distribution, just before he left for Hollywood.

Charles Christie Speaks at Educational Meeting

Charles Christie was one of the principal speakers at yesterday’s closing session of the eastern educational sales meeting. He expressed...
WARNERS WILL OPPOSE DAYLIGHT TIME IN MD.

Baltimore—Warner Bros. has decided to stand pat with the M.P.T.O. of Maryland in the fight against daylight saving time, and Warner's Metropolitian, which was on the verge of changing its hours to conform with the Rivoli, will remain on standard time. All efforts to bring the Rivoli into the fold have failed, according to Thomas D. Goldberg, committee representative on the daylight time issue.

$50,000,000 Involved in DeForest Patent Suit

Wilmington, Del.—Approximately $50,000,000 in sound equipment now being used by moviegoers throughout the country is involved in the patent suit brought by DeForest against the Stanley Co., it was stated in court here yesterday.

DeForest Canadian Ruling Not Expected Till Fall

Ottawa—Decision in the suit brought by De Forest against Famous Players Canada for alleged patent infringement is not expected to be handed down until next fall, it is stated following the hearing in the Exchequer Court here.

C. J. Ross Will Survey Talker Situation Abroad

Charles J. Ross, executive vice-president of RCA Pholophone, sailed yesterday for the Bremen to conduct a survey of the talker situation in England, France, Germany, Spain, Belgium, Italy, and Switzerland. He will try to understand that another purpose of his trip is with a view to attending the proposed world patent pool conferences to be held in Switzerland next month.

PACENT IS WORKING ON LOWER PRICED SYSTEM

A very low priced sound-on-film system for small houses is said to be the leader in a new series of recent reproducers soon to be placed on the market. Pacent has been working on the new line of sound equipment for several months.

Warner Bros. Conclude Roanoke Theater Deal

Roanoke, Va. — Negotiations have been concluded whereby Warner Bros. takes over the five houses of the National interests here. One of the theaters, the American, was built at a cost of about $1,600,000. Total seating capacity of the group is around 9,000.

‘U’ hires Detectives To Check P. C. Dates

William J. Burns Detective Agency has been commissioned by Carl Laemmle to check up percentage engagements on Universal pictures in the future. Choice of the national investigating organization was made to obviate the objection of exhibitors to showing their records to local men who might misuse the information.

$40,000 Is Paid for Fight Picture Rights

Mel-Ark Pictures Corp., headed by Harry Elipern and formed for the purpose of taking and distributing the Schueling-Shark key fight pictures, is understood to have paid $40,000 for the rights to the pictures.

Eisenstein to Lecture

Sergei M. Eisenstein, noted Russian director, just brought to this country by Paramount, will give an illustrated lecture tonight at 8:15 in the McMillin Academic Theater of Columbia University, on the subject of “The Cinema as Art.”
M-G-M
1930
1931

THE BIGGEST SHOT CHICAGO EVER HEARD!

Metro-Goldwyn-Mayer's Convention is the opening gun of your Biggest Year! Watch your pal Leo!
GOLFERS, ATTENTION!

Sign this and forward to The Film Daily, 1650 Broadway! Here is my entry and Ten Dollars for the Spring Film Golf Tournament, to be held on Tuesday, June 17th, at the Glen Oaks Golf and Country Club, Great Neck, L. I.

The Committee

Bruce Gallup
William Brandt
Al Lichtman

ENTRIES FLOCK IN FOR FILM GOLF TOURNAMENT

(Continued from Page 1) learn that the tournament is to be held at the Glen Oaks Golf & Country Club. Those who were at the tournament last Spring know that these greens and fairways are ideal for golfers.

The stage for the big event is now set with the committee hard at work. Just a little less than a month to go, but that shouldn't prevent those who expect to attend from sending in their entries NOW.

Chain Competition is Made Lively Topic in Oklahoma

Oklahoma City—Since Hon. E. B. Howard, of Tulsa, candidate for governor, made his hot speech on "Chain Competition Menace" at the annual convention of the M.P.T.O. of Oklahoma, the matter of chains has become a lively topic among exhibitors, exchange managers and others throughout the state. Howard's talk received a unanimous vote of approval. M. A. Lightman and A. M. Nomand also spoke.

W. H. Lawrence, of Madill, is new president of the organization and Phil Ikeby, of Oklahoma City, is secretary.

No Talke

A FILM DAILY representative bumpted into Sam Katz in the Ambassador lobby, Atlantic City, during the Paramount convention.

"How many theaters has Publix got at present?" he asked in his quest for illuminating facts.

"No," was the reply.

West Coast Beres, THE FILM DAILY Hollywood—In an address before the Wampas, Charles C. Pettijohn of the House office deplored the growth of bad taste in picture advertising and urged press agents to get new ideas. Pettijohn leaves today for the East.

RKO Forms Subsidiary for Interstate Chain

subsidy as well as general representative of RKO in the South and Southwest.

The chain includes the Majestic, San Antonio, seating 4,000; Majestic, Houston, 2,000; Majestic, Dallas, 2,400; Majestic, Little Rock, 1,200; Majestic, Ft. Worth, 1,500; Ritz, Birmingham, 1,400; Trianon, Birmingham, 1,600. All houses are wired. RKO also has plans for theaters in Louisiana, Georgia, Florida, Mississippi, Alabama, and Arkansas.

New Porto Rico Office Opened by Warner Bros.

Nate Liebeschid, Cuban manager for Warner and First National is back from San Juan, Porto Rico, where he has opened a new office for the company. He has signed a contract with Bruno and Gonzalez, the leading exhibitors in that territory.

NEW PUBLICITY IDEAS URGED BY PETTIJOHN

(Continued from Page 1) Seventy-one players are listed under the new RKO roster. There will also be seven associate producers, 19 directors, one star director, 36 writers, 16 composers, two fashion creators, a script director and a music teacher, among other officials of technical departments.


DINE AND DANCE at CHEZ PANCHARD on the Merrick Road

Famous for Chicken—Duck—Lobster Dinners. Also a la carte.

DINE AND DANCE at CHEZ PANCHARD on the Merrick Road

Famous for Chicken—Duck—Lobster Dinners. Also a la carte.

PLAN AMERICAN STUDIOS FOR FOREIGN COUNTRIES

On top of announcement by Jesse L. Lasky that Paramount has launched production activities abroad that eventually may lead to the company having a studio in every European country of importance, cable dispatches from London report that Fox is likely to be the next American company to start production on the other side. Gaumont British, the Fox affiliate in Great Britain, has studio facilities in the country which could be utilized by Fox. Several Gaumont directors, including William Oster, Inadore Oster and C. M. Woolf, now are in New York for conferences with Harley L. Clark, and the matter of Fox producing abroad is understood. Discussions are using the topics stated for discussion.

The Brandt, now abroad, also is intended to be investigating the possibilities for producing in Europe.
Timely Topics
A Digest of Current Opinion

ALL SET for the gala premiere of "Bride of the Regiment" this evening at the Hollywood ....... it looks like a real Hollywood opening, with such celebrities as J. B.渲染老 and Dizzy Flights, "Is Golf Curable?" etc........... any stranger walking in wearing golf trousers can knock him for an hour's interview and a free lunch............. personally, we think golf and golf are far cousins........... but there are so many of these goofs in the M. P. Club, that they're re-naming it the Merry Putters Club, and their luncheon is a course of 18 holes............ the epidemic will be at its worst on June 17, when the golf maniacs will swoop down on the Glen Oaks Club and torment the nice green turf and call it a "tournament"........... ohmigawd!........... if you MUST participate in this slaughter, start the dirty work and fill out the blank........ Glen Oaks is a big course, and it will take at least 150 wild club-swingers to put it on the bum........... won't you please help?...........

THE BOSS is in the worst stages of his spring fever, which he pleases to dignify by calling it "preparing for the golf tournament"........... he has thrown Will Hays, Terry Ramsaye and all the rest of those big film authors out of his book case and filled the shelves with such titles as "Pardon My Par," "Dizzy Flights," "Is Golf Curable?" etc........... any stranger walking in wearing golf trousers can knock him for an hour's interview and a free lunch............. personally, we think golf and golf are far cousins........... but there are so many of these goofs in the M. P. Club, that they're re-naming it the Merry Putters Club, and their luncheon is a course of 18 holes............ the epidemic will be at its worst on June 17, when the golf maniacs will swoop down on the Glen Oaks Club and torment the nice green turf and call it a "tournament"........... ohmigawd!........... if you MUST participate in this slaughter, start the dirty work and fill out the blank........ Glen Oaks is a big course, and it will take at least 150 wild club-swingers to put it on the bum........... won't you please help?...........

SAM E. MORRIS Month has passed the quota of 10,000, announces Paul J. Swift, general sales manager of Vitaphone............ looks like a record............ Dizzy Glutz, our roving reporter, thinks Prospect Park is the place where salesmen meet exhibitors........... some screen stars wonder why their voices record so scratchy........... no doubt their voices make the Mikeyitchy........... Mike Simmons, the multiple syllable Soho Art rooster, has gone to Boston to tell all about "What a Man!"

FITZPATRICK PICTURES have "Memorial Day," one of their American Holiday short series, ready for that day........... Sawdust, known as the Wonder-Cat, has been sent by its owners, Alex Hall and Virginia May, to Hollywood, and they took out insurance on its nine lives........... Betty Garde, appearing in "Queen High," is galavanting in Atlantic City, having sent us a postcard saying: "Don't you wish you were here?"........... there ought to be a law...........

As probable as a Scotch exhibitor inaugurating Gift Nights.

Along the Rialto
With Phil M. Daly

ALL SET for the gala premiere of "Bride of the Regiment" this evening at the Hollywood ... it looks like a real Hollywood opening, with such celebrities as J. B.渲染老 and Dizzy Flights, "Is Golf Curable?" etc........... any stranger walking in wearing golf trousers can knock him for an hour's interview and a free lunch............. personally, we think golf and golf are far cousins........... but there are so many of these goofs in the M. P. Club, that they're re-naming it the Merry Putters Club, and their luncheon is a course of 18 holes............ the epidemic will be at its worst on June 17, when the golf maniacs will swoop down on the Glen Oaks Club and torment the nice green turf and call it a "tournament"........... ohmigawd!........... if you MUST participate in this slaughter, start the dirty work and fill out the blank........ Glen Oaks is a big course, and it will take at least 150 wild club-swingers to put it on the bum........... won't you please help?...........

The BOSS is in the worst stages of his spring fever, which he pleases to dignify by calling it "preparing for the golf tournament"........... he has thrown Will Hays, Terry Ramsaye and all the rest of those big film authors out of his book case and filled the shelves with such titles as "Pardon My Par," "Dizzy Flights," "Is Golf Curable?" etc........... any stranger walking in wearing golf trousers can knock him for an hour's interview and a free lunch............. personally, we think golf and golf are far cousins........... but there are so many of these goofs in the M. P. Club, that they're re-naming it the Merry Putters Club, and their luncheon is a course of 18 holes............ the epidemic will be at its worst on June 17, when the golf maniacs will swoop down on the Glen Oaks Club and torment the nice green turf and call it a "tournament"........... ohmigawd!........... if you MUST participate in this slaughter, start the dirty work and fill out the blank........ Glen Oaks is a big course, and it will take at least 150 wild club-swingers to put it on the bum........... won't you please help?...........

SAM E. MORRIS Month has passed the quota of 10,000, announces Paul J. Swift, general sales manager of Vitaphone............ looks like a record............ Dizzy Glutz, our roving reporter, thinks Prospect Park is the place where salesmen meet exhibitors........... some screen stars wonder why their voices record so scratchy........... no doubt their voices make the Mikeyitchy........... Mike Simmons, the multiple syllable Soho Art rooster, has gone to Boston to tell all about "What a Man!"

FITZPATRICK PICTURES have "Memorial Day," one of their American Holiday short series, ready for that day........... Sawdust, known as the Wonder-Cat, has been sent by its owners, Alex Hall and Virginia May, to Hollywood, and they took out insurance on its nine lives........... Betty Garde, appearing in "Queen High," is galavanting in Atlantic City, having sent us a postcard saying: "Don't you wish you were here?"........... there ought to be a law...........

As probable as a Scotch exhibitor inaugurating Gift Nights.
with
Vivienne Segal
Walter Pidgeon
Allan Prior
Myrna Loy
Ford Sterling
Louise Fazenda
Lupino Lane

Adapted from the operetta "The Lady In Ermine" by Rudolph Schanzer and Ernest Welisch

Directed by JOHN FRANCIS DILLON

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Get It From

FIRST NA
The Night The
IDE of the
GIMENT
The Sweetheart of New York
World's Premiere At Warner Brothers
Hollywood Theatre On Broadway

Broadway is on its toes. A new sweetheart has captured its imagination.

Never such excitement. Never such an advance sale. And never such a startling love story. Magnificently mounted.

Luxuriously produced. Telling a story the whole world wants to hear.

ONE OF THE BIG SENSATIONS FIRST NATIONAL IS RELEASING RIGHT NOW!

ALL TECHNICOLOR ▲ ▲

IONAL PLAY IT DAY AND DATE WITH BROADWAY
H. Price of the Smoky City has the name exhibitors talk about when buying pictures.

It just so happens that Ross Crop- per is from the bean city, Boston, but he has no appetite for them. Rooster is his meat.

Another salesman that knows his chickens is Ed. Carroll, no relation to the Brood rooster, who sells Pathe's output in New York and Jersey.

'Tis said that L. Garvey and his Albany boys took in the paramanic Hudson by way of the night boat. It's a little too early for that, we think.

A different suit a day keeps S. F. Kenneth (N. Y.) gay.

Max Fellerman, who hails from Brooklyn, took one peck out of the writers and found his home at first sight. This without glasses, too!

Rutgers Neilson in his spiel told the boys that they all should turn press agents and team with the home office crew.

Joseph O'Sullivan, feature ad writer, and Manny Lee, short subject ad writer, were the concentration of the meet—now watch the sales smashers in the trades. Charlie Ulrich, dean of the press book creators, was very much in evidence.

Art Goldsmith, Philadelphia Sales- man, sported a solid red tie (the first day of the convention only).

As elevator to 50th floor elicted off numbers, boys thought it was Pathe stock advancing.

Ross Cropper, Boston Branch Manager, will be last to get away. Ross will remain in New York for the week.

**Pathe Mid-West Meet**

(Continued from Page 1)

office attending are J. F. McAlone and E. W. Ballentine.


**Short Shots from New York Studios**

By HARRY N. BLAIR

Murray Roth's latest Broad- way invasion has netted the Brooklyn talking picture studio eight stars for Vitaphone Varieties. From musical comedy there's Ruth Etting of "Simple Simon," Betty Compton, Jack Thompson and Gertrude Mc- Donald of "Fifty Million French- men," Alice Boulden and Harry Fox. The stars from the legitimate stage are Spencer Tracy of "The Last Mile" and Katherine Alexander of "Hotel Universe."

Lucien Littlefield, who manages a baseball team as a hobby, is work- ing in a William Beaudine picture, as yet untitled. Littlefield recently finished work in "She's My Weakness," which Mel Brown directed for RKO.

Vitaphone built quite a realistic Pullman car for a scene in "The Social Lion." The set was so real that some of the extras fell sound asleep in the comfortable chairs. From which one might deduce that the train was bound for Philadelphia.

J. S. Winich, chief projectionist at the Paramount New York studios, leaves May 25 for a combined business and pleasure trip to the West Coast.

Olive Shea, radio queen of 1929, Joey Ray of Earl Carroll's "Van- ties," and Billy Taylor, musical comed y player, have the leads in the just completed Vitaphone Variety two-reel musical comedy of college life, "The Varsity Show." Bur- nee Hershey wrote the script and Harold Levy and Neville Fleeson the music and lyrics. Roy Mack directed.

Jay Garney, staff composer an musical advisor at the Paramount New York studios, is also a gradu- ate lawyer, having received his LLB in addition to a B.A. degree in mu sic, at the University of Michigan. His folks wanted him to be a lawyer but music won out.

The atmosphere of the Ideal studios suggested a poultry farm during one sequence of Clark & M. Callough's latest comedy, "Part of the action calls for Bobby Clark to swallow an egg, whole, which is sup- posed to contain a chick. The direc- tor, Mark Sandrich offered a bono to the extra who could best imitate the "peep peep" of a chicken as plenty of competition resulted.

"Temple Belles," a novelty sing- ing and dancing revue, has been completed as one of the Vitaphone Varieties. Roy Mack directed the subject with Eddie Green, Ted Blackman and a colored chorus created from the Harlem night club.

Telephone: Penn. 8170, 8199  Cable: JAWITZFILM

**Foreign Rights**

Now Available

**SHARKEY-SCHMELING**

Official Motion Pictures of the World's Heavyweight Championship Boxing Contest

To Be Held June 12, 1930

For the Benefit of the Milk Fund

PRODUCER AND DISTRIBUTOR

H. W. EILPERIN

CY BRAUNSTEIN (Sales Manager)

630-9th Ave.

New York City
Educational Convention Sidelights

The convention couldn't end too soon for Arthur Greenblatt. He was expecting a telephone call from the hospital at any moment with the good news that he had become a father.

F. G. Slitter, who hales from the town where Heinz and his ST. Varie- lates his house, took time of last night by staying in town and taking in a Broadway show. Well, that's an exchange manager for you.

The last meeting broke up early in the afternoon. Some of the boys decided to take a squint of the grand Broadway canyon in broad daylight from the Paramount building. R. S. Kirboll of Cleveland claims that it is no comparison to Euclid Avenue in his home town.

L. J. Klar of Cincinnati wised wise. Can you imagine him telling the reason he only rolls with his meals that it is a "short" loaf? How about pretzels there old chap?

Johnny Backman, who crossed the Hudson to get here from Philly, compared town quite different. But he prefers conventions to all other trips.

Earl W. Hammons told the boys that there wouldn't be any change in the sales policy this year. And those bulldog pushers will continue to sell "short" all next year.

Sarnoff, Brown Address RKO Meet Via Telephone

(Continued from Page 1)

broadcast to the convention gathering through amplifiers, were the highlights of the second-day's session of the RKO convention at the studio here.

Sarnoff cited the rapid progress of RKO, traced the work of Joseph I. Schenck and William Le Baron and predicted greater things ahead. "What has gone ahead is as nothing compared to the opportunities before us," he said.

"In an industrial era that demands complete co-ordination to ensure success, and in an entertainment era where the laboratory and the studio must link the technician and the artist, where the invention of today may create the art of tomorrow, RKO stands as the first complete unit in the field of entertainment. We produce in our own studios, we record sound through our own system, we equip theaters with our own reproducing apparatus, and we are assured of a position in the theater field. Back of all these is the co-operation we may expect from our sales force; our expert radio electrical and phonographic laboratories constantly laboring to create and develop new forms of electrical entertainment."

Brown also emphasized Schenck, LeBaron and the entire organization and spoke on the expansion plans of the organization. "If we have reached the status in the morning and outlined the program of 34 fea- tures, 54 shorts and 300 short subjects the Le Baron and Luther Reed also spoke.

Russian Film Coming

Aminko Corp., representing the Soviet film industry in America, "Turbulent," a recent release record of building of the Turkestan-Siberian railroad, considered an outstanding feat of the new Soviet Five-Year plan.

Charles Christie Speaks At Educational Meeting

(Continued from Page 1)
happiness at being back in the Educational fold and smoke with great enthusiasm of the future. Others who addressed the gathering included Bruno Weyers, vice-president of Educational, and Capt. G. McL. Baynes, of Kinograms.

Leaving this afternoon on the 20th Century for Educational's second sales confab are E. W. Harris, S. S. Kuprpatrick, S. W. Hatch, J. R. Wilson, P. X. Carroll and G. S. White.


Educational's third and last sales meeting will be held in Denver May 26 and 27.

Thomas Adding 60 Men to Sono Art Sales Staff

(Continued from Page 1)

ers picking up bookings wherever they can get them," he declared. "The type of man who sells films now is well versed in every ramifications of his business and able to bring a fresh viewpoint in his dealings with the exhibitor."

Thomas will remain on the Coast several weeks, conferring with studio executives and closing arrangements for stories, players and possibly a deal for a series with a big director and star.

ALL BOX OFFICE RECORDS BLOOEGY

MORE THAN $600,000 IN 14 CITIES DURING PAST SIX WEEKS

5 Weeks, Orpheum, San Francisco .................................................................................................................. $105,000
5 Weeks, Orpheum, Los Angeles .................................................................................................................. 109,000
7 Weeks, Garrick, Chicago .......................................................................................................................... 92,000
4 Weeks, Shubert, Detroit ............................................................................................................................ 51,000
7 Weeks, Orph. Goldd. Denver ..................................................................................................................... 32,000
2 Weeks, R.K.O., Washington, D. C. ........................................................................................................ 21,000
4 Weeks, Chestnut St. O. H., Philadelphia .................................................................................................... 40,000
2 Weeks, Speckel's, San Diego ...................................................................................................................... 21,000
1 Week, St. Louis Theatre, St. Louis ............................................................................................................ 29,000
1 Week, Orpheum, Salt Lake City .................................................................................................................. 14,500
3 Weeks, 7th St. Theatre, Minneapolis ........................................................................................................ 30,000
3 Weeks, President Theatre, St. Paul ........................................................................................................... 27,000
3 Weeks, Orpheum, Oakland ....................................................................................................................... 66,000
First Two Days, Akron, O., at Colonial ....................................................................................................... 4,800

Congo Pictures, Ltd., New York Office, 729 7th Ave., Suite 309

Wm. Alexander, Eastern Representative, Tel. Bryant 8047

FRONT PAGE SPREAD FOR WARNER MEETING

Atlantic City—As a sendoff for the company's three-day convention here next week, Warner Bros. and First National will get the front page title of the "Atlantic City Evening Union" on Monday. The edition, known as the Warner-F. N. Special, will give a special event on the program, as well as a resume of the Warner organization and achievements.

Sessions begin Tuesday morning in the Ambassador Hotel grill.

Columbia Regional Meets

Begin in N. Y. June 12

In addition to a two-day regional meeting at the Park Central in New York beginning June 2, Columbia will hold confabs in Chicago at the Stevens Hotel on June 3 and 6, and at the Roosevelt Hotel, Hollywood on June 10 and 11.

Screen Writers Draft Contract with Agents

(Continued from Page 1)

year, would allow the writers to discharge agents failing to get them engagements within 90 days, it being drafted by the Screen Writers' Guild to cover their relations with the agents.

0 WIDE FILM CAMERAS BEING MADE FOR FOX

Syracuse—An order for 40 more wide-angle cameras for Fox films has been placed by Fox with the J. W. Wall Machine Co. of this city, the cameras are to be supplied as fast as they can be turned out.

0 Starring Vehicles on M-G-M's 1930-31 List

(Continued from Page 1)


"Courage" Premiered Advanced Previews of "Courage" and "The Garden," originally set for Friday, were given on Thursday night, as the studio has an advanced day. The preview will be held at midnight tomorrow and the picture will open its run tomorrow morning.

IN TEN YEARS AGO TODAY

In 1899, Gloria Swanson, it is said, had a crush on a young Man in the audience. She married him. 
G. Hawks, C. Gardner Sullivan, Monte Katterjohn and John Lynch worked forming producing company. 

Reheits comedies to be released through Education. 

Robert Harron Productions through Metro next season. Richard Barthelmess productions also to be released.
Dick Talmadge Completes His First Talking Picture

Richard Talmadge has completed "The Yankee Don," which marks his debut in talking pictures. He is supported by Lupita Tovar, Gayne Whitman, Alma Real, Sam Appel and Arthur Judd, and a Spanish version is planned. "The Yankee Don" is a story of the old West. Miss Tovar's work in the picture has won her important engagements with three of the leading production companies.

Many Cities to be Visited in Making "Railroad Man"

A score of middle West cities as far as Chicago will be visited by the K.KO troupe making "The Railroad Man," featuring Louis Wolheim, Jean Arthur and Robert Armstrong. George B. Seitz is directing and Myles Connolly is supervising.

Owen Davis Story for Fox

Fox will produce "Hot Numbers," from the pen of Owen Davis. Sidney Lanfield will direct from Russell Medcraft's adaptation. Dixie Lee, Joyce Compton, George Corcoran, Marjorie White, Richard Keene, Gus Howard, Rex Bell, Leslie Mae, Goodie Montgomery and Frank Richardson will be in the cast.

"Paradise Island" Completed

"Paradise Island" has been completed by Tiffany under the direction of Bert Glennon. Players include Kenneth Harlan, Marceline Day, Paul Hurst, Victor Potell, Will Stanton, Thomas Santschi, Gladden James, Betty Boyd. Music has been composed by Will Jason and Val Burton.

Tibbett Back in Hollywood

Lawrence Tibbett is back in Hollywood ready to start work with Grace Moore in the talker version of "The New Moon" for G-M-G.

Mary Brian for Warner Film

Mary Brian has been borrowed from Paramount to enact the leading feminine role in Warner's "Captain Applejack.""Tiffany Signs Anita Louise

Tiffany has signed Anita Louise, chief feminine player in "Butterfly Heaven," to a five-year contract. The company has engaged David Newell to play opposite her. Another in the cast is Yola D'Avril.

"Broad Minded" Starts Soon

"Broad Minded" goes into production at Fox soon under the direction of Irving Cummings with Victor McLaglen in the leading role.

Berlin Title Changed Again

"Reaching for the Moon" has been selected as the title of the United Artists picture which has been variously as "Love in a Cottage," "Lucky Break," and "The Love Cottage." Bebe Daniels has the leading role.

A Little from "Lots" by RALPH WILK

ROBERT C. BRUCE, for 16 years a producer of outdoor subjects, has made his hobby profitable. His hobby is visiting out-of-the-way places. He has photographed subjects in every state in the Union, except Maine and Arkansas, and has taken his camera into every Canadian province, except Ontario and Quebec.

By the way, Bruce has been in half of Europe, Alaska and the British West Indies. He has spent much time in the Northwestern states and knows every trail in the Cascade Mountains of Washington and Oregon.

Fred Niblo is supervising the cutting of "Easy Going," although no ending has been shot. Incidentally, Niblo furnished many of the off-scene sounds in the picture.

Our Passing Show: Eddie Miller, newly arrived from New York, Bert Levy and H. Saunderstetten, picture talkers in Valley Fields busy at Paramount; Leonard Fields preparing for a vacation in Mexico.

Bodil Rosing is once more portraying the role of a German woman in "Compagniation," which E. Mason Hopper is directing for Columbia. Although Miss Rosing is Danish, this marks her fourth German characterization in recent pictures.

Raymond McKEE is versatile, to say the least. He has turned composer and his song, "Caribbo Sea," was introduced by Rudy Vallee over WEAF broadcast in New York.

Harry Langdon has completed his featured role in "A Soldier's Plaything," which was directed by Michael Curtiz. Langdon is considering several offers.

Eddie Brophy, long a unit manager and assistant director, seems to act in every Buster Keaton comedy. Edward Sedewicz, the director, is now using him in "War Babies." Brophy also supported Keaton in "Spite Marriage," "The Camera Man" and "Menage Easy."

Arthur Wener, Boswell par excellence, now managing the Fox uptown theater, with the cooperation of the Western Avenue Chamber of Commerce, will toss a big party for Harold B. Franklin tomorrow. The Fox West Coast president has been the honor guest at several affairs.

New 'U' Policy Starts with "Little Accident"

"Little Accident," the first picture to be produced under the 1930-31 production schedule of Universal and the new policy of 20 specials, has gone into production under the direction of William J. Craft. Featured in the picture are Douglas Fairbanks, Jr., Anita Page, Sally Blane and Zasu Pitts. Also in the cast are Myrle Suddert, Slim Summerville, Rose Karns, Joan Marsh, Maude Turner Gordon, Albert Gran, Nora Cecil, Bertha Mann, Gertrude Short, Farley and Henry Armetta.

Marjorie White Gets Lead in Fox's "Just Imagine"

Fox has cast Marjorie White for the leading role in "Just Imagine," a musical production to be directed by David Butler.

Para. Signs Barbara Bennett

Barbara Bennett has been engaged by Paramount for a role in Cici Bow's new picture, "The Palm Beach Girl," which Frank Tuttle will direct.

Dillon to Direct Otis Skinner

John Francis Dillon has been signed by First National to direct Otis Skinner in his first talking picture, which will be all in Technicolor.

Paramount Signs W. H. Post

William H. Post, veteran of legitimate theater, has been signed for Paramount. Post has rived in Hollywood from London, where he has been making his home for the past two years.

Jillian Sand Opposite Baxter

Jillian Sand, English actress, will play opposite Warner Baxter in "This Modern World," which will be directed by Alexander Korda in Summerville, Ga. Barrie John Farrow and Lynn Starling will be responsible for the adaptation.

Prestige

Performance unquestionably measures the talent of the artist, director and writer.

Only through intelligent publicity representation, however, may outstanding performance gain earned recognition through creation of Prestige.

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Hollywood, Calif.
PRODUCTION PERSONNEL
AND MODE OF OPERATION HAVE
UNDERGONE REVOLUTIONARY CHANGES
DURING THE PAST YEAR
MAKING
THE 1930 EDITION OF
THE ONCE-A-YEAR FILM DAILY
DIRECTORS ANNUAL
AND PRODUCTION GUIDE
[OUT AS USUAL IN JUNE]
OF ADDED IMPORTANCE
TO ALL EXECUTIVES
IN THE INDUSTRY
Glowing Tributes Blaze In Los Angeles Press Over Film

"Miss Del Rio once again in a vibrant, vivacious role that calls for flirtations and emotional expression in a stirring drama."
—DAILY NEWS

"A flirtatious, gay, bewitching young person is Dolores Del Rio. All her smiles, her gayety and her wiles are used with perfect abandon. A glorified edition of Charmaine without Charmaine's crudeness."
—EXAMINER

"Miss Del Rio in a much stronger and more dramatic role than she has played in several pictures."
—TIMES

"Dolores Del Rio's screen voice is about the nearest fit to her silent screen personality that could be devised. Picture runs a well-equipped gamut of adventure and romance."
—EVE. EXPRESS

"Dolores Del Rio's colorful role is vividly appealing."
—EVE. HERALD
Laughter
—please let it live
By JACK ALICOATE

TAKE AWAY the bare legs if you will. Discard the enticing and enthralling music. Throw out the million-dollars scenes. You still have a combination of love scenes and thrills ever ematized, but don’t, please don’t, we are pleading with you, J.A., please don’t take away the laughs. What has happened to those laughs that should be coming from Hollywood probably makes you except the income tax collector. This much is certain: Eighty percent of the so-called current crop of cinema comedians haven’t enough punch to put a dent in a cup of jello, and their screen demeanor in most of the elusive chuckle is, in most cases, as humorous as an embryonic acrobat trying to sing love ballads on amateur night.

To Laugh or Not to Laugh

Surely cannot be our highest and artistically inclined production executives have entirely and selectively lost their sense of humor. Most of them have been in the picture business too long for that. It usually is not the lack of human material of proven laugh-making ability, Hollywood overflows with the best material the New York stage has to offer for, Oh, so many years. What is the trouble, then? In most cases big talker productions, and we name a dozen off hand, the comedy has been one of the most laughable, mayhem and murder, and let us gently suggest to you, Producer, just at this point, the following thought: Ninety percent per cent

(Continued on Page 1)

Standard Width Versions Also Planned by New Company

West Coast Bureau, THE FILM DAILY

Hollywood — Twenty pictures a year, made on wide film under a new process, as well as on standard width film, are planned by M. H. Hoffman and Victor and Edward Halperin, who have just formed the Liberty Production Co. Edward L. Klein Corp. of New York will handle foreign distribution and also supervise arrangements for Eastern distribution for the new firm.

12 ONE-REEL NOVELTIES PLANNED BY MAY-HALL

A series of 12 one-reel all talking and musical novelies, known as “Pre-historic Silly-ettes,” will be produced in the East by Virginia May and Alex Hall. The subjects, first of which is due in about three weeks, will be partly in cartoon and partly acted by stage and screen talent. Miss May and Hall are now completing “Independence Day” for James A. FitzPatrick’s holiday series.

Germany and France to Make 125 Talkers

Indications at the moment are that Germany will produce about 75 talkers and France approximately 50 this year, exclusive of the Paramount studio output, it was stated by Albert

(Continued on Page 10)

More Deals in Air

Latest reports of negotiations in progress for theater deals include the impending acquisition by Publix of the R. & R. circuit in the Southwest, taking over by Publix of the Fall River theaters operated by Nathan Yamin (Ali- lied man), and acquisition of Fred J. Dolle’s Fourth Ave. American News and a chain of Kentucky and Indiana by RKO or Warners maybe.

DOYLE INJECTS NEW LIFE INTO AUSTRALASIAN FILMS

Sydney—Appointment of Stuart F. Doyle as general manager of Australasian Films, Ltd., is expected to inject new life into this organization. While it is not the intention of the company to deal very actively in actual handling of films at the moment

(Continued on Page 10)

Columbia to Distribute Sharkey-Schmeling Film

Exclusive rights to distribute films of the Sharkey-Schmeling championship fight at the Yankee Stadium, New York, June 12, have been secured by Columbia. According to present plans, the pictures will be released in every key city in New York at 10 o’clock the next morning.

Anti-Trust Action is Filed by Two Indiana Independents

Suit for $2,744,250 damages was filed in the District Court yesterday by the Frank J. Rembusch Enterprises and the Capitol Amusements Co. against the Hays organization for alleged violation of the anti-trust act through enforcement of the uniform exhibition contract. Rembusch alleges damages of $499,550 and asks that the exemplary damage clause of

(Continued on Page 10)

Claim $25,000,000 Excess Extracted for Equipment

Washington Bureau of THE FILM DAILY

Washington.—Motion picture theaters have paid or contracted to pay to the telephone and electrical monopoly more than $25,000,000 more than they would have had to pay for the same equipment from an independent manufacturer, it was stated yesterday by C. G. Colby, president of Samson Electric Co., Canton, Mass., testifying before the Senate patents committee. The same interests will require the theaters to pay an additional $50,000,000 for service during the next 10 years, Colby said.

14 FILMS IN PREPARATION AT FIRST NATIONAL STUDIO

West Coast Bureau, THE FILM DAILY

Hollywood—First National has 14 pictures being prepared to go into production within the next few weeks. In the list are “Little Cas sar” with Edward G. Robinson, Otis Skinner’s Technicolor vehicle, Rich

(Continued on Page 10)

‘Bride of the Regiment’

We have a sneaking idea that if these screen operettas are just given a chance to grow up, they’ll have no trouble establishing themselves as stable film fare. This latest, produced in all-Technicolor by First National from the stage hit, “Lady in Ermine,” is the most sophisticated to date and had no trouble getting a good response from a blase Broadway premiere audience at the Hollywood last night. It has loads of swell comedy dispensed by Ford Sterling, Lupino Lane and Louise Fazenda, also fine singing by Vivienne Segal, Walter Pidgeon, Allan Prior and the soldier ensemble. John Francis Dillon directed and the production is on an impressively lavish scale. It’s a class picture with plenty of appeal for the masses.

GILLETTE
Princeton's Favorites

Princeton, N. J.—Seniors at Princeton University, in their annual poll, cast the following votes for their favorites in motion pictures:

FILM—"Disraeli", 59; "Wings", 16; "Woman of Affairs", 7; ACTRESS—Greta Garbo, 65; Ruth Chatterton, 39; Norma Shearer, 39; Joan Crawford, 18; ACTOR—George Bancroft, 36; William Powell, 21; John Barrymore, 17. "Journey's End" was first choice among stage plays.

Laughter—please let it live

(Continued from Page 1)

of those who go pictures to go to be amused. They want and MUST have laughs.

Find the Trouble

It might possibly be that the main difficulties lie in the proper or improper timing of laughs for this new electrical entertainment. It has been suggested that writers of original laugh material are scarce. This hardly could be true as Hollywood is full of them and there are not enough golf courses in Southern California to keep them all at work. They can't all be away fishing.

Perhaps the directors of our latest barrie operas are respectively without a funny bone, but, ye gods, it cannot be that they would all go tragic and esthetic at one and the same time. Whatever the matter, we are likely registering their squawks alone with that of some 115,000,000 other Americans who believe in smiling and will gladly become a charter member of the "Bring Back the Laughs" movement and hereby and will to agree to our bit for the cause by devoting time, stamps and marbles, if necessary.

Lightman Explains

Explaining his part in the discussion of chain competition at the recent annual convention of the Oklahoma M.P.T.O., President M. A. Lightman of the M.P.T.O.A. yesterday said that he did not assail circuit competition but did deplore unfair circuit competition.

COMING & GOING

WILLIAM K. HOWARD is on his way to the Coast.

NATHAN BURKAN, accompanied by Mrs. Burkam, sails Sunday for a two months' stay in Europe.

FREDERICK LONSDALE, who has been in Hollywood writing an original for Ronald Colman, sailed last night on the Mauritania for England. He returns in July to direct the dialogue for the production.

WALTER STRENG, president of Cameramen's Local 602, Emajour for Los Angeles, accompanied by Francis Zieser, business manager, attended I.A.T.S.E. convention.

J. S. WITCICK, chief projectionist at the Paramount, New York, leaves Sunday for a combined business and vacation trip to the West Coast.

J. D. MEADORE, recently appointed business manager of Technicolor, has returned from Hollywood to look after the company's interests in the East.

NAT LEVINE leaves today for the coast.

CHAS. FREEMAN APPOINTED

RKO BOOKING MANAGER

Appointment of Charles J. Free- man, said that action also has been filed in New York against Fox Film for alleged infringement of DeForest patents for manufacture of sound recording equipment.

Deny Private Settlement in DeForest Patent Suit

Wilmington, Del.—Recent reports that a settlement out of court would be reached in the patent infringement action by DeForest against the Stanley Co., were discredited at yesterday's court hearing. The reports originated from rumors that Warner had bought a 40 per cent interest in DeForest.

While the DeForest suit involves patents for manufacturing equipment used in theaters, counsel for the company declared in New York against Fox Film for alleged infringement of DeForest patents for manufacture of sound recording equipment.

Frisco Musicians Win New Point

San Francisco—Another point has been won by the local musicians' union in its controversy with theater operators, the district court of appeals having denied the petition of exhibitors for a rehearing of the superior court's decision against the amusement men. The musicians, replaced by sound equipment, seek to enforce their contract.

Neil Hamilton To Free Lance

Neil Hamilton is leaving Paramount to become a free-lance manager.

Selling Two in St. Paul

Two Publix neighborhood houses here have been acquired by Abe Kaplan and Louis Rube Stein. Theaters changing hands are the Dale and Faust in the Mpls. district. Publix is understood to be negotiating for the sale of a number of its other neighborhood houses this territory.

The Madison

"A Hotel Distinctively Different"

UNEXCELLED COLONIAL HOSPITALITY

JUST COMPLETED IN ATLANTIC CITY

Now Ready For YOU!

Air Conditioning—Showers and Baths Throughout

From $4.00 Daily.

European Plan to $7.00 Daily.

FETTER & HOLLINGER, Managers
A TIP ON 1930-1931 ANNOUNCEMENTS!
The flood of annual product announcements are with you again. Read them all carefully. Then, as a smart business man, ask yourself these questions:

1. What company delivered week after week box office hits last year?


2. What company delivered consistently quality shorts to round out my programs?

   Again it's PARAMOUNT. With Paramount Sound News, unquestionably the leader in its field. With Christie Talking Plays, the class in two-reelers. With brilliant Paramount Acts. With Paramount Screen Songs and Paramount Talkartoons, the most popular single-reel novelties on the market.

3. What company is delivering the cream of its feature product between now and August, when I especially need strong attractions?


4. What company's trade mark is the industry's symbol for leadership, quality and fair dealing?

   PARAMOUNT'S, naturally.

5. What company will deliver the strongest product for 1930-31?

   Study PARAMOUNT'S announcement for the coming season when you get it. Study the productions, the star and player strength, the directors and others behind the hits, the reputation and resources that guarantee the line up. You're a business man. You'll choose

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**PARAMOUNT**

The Sign of a Smart Showman
Timely Topics
A Digest of Current Opinion

The Future of Hollywood

It is by no means certain that Hollywood will retain her unchallenged monopoly in the film industry of the nations. At the present moment she queens it in greater splendor than ever. Her sound films are believed in some quarters to threaten the very existence of the living theater. They have already drawn to the Coast much of the vocal acting talent of Broadway. But the signs of a reaction are at hand. American film producers now in London are reported to be engaged on elaborate production schemes for the British talkie market. Arrangements for the French and German speaking publics have already been made. English actors now employed with the Fox interests at Hollywood will go home to take part in the new program. The same thing has already been reported of French talent at Hollywood.

Hollywood, because of historic advantages, will remain the capital of the film industry for a long time to come. But her monopoly will not be so complete.

New York "Times"

Talkies Must Develop New Form

The talking picture must create a new form, for it will offer an utterly different combination of words, sounds and other elements such as can exist only on the screen. The addition of sound rather than dialogue is important because the dynamic effect of music is stronger than the optical impression. So far we have advanced from the classical triangle drama by means of the "mass idea" in films; our next step is pictorially to portray the abstract.

Sergei Eisenstein

A FILM FACT A DAY

412 films were made in European studios in 1929. This is almost 100 less than in 1928.

ALONG THE RIALTO

Harley Clarke, high mogul of the Fox interests, has a strong notion that the American public does not want their film fare served with a rancid dressing and garnished with suggestive or questionable lines and situations. He has a hunch that a lot of American families who used to troop to the pictures en masse in the days of "family pictures" have been split by some of these modern, sophisticated talksies. Dad won't take me to a hot-toty picture, so if ma wants to see it she must sneak off alone and lead the kids home for fear they'll tell papa.

Harry Goldberg, general manager for Fox Theaters in this state, is back on the job after a gang of hooligans in a Ford juggernaut crashed his Isotta Fraschini—or is it only a Rolls Royce?...outside of stitches in his leg and an arm in a brace, cast for ten days, Harry is practically out of it new...Charging he broke a contract giving them exclusive rights to his services, Famous Speakers, Inc., is seeking an injunction to stop Robert Ripley, the cartoonist, from making pictures for Warner...the judge will be asked to believe it or not.

Benjamin Doniger of Mundial Films is up from Porto Rico...he sez the situation down there is rather tough, with big houses wired and practically no silent product for the small houses...if the natives get a film less than nine reels they holler murder...and with talkies running under length generally they holler so loud they can't hear the talksies anyway...Joe Deegan has returned from an unusually successful trip to Albany...it sounds fishy, but he swears he collected a debt from a politician.

Looks as if this sensational Stitt-Nolan bout within the industry is putting the Schmeling-Sharkey affair in the background...for the first time in history you are getting exclusively through this column the lowdown on press agents...you can sting that low...so listen to Ralph Stitt of the Rivoli tear into this Warren Nolan person: "Your expose was highlight of Paramount convenen...it staggered everyone...unanimous opinion this Nolan person merely seeking personal publicity...all gratified to learn of your return that "Ladies Love Brutes" was playing at Rivoli...I am VINDICATED...now I defy this Nolan person to say "One Romantic Night" will not be the next Rivoli attraction...does this give me one up on Mister Nolan?...heh, heh...that's who I am, Ralph Stitt"...We are billing Stitt and Nolan for what they consider these "free" notices at regular ad space rates...that gives us TWO up...heh, heh, heh...

Joseph Johnson, former Commish of Public Works of Tammanytown, now big Fox executive, has left for Hollywood where the works are of a public nature, too...here's wishing you luck, Commish...Onoele Jones, the juvenile actress, will be on the bill at the Martin Beck theater Sunday night for the benefit to aid the Shrine Crippled Children's Hospital...Jeanette MacDonald did a dramatic scene in "Lottery Bride" so well that she made Joseph Schenck weep, also an electrician...and no doubt the sets for this picture were built in tiers.

N. T. G., the well known nightclubber and master of nifties, is still diverting 'em at the Hollywood restaurant with his girls in their "Frolics"...and if you like to travel for yourself or entertain yourself, try Madame Pinkert at 508 Rex on the Merrick Road the one over...food...with a capital F...

And now when a film gent is feeling low he sees he's out of sync.

EXPLOITETTEs

A Clearing House for Tabloid Exploitation Ideas

Novelty Co-Op Ad Gets Publicity

A FULL page of co-operative ads was placed by the Cort, Somerville, N. J., with the newspaper, tying up with "The Bishop Murder Case," the idea "Look for your name on this page and get free tickets for 'The Bishop Murder Case.'" In each advertiser's space, two names were published of residents in this town, and to get the free tickets they had to bring the advertisement to the store of the advertiser.

M-G-M

Get Prize Western Song for "Song of the West"

One way to get free air outside of a service station is hook in to a radio station. H. B. Ashton did that for the Public Red, Greely, Col., when he played "Song of the West." The newspapers helped to give publicity to the fact that Ashton was searching for the most popular song of the West, and for a week in advance the radio station relayed seven songs supposed to be typically western. Listeners-in were urged to ballot on the song receiving the largest number of votes was declared the National Western Song.

Epes Sargent in "Zit's"

MANY HAPPY RETURNS

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

May 22

Gloria Holt
Al Mathen
George Gorman
COLUMBIA PROUDLY PRESENTS AN EPOCH-MAKING PROGRAM THAT WILL MAKE GIANTS OF ENTERTAINMENT, THE PROGRAM WILL MARK THE IMPRESS OF

THE CRIMINAL CODE
CHARLEY'S AUNT
SUBWAY EXPRESS
RAIN OR SHINE
DIRIGIBLE
THE LAST PARADE
THE FLOOD
MADONNA OF THE STREETS
THE WOMAN WHO CAME BACK

GREAT PLAYS • GREAT
Twenty

MAIN INDELBLY FIXED IN THE HISTORY OF MOTION PICTURES.

TOOL'S LEADERSHIP AMONG PRODUCERS OF BOX-OFFICE PICTURES

TOLLABLE DAVID BROTHERS
ARIZONA
THE LION AND THE LAMB
THE WHALE WOMAN
UBANGI
GOOD BAD GIRL
FIFTY FATHOMS DEE

STARS • GREAT DIRECTORS
Hollywood Happenings

Coast Wire Service

RKO Picks Melville Brown to Direct Amos 'n Andy
Melville Brown has been selected by RKO to direct Amos 'n Andy in "Check and Double Check."

New Microphone Device Developed by Carl Drehar
A new device known as the RKO Beam microphone, so constructed that it brings sound to a focus for recording and yet keeps extraneous noises to a minimum, has been developed by Carl Drehar, engineer in charge of sound recording for RKO. It is operated by hypnotically casting a beam in which certain sounds are picked up to the exclusion of all other sounds not originating within the beam, and can be directed from behind the cameras, thus keeping out of range of the lenses at all times.

Coaxing Arliss to Stage
George C. Tyler, of the Erlanger offices in New York, has sent George Arliss a play for consideration as a stage vehicle, probably next season. Arliss says he has not yet made a decision in the matter.

Len Fields Quits Columbia
Leonard Fields has quit as scenario head for Columbia. He is at present on vacation in New Mexico.

Keating Twins in Healy Film
The Keating twins, Elizabeth and Helen, have been added to the cast of "Soup to Nuts," in which Helvy is starring by Fox under the direction of Benjamin Stoloff. Another given a role in the film is Goodee Montgomery.

McRae Opposite Evelyn Brent
Playing opposite Evelyn Brent in Radio Pictures' "The Silver Horde" will be Joel McRae, who has just been signed for the part.

TO MAKE INDUSTRIAL FILM OF CITY OF SALEM, ORE.

Sol Smith, president of the Dagmar Pictures of Hollywood, announces that the company had obtained a contract to make an industrial film of the city of Salem, Ore. The picture will be under the direction of L. Jack Sherry, who is now the field accompanied by L. H. Yane, financial manager of the company.

"Slightly Scarlet" Second Foreign Paramount Talker
Second all-French Paramount talker will be "Slightly Scarlet" in which Adolphe Menjou and Claudette Colbert have the featured roles. Supporting cast comprises Armand Kaliz, Emile Chautard, Adrienne d'Ambricourt, and Jean Lefevere, together with "Du Barry, Woman of Passion," a Sam Taylor production.

Spencer Tracy Signed by Fox
With the signing of Spencer Tracy, Fox adds to its list of 74 contract players the name of an actor who is currently portraying the most dramatic role on Broadway, the lead in "The Last Mile." Tracy will come to Hollywood soon and will be featured in one of the 48 pictures on the 1930-1931 schedule of the company.

"Hell's Island" Cast Increased
Cast of Columbia's "Hell's Island" has been increased with the addition of Otto Lang and Carl Stockdale. Dorothy Sebastian has the feminile role. Edward Sloman is directing.

New Incorporations
Matty Radin & Co., motion picture concerns: M. Radin, 152 West 42nd St., New York; 100 shares common.

W. Rosenthal, Inc., of West 40th St., New York; 100 shares common.

Raymond & Caverley, vaudeville directors, have just completed their sixth "Confounded Interest," at the Paramount New York studios, under the direction of Mordecai Blummenson.

Feminine lead for Charles "Buddy" Rogers in "Heads Up" will be Margaret Breen, who has appeared on stage in "Peggy Ann" and "The Duchess of Chicago." This will be her first appearance on the screen.

Short Shots from New York Studios

THE Yacht Club Boys, who recently made a short at the Warner Vitaphone studios, went entirely without sleep during the making of the picture, their schedule taking up the entire twenty-four hours of each day. Seven P.M. till one A.M. they entertain at a supper club; one to five A.M. at a popular night club, then over to the Vitaphone studios at eight A.M. to appear before the camera all day. It's a great life!

Packey O'Gatty, who doubles for Chico Marx in "Animal Crackers," also shincs in the ring having boxed with Pete Herman, Frankie Burns, Kid Williams and other well known bantamweight fighters.

Unusual activity at the Warnes Vitaphone studios has kept everybody in the dept. busy turning out 12 to 14 sets each week. Frank Nancey is in charge, with Walter Keller assisting.

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The first of the series of Buck Jones westerns being made by Beverly Pictures Corp. for Columbia will reach the screen under the title "The Lone Rider." The production will be ready for distribution early next month. Vera Reynolds plays opposite the western star under the direction of Louis King. Other players are Harry Woods and George Pearce.

Francis Perrett, press agent and athlete, issued a little notice announcing the arrival of his baby boy, Patrick James.


L. Wolfe Gilbert and Abel Baer, veteran song-writing team, are now getting their mail at First National. Their first Coast assignment was at Fox and later they joined Paramount.

George Loane Tucker-Mayflower Photoplay Corp. litigation may settle out of court. Tucker to make four more for Mayflower.

David W. Griffith finishes contracts with First National Pictures. "Black Beach" for United Artists release.

Various Great New York critics reported perfecting book for upcoming wars against Marcoux Loew.
To the world's largest and most complete studio specially designed for talking pictures.

The annual sales convention of Fox Film Corporation results in another gold rush to California for news of the forty-eight box office attractions for next season.

It won't be long now before you will get the good news personally from the following delegates to the annual convention who will see the pictures and get the complete line-up.

Horley L. Clarke  
President  
J. R. Groinger  
Vice president in charge of distribution  
Courtland Smith  
Vice president  
Clayton P. Sheehan  
General foreign manager  
Walter Hutchinson  
General manager British Isles  
J. P. O'Loughlin  
Canadian district manager  
H. F. Campbell  
New England district manager  
C. W. Eckhardt  
District manager for Chicago, Milwaukee and Minneapolis  
Glendon Allvine  
Director of advertising and publicity  
Maurice Ahern  
Foreign department  
H. H. Buxbaum  
New York district manager  
Lee Balsley  
Accessories manager  
J. F. Coneybear  
Laboratory  
Arthur Dickson  
Poster artist  
Roger Ferri  
Editor of Dynamo  
Nat Finkler  
Contract department  
Pat Flaherty  
Red Star Music Co.  
E. C. Grainger  
Assistant to general sales manager  
Clarence Hill  
Non-theatrical sales  
Joseph J. Johnson  
Assistant to vice president and general manager  
W. J. Kupper  
Assistant to general sales manager  
I. Lincer  
Transportation  
Joe Lee  
New Jersey sales manager  
Ali Lewis  
New York representative West Coast Studios  
Irving Maas  
Foreign department  
John Nolan  
Home office representative  
Carl Nielson  
Foreign department  
Max Roth  
Home office representative  
Jack Sichelman  
Assistant general sales manager  
Edward Schnitzer  
New York sales manager  

George Landis  
Indianapolis, Ind.  
W. E. Scott  
Kansas City, Mo.  
Ben Gould  
Los Angeles, Calif.  
T. W. Young  
Memphis, Tenn.  
Harry Melcher  
Milwaukee, Wis.  
M. A. Levy  
Minneapolis, Minn.  
B. A. Simon  
New Haven, Conn.  
B. L. Dudenhefer  
New Orleans, La.  
W. A. Ryan  
Oklahoma City, Okla.  
C. R. Blubaugh  
Omaha, Nebr.  
Edgar Mass  
Ira H. Cohen  
Pittsburgh, Pa.  
Charles Powers  
Portland, Ore.  
B. B. Reingold  
St. Louis, Mo.  
C. L. Walker  
Salt Lake City, Utah  
F. W. Voigt  
San Francisco, Calif.  
G. M. Ballentine  
Seattle, Wash.  
John Dillon  
Washington, D. C.  

STAR SALESMEN

A. Ricci  
New York  
A. Knapp  
Detroit  
Harold Loeb  
Chicago  
Tom Jennings  
Boston  
Herndon Edmond  
Washington  
A. A. Riegelman  
Des Moines  
R. A. Higdon  
Kansas City  
Sam Wheeler  
Pittsburgh  
Dave Davidson  
Cleveland  
H. Gottlieb  
Des Moines  

STAR BOOKERS

Sam Berg  
Boston  
L. Drehler  
Chicago  
B. Dare  
Denver  
F. Kelly  
Philadelphia  
J. Hanna  
Pittsburgh
Educational Spending $3,580,000 on '30-31 Film

Pathe Convention Sidelights

A LL the boys took notice of that new outfit Harry Lorch was wearing. He won it during the recent all-talking comedy contest.

It was like a team playing on the home grounds for J. J. Clarke and his men. The Windy City boys had no traveling to do, in fact they played host to a lot of conferences after the meeting broke up for the day.

The A-B-C of the local meet was—Alldan, Baldwin and Chapman from Milwaukee.

D-D-and another D were Decker, Delaney and Drake, all of Chicago.

A lucky boy indeed is E. A. Harms of Omaha who capped first salesman's prize in the Pathe comedy sweep.

Tom North, veteran Pathe salesman and now special mid-west representative for Van Beuren, was glad to see that "old gang" from the home office.

After the convention was over Phil Reisman, Jack McAlloon and Eddie Ballentine took a flyer for St. Louis where they made personal appearances. They will en train next for Frisco.

Now looking at Des Moines and formerly of the home office is Hank Kaufman. He attended the convention at the Blackstone and heard the latest of New York from first hand information.

It was old home week for Ray Nolan and T. Greenwald, who were salesmen attached to the Windy City office before being promoted to managerships at the Kansas City and Milwaukee exchanges.

Tom Brady and his men entering the convention hall looked like a squad of Canadian mounted police. They arrived from the Dominion and from what we understand passed many exciting nights at the thought of the inspectors coming through the train and examining their grips.

2½-Hour Shorts Bill
Run on Vaudeville Basis

(to be continued from Page 1)

the former Gaiety, now named the Roxy. The bill is being presented on a continuous vaudeville basis, with the various numbers announced by means of spotlighting placed in the balcony, to prevent the policy from becoming monotonous, a feature will be run occasionally.

Four in New Hampshire
Taken Over by M. A. Shea

Manchester, N. H.—Four houses in this state have been acquired by the M. A. Shea Enterprises, which operates a chain of approximately 20 houses in New York, Pennsylvania, Massachusetts and Ohio. Two of the houses taken over are in this city, namely the Vitaphone and State, while the other two are in Nashua and are known as the State and Colonial. Acquisitions will be under management of Edward J. Caron.

Germany and France to Make 125 Talkers

(to be continued from Page 1)

Kaufman, assistant to Jesse L. Lasky, before leaving for the Coast yesterday following his return from Europe with the Paramount vice-president, England will have plenty of dialogue product through its own productions and American imports, he said.

Klein Awarded $33,491 Against American Cinema

A judgment of $33,494.68 against the American Cinema Ass'n has been awarded by Justice Aaron J. Levy, of the State Supreme Court, in favor of the Edward L. Klein Corp., in the latter's suit based on contracts for the foreign distribution of two series of 12 and 18 pictures a year, some of which the defendant was charged with failing to deliver.

New W. E. Sound Device for Small British Exhibs.

London—A new type of equipment designed to meet the needs of the smaller exhibitor has been brought out in Great Britain by Western Electric at a reduction in price. The apparatus, which may be obtained upon one week's rental in advance, is made to sell in the neighborhood of $6,400.

$150,000 East Providence House
East Providence, R. I.—Work has begun on building of the new $150,000 house for Sam Bones. It will seat 850.

Pathe Convention Meeting at St. Loui

Chicago—Pathe's mid-west sales convention closes at the Ritz Hotel here today. Among the speakers at the final sessions are El Reisman, J. F. McAlloon, E. W. B. Tenney, and Harry Lorch. Tomorrow the scene shifts to St. Louis where the central and southern sections will convene for two days at the Coronado Hotel.


Doyle Injects New Life Into Australasian Film Industry

Melbourne—Doyle,ума the Clayton act be invoked, giving him a triple award of $1,498,650. Capitol asks $3,245,600 on the bases of $1,450,000 alleged damages.

Pathe has charged by the two Indiana circuits that their houses have been reduced from profitable enterprises to standing defects of a result of being forced to pay from 40 to 60 per cent of their grosses for their "ear" showing at the other houses a 15 to 20 per cent. The complaint also alleges that independent exhibitors are forced to accept "blind bookings" and to charge admissions to their houses as fixed by the organization.

50 B.P. Pictures
Sold for Australia

London—Entire output of British International Pictures, comprising some 50 productions, has been sold to Union Theaters, Ltd., for exhibition in Australia under the terms of a contract signed between Wardour Films and the Australian theater chain.

Asking the Crystal

Seattle—Liberty, Columbia and Paramount houses, have, instituted free fortune telling in Oriental atmosphere for the ladies as a dealing with appointments fails to come, it will be the managers' turn to consult the crystal.

Budget Will Represent $1,000,000 Increase Over Last Year

Increasing its production by $1,000,000, Educational will spend during 1930 Part of its $3,580,000 sub-

Rembusch in $2,744,250
Suit Against Hays Group

(Continued from Page 1)

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Splurge of Enthusiasm Closes M-G-M Convention

Feist, Loew, Roach, Dietz, Shearer, Hattrick Among Last Day Speakers

Chicago—Metro-Goldwyn-Mayer's annual convention wound up last night with a demonstration of enthusiasm that was in a fever of excitement over production and production plans for 1930-31 and made him eager to lay the details before his exhibitors of America.

At the closing day's session an important feature was the analysis of results obtained by M-G-M's sound engineers in the centralized service which M-G-M has for this purpose.

This activity, under the direction of Douglas Shearer, sound engineer at the M-G-M studios, will be intensified and developed in the coming season on the basis of success attained to by thousands of exhibitors from coast to coast.

Felix F. Feist, sales manager of M-G-M and the guiding spirit of the convention, gave the 290 representatives here a complete analysis of the new product representing 30 star pictures, and as 20 special productions based almost exclusively on thrilling novels and plays. An interesting feature is that approximately six productions out of 20 specials are original stories, the remainder being based on well-known novels and stage plays. This basis of story value is true of M-G-M's starring productions which in the same proportion feature outstanding novels and plays.

Among those who addressed the convention were: Arthur M. Loew, vice-president in charge of foreign distribution for M-G-M; who gave a review of activities in foreign lands; and Henry R. Saltz, vice-president in charge of foreign distribution, who outlined plans for the coming season.

Morty Spring, assistant to Arthur Loew, elaborated on M-G-M's foreign operations, Fred C. Quimby, short subject sales manager, spoke on shorts. Hal Roach, producer of M-G-M's comedies including Laurel and Hardy, Charley Chase and Our Gang, announced that his latest comedy series is "The Boy Friend," Ed Garb Hattrick, of Cosmopolitan Productions, made public the elaborate promotional, personal and advertising plans of the Hearst newspapers in the coming year behind Metro-Davidson pictures and Cosmopolitan pictures.

Howard Dietz, advertising, publicity and exploitation director of M-G-M, reviewed the vast activities of the past season and made the important announcement that M-G-M would amplify the national advertising campaigns which it has begun in the current season behind "The Divorcee" and "The Rogue

M-G-M Convention Sidelights

Felix F. Feist declares that never in his long acquaintance with conventions—and he's had a mighty long acquaintance with 'em—has he witnessed such pep and vigor. The boys are raring to get out and tell their accounts about "good news" which they saw in review Tuesday, as well as "The Singer of Seville," "The King of Seville," Ramon Novarro's next season production.

Bill Rodgers got one of the biggest receptions of any personality at the gathering of M-G-M boys. Bill is regarded by his boys as a square shooter and an all-around grand guy.

Arthur Loew arrived Tuesday morning together with his henchman, Morty Spring. They're going to tell the boys about M-G-M's operations in other lands.

Sam Ecken, M-G-M manager for England, takes time off every afternoon for tea. Som used to fear a mean herring at Lindy's when he guarded the destinies of the New York territory.

George Hickey, district manager way out West, is telling the boys about his fine new Los Angeles exchange. George maintains it's the finest motion picture exchange ever constructed anywhere on earth. But then he also maintains that his product is worthy of the finest housing possible.

Ed Schiller gave the boys the lowdown on what M-G-M pictures do at his theaters in competition with other product playing them.

Hal Roach is beaming all over the Boulevard. Hal brought his new "Boy Friend" comedy with him. It's a new series by the man who created the Laurel-Hardy, "Our Gang" and a lot more winners.

Song. "Si Seidler has been kept stepping getting all the dope on everything that's going on so he can turn it into stories for the papers.

U.P.T. Stockholders

Defer Gaumont Deal

London—Stockholders of the United Picture Theaters have voted for a month's postponement on the proposal to place the circuit under Gaumont-British control. In the meantime a committee composed of five shareholders will study the Gaumont offer.

United is reported negotiating for the Adelphi in the Strand, as its own talker house.

J. A. Harris, Sono Art Manager

Cleveland—Management of the local Sono Art-Worl'd exchanges is now under J. A. Harris.
The artist's conception of the scene he witnessed recently at the Drake Hotel during the M-G-M Sales Convention. The announcement had just been made of the Metro-Goldwyn-Mayer line-up for next season that the boys are to present to exhibitors! *No wonder they cheered!*
The Mirror
— a column of comment

T LEAST $50,000,000 a year will be paid by motion picture theaters for servicing of their sound equipment, according to testimony presented before the Senate's recondition committee. Any way you figure it, this represents a lot of old, hard dough which has got to be spent somewhere in the exhibitors' pack. And, like ye old mortgage, it's got to be paid or else ye ole homestead will go dark and forlorn. One thing is certain: Exhibitors will have to be furnished with products which is consistently better than 1930, the dead silent days. As the exhibitors themselves will have to lug their coat on the rack, roll up their sleeves, and go seriously to work selling their proposition to the public. If exhibition is to keep on the up-grade, generally speaking, it's going to take much co-operative and concerted effort, perhaps with the electrical companies assisting a more imaginative invention.

CLOR WILL become associated with the newspaper family in some far distant city. But before that important appointment is kept a number of public improvements must be executed. One concerns a rapid method for handling prints. Just to wet extent color will envelope the screen and newspapers with an excellent opportunity for a guessing game. At that moment no one seems to know. Reduction costs will be one of the main factors. And, perhaps most importantly, audience looks and dishes in the matter.

S.M. EISENSTEIN, are Russian actor now visiting Manhattan en route to Talklewod, is somewhat non-conventional. Instead of nightshim and theater clothes, Big Eb Lane, he's digging under the grace for the low-down on American movies, from Coney Island to Now York. His setting up an excellent example to other foreign cinema makers who too frequently neglect their opportunities to get an insight into the American scheme of things.

Site Obtained for House of DeLuxe Type—19 Others Planned

Plans for the first short subject theater to be erected by Earl W. Hammone are practically completed, with a Broadway site already selected, THE FILM DAILY learns. About $1,245,000 will be spent on the structure, which is to include stores and an office building, as well as the theater of the de luxe type to seat from 1,500 to 1,400.

Formation of an operating company is under way, it is learned, and will (Continued on Page 8)

THEATER TELEVISION
SUCCESSFULLY SHOWN

Schenevad — Television as a means of providing mass entertain-ment from a central studio to theaters throughout the country was shown publicly in a theater for the first time yesterday in a successful demonstration at the Proctor's here. (Continued on Page 8)

Yiddish Talker Chain
Started in New York

With three houses in New York already lined up, Yiddish all-talker shows are planned for all cities in the U.S. where the Jewish population is large enough. Theaters to be ten-

James A. FitzPatrick to Make Features as Well as Shorts

In addition to producing a program of 90 shorts, James A. FitzPatrick will expand into the feature field next season with three full-length pictures. The first of these will be "The Lady of the Lake," made by FitzPatrick in the highlands of Scotland with Percy Marmont as the featured player. Synchronized accompaniment to this film consists of a special Scotch symphony, composed by Nathaniel Shilkret, as well as some old folk tunes, and there is a male chorus of 40 voices with several vocal soloists.

The 90 shorts on FitzPatrick's 1930-

(Continued on Page 6)

Peace Medium
West Coast Bus, THE FILM DAILY

Los Angeles — Addressing the National Foreign Council convention here, Will H. Hays said he believes the audible films are destined to become the greatest instrument for promotion of world peace.

MEYER-RIEGER BUYS OUT EXPERT FILM LAB., INC.

Meyer-Rieger Laboratories has bought out the Expert Film Lab, Inc., both located at 130 West 46th St., in order to take care of the work of the Expert plant, which is to be closed, the Meyer-Rieger capacity will be increased.

R-K-O Will Build or Buy in Washington Expansion

Washington — Theater expansion program of R-K-O will be extended to this territory, it is understood. Negotiations are now said to be under way for the erection of several houses in outlying districts here as well as for the purchase of a number of houses. If the deals for acquisitions fall through, the building program will be started.

CLAY BIG CUT IN COST WITH NEW WIDE-FILM IDEA

West Coast Bureau, THE FILM DAILY

Hollywood—No heavy cost to producers or exhibitors for special equipment and film will be involved in the showing of the wide-film productions planned by the newly formed Liberty Productions, Ltd., headed by

(Continued on Page 6)

Warners Invade Dayton
with New 2,600-Seater

Dayton, O. — Warner Bros. has bought the old Masonic Temple for about $1,000,000 and will build a theater and commercial structure costing approximately $4.

(Continued on Page 6)

Internationalizing

Another step toward internation- alization of films is noted in "Scotch Love," Vitaphone comedy, of German authorship (Stanley Raub and Nat N. Dorfman), directed by J. Leslie Hume and shot at a cost of $30,000. It is produced by the Ziegfield Co. and also is available in English version. It is about a Scotchman in the East. The role of the Scotchman is played by Bessie dependence, as the German is not adapted for American audience.
GOLFERS, ATTENTION!

Sign this and forward to The Film Daily, 1650 Broadway! Here is your entry and Ten Dollars for the Spring Film Golf Tournament, to be held on Tuesday, June 17th, at the Glen Oaks Golf and Country Club, Great Neck, L. I.

The Committee

Bruce Gallup
William Brandt
Al Lichtman
Don Mersereau
Arthur Stebbins
Jack Aliacoate

FRANCE ADOPTS MEASURE AGAINST FOREIGN TALENT

Paris (By Cable) — A resolution providing that no foreign musician may enter France without the authorization of the musicians’ unions, has been adopted by the Congress of the French National Theatrical Federation. Also included in the resolution is the stipulation that not more than 10 per cent of foreign talent should be employed. If the unemployment of French players becomes more serious, there is a possibility that the percentage will be reduced.

Heat Hits Washington

(Washington Bureau of THE FILM DAILY)

Washington — With only a brief heat wave hitting this city, business was immediately affected, many theater operators reporting as much as 25 per cent from the intake during the war period. Houses hardly hit were along F. street, the neighborhoods being affected to a smaller degree.

Warner Lets Building Contract

Contract for the construction of the $1.5 million Warner Bros. building to be erected at 619 West 44th St., through to 45th St. has been awarded to White Construction Co. Frank S. Parker is the architect.

Thomas H. Ince Will Filed

Los Angeles—Final accounting of Thomas H. Ince’s will filed yesterday leaves $633,760.51 to be divided between his widow and three sons.

COMING & GOING

JOE BRANDT sailed yesterday on the Europa for New York. W. G. STUBER, of Eastman Kodak, is on his way to Europe for an inspection of the company’s foreign branches.

ALICE JOYCE has returned to New York from Hollywood and is considering stage offers.

KAY JOHNSON is in New York from the Coast for a vacation.

NATHAN BURKAN and Mrs. Burkam sail from New York May 23, instead of May 25, for their two-month holiday abroad.

BERNIE HYMAN, M-G-M supervisor, just back from Europe, left New York for the Coast yesterday accompanied by his wife.

B. I. P. WILL DISTRIBUTE 40 UFA TALKIES IN ENGLAND

London (By Cable) — Under an arrangement about to be consummated, Wardour Films, Ltd., the British International Pictures renting subsidiary, will distribute in this country the Ufa output of 20 Ufa-talker talkies annually for the next two years.

Goldstein Supervising Warner N. Y. Sales Staff

Edward Goldstein has assumed supervision of the New York sales staff of Warner Bros. He succeeds Lester Adler, recently resigned.

Detroit Office for Sound Studio

Detroit — Following demonstrations of recorded broadcast programs here, Sound Studios of New York has opened a local office at 111 Woodward Ave., with J. H. Neebe as mid-western representative. A. J. Kendrick, president of Sound Studio, and W. E. Harkness, of Electrical Research, have returned to New York after a trip to Chicago and Detroit.

St. Louis Deluxer Closes

St. Louis—Grand Central, first deluxe house, has closed and probably will remain dark until fall. Meanwhile the Skouras brothers are said to be planning a revival of stage shows at the Missouri.

McHugh on Technicolor Board

John McHugh has been elected a director of Technicolor, Inc. He is also a member of the Chase National Bank.

PROJECT CREATIONS

Producer—M. A. Rothenberg

32-25 Jackson Ave.

HOLLYWOOD 22, CALIFORNIA

The Industry's Date Book

May 23, 24 Regional sales confab of Eduaional Congress Hotel, Chicago.
May 23, 24 Central and southern part sales meet at Coronado Hotel, St. Louis.
May 26 For annual sales convention start at Movietone City, Cal.
May 24-25-26-27 Paramount western managers will hold annual sales meet at San Francisco.
May 26, 27 Division sales conference at Educational at Palace Hotel Denver.
May 27 Opening of three-day national sales convention of Warner and F. L. A. at Ambassador Hotel, Atlanta, Ga.

NOTE: All events listed are subject to change. Always check with local daily papers for local events.

May 28, 29 Baseball game between White Sox and Pirates at Palace Hotel, St. Louis.

June 2 Annual election of I.A.T.S.E. at M. F. Operators at Los Angeles.
June 2-3 Columbia eastern sales meet for confab at Park Central, N. Y.
June 3-4 International Cinema Congress, Brussels.
June 6-7 Columbia confab, Stevens Hotel, Chicago.
June 8-9 Theater owners of North and South Carolina, meet at the Ocean Fruit Hotel, Myrtle Beach, S. C.
June 12-13 Columbia regional meet at Ritz Hotel, Hollywood.
June 17 16th Film Golf Tournament, Santa Fe and Country Club, Great Neck, L. I.

“ALL QUIET” Clicking in Chicago

Front.” Universal’s big hit, bopened a run at McVicker’s and playing to S. R. O. despite hot weather. Other cities where the picture now turning them away include N. York, Los Angeles, San Francisco, Detroit, Baltimore and Seattle.
ON THE RIALTO

Winnie Sheehan will be tendered a Welcome Home dinner at the Roosevelt Hotel in Hollywood this evening...this is in line with the California idea of adopting their native sons from New York...Peter will be welcomed by a committee of other native sons originally from New York, such as Joseph Schenck, Louis B. Mayer and Harold Franklin...it certainly takes New Yorkers to give those Californians something to brag about...in the past five years Winnie Sheehan has created some of the greatest pictures, stars, and court-room battles in film history...and put 'em all over...

Terry Ramsaye has authored another fine film work—Pathe's current year book...drawings made by nationally known artists 'n everythin'...Nathan Burkan and his chief advisory counsel, Mrs. Burkan, said for a two-months trip abroad on June 25...our "coming and going" editor reported the date as May 25, evidently assuming that Nathan would be taking advantage of the witter rates...

The Latest style for film officials will be gold-headed canes...the Civic Associations presented one to Joseph Johnson, big public works man now a Fox executive, at a farewell luncheon at Town Hall...among the Commissioner's close friends presented were V. Clement Jenkins, S. Chrisly Mead, Thos. Hughes, Joe Deegan and Frank Prendergast...According to the M-G-M publicity department, the note on a canny is so high that it is almost impossible to record it...that's nothing...lots of film gents have notes in the bank that are so high that they're entirely out of reach...

And didn't we ketch merrily off the Boss for talking so sour about this perennial pain-in-the-neck known as the Film Golf Tournament..."Don't you know," sez he, "that you should say kind things about every human being, even golfers?"...so we raised the question as to whether golfers WERE human beings...especially film golfers...all film men start as dub golfers, and when they get good enough to turn in a score under 100 they spend all their time bragging about it and can no longer be classed as film men...the Boss hasn't reached the point where he can brag about his golf, so he still has time to run this paper and golf tournaments...being a reasonable man, he saw our point of view, and sez "Well, be governed in your golf comments by your conscience"...but if we had a conscience, we wouldn't be a columnist...so that puts you golf buzzards in a tough spot trying to get a break in this column...

Staging a tie-up with the "Saturday Evening Post" is what you might call a miracle, but it has happened...the cover of the current issue by Norman Rockwell shows Gary Cooper being made up on the set...they even struck a credit board in, showing the "take" to be "The Texan" with Director Cromwell mentioned...the only miscue is the use of red makeup instead of the usual studio white...does this make Sateve Post Paramount's house organ?...Max Cohen, old-time producer, is now operating the "theater above the clouds" in the Chanin building...

A NEWS item states that Robert Ripley, cartoonist, got his original idea for "Believe It Or Not" by accident...but his ideas for making film cartoons was no accident...he believe it or not, it is said to have been suggested by a prominent film advertising gent over a year ago...Jack Lewis has joined the Warner Riding Club whose members go horse-racing in Central Park, and he has now become a big turman...in fact he is on turf more often than on the horse...

AS NECESSARY as a loud-speaker to a supervisor.
RADIO'S MIGHTY BOOK OF MIRACLES
TITAN CONVENTION MOST DRAMATIC OF SHOW AGES

Radio's Inspired Showmen Are Meeting Behind Locked Doors in the Mammoth Hollywood Plant of the Titans Today!...

This Momentous Conclave ... Dwarfing All Others in Importance to Every Showman in the World ... Has Announced the Mightiest Program of Grand-scale Attractions Show Business Has Ever Known!

Amos 'N' Andy, March Valiantly in the Forefront of This New and Greater Pageant of the Titans ... Eclipsing Every Other Show Attraction Since the World Began!

WATCH FOR RADIO'S ANNOUNCEMENT MOST ASTOUNDING IN SHOW HISTORY
CLAIM BIG CUT IN COST WITH NEW WIDE-FILM IDEA

(Continued from Page 1)
M. H. Hoffman, Victor and Edward Halperin and Herman Gumbin, it is claimed by officials of the company, first announcement of this new venture was made yesterday exclusively in THE FILM DAILY.

In a demonstration here yesterday, Hoffman said that whereas all wide film processes so far call for a tremendous outlay for new equipment, double film, etc., the Giant Screen, as his system is called, is a combination of lens, camera and film process requiring merely a screen to suit the width of the stage or prosenium, thus making it practical in the smallest theatre.

License has been obtained for use of the Giant Screen system and work will be started immediately at the Metropolitan Studios, to the 20 features planned. Twelve of the pictures are to be based on Broadway stage plays, while eight will be even pretentious productions suitable for long runs and road-showing. Standard width prints are to be supplied on all pictures and the wide-screen version will be booked at a nominal increase over the rental for ordinary film.

Yiddish Talker Chain Started in New York

(Continued from Page 1)
paratively converted are the St. Marks at Second Ave., and 8th St., a Brighton Beach house and the Prospect, Bronx. The first two will open simultaneously on June 4, while the others will begin a week later. Programs will consist of a feature surrounded by shorts, all produced by Judea Films Co. of New York.

TEN YEARS AGO TO-DAY

(NT)

Winfred Westover leaves for Sweden with his own company to make a series of productions.

Myron Selznick purchases the screen rights to stories of ten authors.

Goldwyn gets interest in Capitol theater. "Roxy" expected to be in charge.

Samuel Goldwyn returns from Europe.

Charles Urban, president of Kineto Co., forms Urban Motion Picture Industries.

N-E-W-S O-F T-H-E D-A-Y

United States

Burlington, Ia.—Kenneth Thompson, of Chariton, Ia., has been appointed manager of the Jewel here. The house was recently purchased by the Strand Amusement company of Ottumwa.

Chatham, Mass.—William L. Fitzgerald and George R. Moore have acquired the Orpheum from Theodore Berge. Alterations are planned.

Lebanon, Pa.—First expansion since Mike Landover, formerly of Paramount, joined the chain is seen in the acquisition of the Capitol and Academy from the Strand Amusement Co. by the Appell circuit. Total of houses now is 14.

Detroit—Straight pictures is new policy of the Columbia, last Kunsky theater. There will be three changes a week.

Philadelphia—Temporary date for the M.P.T.O. convention has been set aside with arrangements now being made to hold the convention sometime in June.

Lawrence, Mass.—Change in original plans for construction of the Publix house here has temporary delayed work.

Detroit—Change of programs at the United Artists theater now takes place on Thursday instead of Friday.

Barnes City, Ia.—This city will have picture shows seven days a week now instead of the former six. Manager Holt of the Princess has signed a new lease with the city council for three years which provides for the extra day operation.

Reading, Pa.—A new drive against Sunday shows here has been started by the Reading Ministerial Assn.

Des Moines—Annual golf tournament of local film men will be held on June 16 and 17. First day's line-up will play at the Golf and Country Club while the finals will be held on the second day at the Hyperion Club.

Seattle—Reports are being circulated here to the effect that stage shows will return to Publix theaters in this city and Portland. It is also understood that the shows will play the circuit's houses in San Francisco, Los Angeles, Seattle, Denver and Spokane. The Spokane house is now under construction.

Seattle—Wm. Hart is the new treasurer of the Paramount, succeeding Vic Buchanan, recently transferred to the Portland Rialto.

Manchester, N. H.—After 18 years in the theatrical business, Mrs. C. P. Merchant is retiring, having leased the Lyric to Joseph Coulter and associates.

Grantsburg, Minn.—Following completion of present contracts, operatic side of the Burnett will close the house, as a result of decision recently by the city council refusing to grant Sunday shows.

Cleveland—C. J. Ward, J. F. Bruce and Dave Klein, salesmen, have resigned from the local Fox force.

San Francisco—Resigning from the M. P. T. O. Wide, Maurice Lowery has associated himself with RCA as sales representative.

Minneapolis—Hal Daigler has succeeded Ed. Smith as supervisor for the Publix in the Twin Cities. Smith has been appointed general manager of the circuits west coast houses.

Cleveland—Jack Levy of New York has been placed in charge of the local Tone-O-Graph sales office.

West Newton, Mass.—Mayor Sinclair Weeks has granted Bennett Rockman of the Kenmore Realty Co. permission for erection of a theatre and store on the site of Players Hall. Construction is now under way.

Manchester, N. H.—Continuing its New England expansion, Salex Realty Co., Paramount-Publix subsidiary, is contemplating a new $400,000 house here. Theaters now under construction are in Salem, Lynn and Lawrence, Mass.

San Francisco—Nat Holt has been succeeded at the California by Stanley Brown.

Detroit—Lew Kane, formerly of the Oriental, now is managing the Adams, which has just opened with a new Publix policy of five acts of vaudeville in addition to pictures.

Foreign

Paris—A new distributing company, organized to handle Louis Nalpas productions exclusively, has been formed here by Gaston Vial, former managing director of the Alliance Cinematographique Eupenienne.

Berlin—A petition signed by the chief film organizations of Germany

has been issued by the Central Organization of German Filmworkers in protest against the custom of employing foreign labor in the country's industry.

Sydney—There are indications here pointing to a return of the orchestra as an integral part of the film program.

Paris—French films, once enjoying a dominant position in Switzerland are being purchased by that country in rapidly increasing numbers, it is shown in a report from the Swiss Chamber of Commerce to the government of France. Steps are suggested to aid the cause of French films in Switzerland.

Melbourne—One hundred films were denied exhibition in Victoria during the past year by the film censors.

Sydney—George Harrison has joined the publicity staff of Celeben Pictures.


Sydney—Royce Films, Ltd., has been organized to make pictures, which is capitalized at $250,000.

The Executor of the Last Will and Testament of

JAMES OLIVER CURWOOD

will take appropriate action against unauthorized use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY
Fort Street opposite Post Office • Detroit

3 FEATURES, 90 SHORTS, IN FITZPATRICK LINEUP

(Continued from Page 1)

Warners Invade Dayton with New 2,600-Seater

(Continued from Page 1)
000,000. The theater will seat from 2,600 to 3,000 and construction is to start within 60 days.

"Inag" Offices Moved William Alexander, handling sales for the "Inag" picture, has moved his offices from the Earl Carroll Bldg. to 729 Seventh Ave.

The Film Daily
Friday, May 23, 1930
INDISPENSABLE! WHAT IS?
THE COMING 1930 EDITION OF FILM DAILY’S DIRECTORS ANNUAL AND PRODUCTION GUIDE [OUT IN JUNE AS USUAL]

* * *
COMPREHENSIVE IN COVERAGE COMPLETE IN DETAIL UNIQUE IN MAKE-UP AND USED BY EVERYBODY
Pathe Outlines Its 1930-31 Production Program

57 Technicolor Features Produced Within a Year

Details on 20 Features, 52 Two-Reel Comedies and Novelties

Formal announcement of the 1930-31 Pathe production program, as outlined at the company’s sales conventions now in progress, was made yesterday by E. B. Derr. The lineup, which marks the 20th anniversary of Pathe’s movie-making, includes 20 special features, 52 two-reel comedies in eight varied series, 52 issues of Pathe Audio Review, 104 each of the three series, 750 separate items, a new series of six sports pictures in which Knute Rockne tells the story.


Lining Up Gold Prizes

Prizes for the 18th semi-annual Film Golf Tournament, to be held at the Glen Oaks Golf & Country Club on June 27, are now being lined up by the committee in charge. About 25 awards will be given in various classes, ranging from the special prizes. Entries continue to pour in fast and heavy and from all indications the event promises to be the greatest ever.

FIRST HAMMONS SHORTS HOUSE TO BE ON BROADWAY

(Continued from Page 1)

be a subsidiary of Educational Pictures. Hammons will head the company.

These important principal cities are practically set with 12 others to be selected soon. Seating capacities in these houses, all of which will be run by Frank M. Pinchot's, will range from 800 to 1,400.

Just how long the shows will run has not yet been decided. About 95 per cent of the contract work is done from the parent company with the remaining 5 per cent outside. New owners will be incorporated in the programs.

S. F. Ditcham Back in England

London—S. F. Ditcham, general sales manager of Universal Pictures, Ltd., has returned to England.

Froehlich Plans 2 Bi-Linguals

Berlin—Two films in German and French are announced for production by Carl Froehlich.

with scenario by Forrest Halsey, the story of a good girl who throws conventions to the winds to capture the man of her heart. "Forrest Halsey's" story with dialogue by Clark Kemper, relating the adventure of an innocent maiden marring and divorcing millionaires; "Adam the Youngest," a film of the original "Collins" serial, which recently appeared in the Garden of Eden. "All the Way," a story of love and intrigue amid the whirl of high finance by Paul Schiebel and directed by Paul Stein.

Ann Harding will star in three productions and will appear in the all-star cast of two. Her starring vehicle will be "The Greater Love," New York life drama by Eugene Walter with scenario by Melvin Young. "Romance Harbor," a dramatic romance under the supervision of Max Marcin; "I'll Take This Woman," an up to date adaptation of "Jane Eyre," one of the most sensational literary hits of the year, directed by H. B. Bennett and directed by Rollo Lloyd.

William Boyd will star in three features—"North of the Yoke," based on Rollo Lloyd's novel of the West with scenario by Melvin Young. "North of the Yoke," a story of the north west mounted police written by Eugene Walter; "The Golden West," Westerner in the days of wagon trains, cowpokes and the open range, written by Rollo Lloyd.

Margaret Slocum, noted prima donna, will make her first appearance in the talking screen in "The Wife's Desire," a production to be directed by Lynn Riggs. She will portray an impudent peasant girl in the waltz-beating reprise of the devil's rejects preceding the French Revolution.

Froehlich will star in two—"Night Work," an original story by Walter DeLeon, depicting the rise of a spirited youth who is the professional fired man in a department store, with Sally Starr, Frances Upson, John T. Murray, George Duryea, Robert McWade, George Billings, Adele McPhail, Kit Guard, Georgia Dine, Tom Dugan, Arthur Hoyt, Robert Armstrong, Dorothy Coon, Lynn Riggs, Clara Beranger, Walter DeLeon, James Gleason, Joseph L. Gansler, Paul Gangelin, Ralph Murphy, Ray Rockett, Howard K. Smith, Lynn Riggs, Leni Whitaker, Grant Jefferson, Thomas Buckingham, Paul Schiebel, W. C. Tuttle, John Edward, Fred Scott, Joseph L. Gansler, James Green, Mauri Graslin, Courtney Ryley Cooper and Laura Hope Crews. Josiah Zoro is General Music Director.

Among the 20 specials for the new season there will be three productions with all-star casts—"Swing High," "Swing Low," which is already playing first runs, is a romance of the big top written by James Seymour and Joseph Santley and directed by the latter. Helen Morgan, Ava Gardner, David Huddleston, George Bancroft, John Howard, Kay Hammond, Charles Durning, Virginia Bruce, Victor Varconi, George Leveson, Yasmin, Tyrone Power, Barbara Stanwyck, and a host of other stars are featured in this attraction.

"Good Victory" is an original war picture, revealing woman's part in the stirring worldwide war story, directed by Edward Bennett and adapted by James Seymour, Lynn Riggs, Thomas Lennon, Mauri Graslin and Garret Fort. Direction will be by John Roberts. The cast includes William Boyd, Ann Harding, James Gleason, Robert Armstrong, Helen Twelvetrees, Zara Fitts, Wally Albright and Laura Hope Crews.

"Holiday," will offer Ann Harding, Mary Astor, Edward Everett Horton, Robert Ames and Hedda Hopper in one of the last season's outstanding stage successes produced by Arthur Hopkins from Philip Barry's gen. In this happy cast are Audrey Forrester, Malise Forrester, Crelton Hale, Halide Cooney, George Leveson; In the adaptation and E. H. Griffith will direct.

Constance Bennett will appear in four attractions—"In the Deep," by Eugene Walter.

Grab Opportunity

Upon reading in yesterday's newspapers that Gifford Pinchot had been nominated for Governor of Pennsylvania as the candidate of the Talking Picture Epics, which has just completed a picture of Pinchot's trip to the South Seas, immediately shipped 100 prints into Pennsylvania for quick distribution.

THEATER TELEVISION SUCCESSFULLY ShOWN

(Continued from Page 1)

The program was broadcast from the General Electric laboratory a mile west of Schenectady. Among the performers of the show in the test were Malinda Bigelow, Harris and Dukakis, Ann and Weber, Timblin and Raymond, Helen Keefe, and Mabel Roberts, who have not appeared on television before. These well-known stars to the radio audience will be pleasant surprises to the television audience.

Stoll Passes Dividend

London—Stoll Theaters Corp. has passed its interim dividend.

3,000-Seat British House

Walthamstow, Eng.—Construction of a 3,000-seat theater for the Prince's Pavilion, Ltd., has started. The house will cost about $300,000.

St. Louis Daylight Time

Not Likely This Summer

St. Louis—As a result of opposite daylight saving regulations, the city council has voted 13 to 1 in opposition to the advanced time.

Joseph K. Freeman Returning

London (By Cable)—Joseph K. Freeman, who has been managing M-G-M European theaters, is returning to New York shortly.

New Incorporations

Moe's Amusement Co.; L. J. Wacks, 7 West 8th St., Brooklyn, N. Y.; $10,000 shares common.

Brighton Theater Co.; J. I. & N. Ginsberg, 26 Court St., Brooklyn, N. Y.; 50 shares common.

Zadlek Amusement Co., motion picture; B. E. Garver, 100 Graham Ave., Brooklyn, N. Y.; $5,000.

Foundation Amusement Co., realty; B. Tolin, Long Beach, L. I.; $3,000.

Grendel Theaters; C. W. Groll, 1440 Broadway, New York; 500 shares common.

John Theaters; C. W. Groll, 1440 Broadway; 500 shares common.

Mount Vernon Theater Co.; H. Domini 321 Madison Ave., New York; 100 shares common.

Bobby Connolly Productions, Ltd.; see shareholders: Thomas & Friedman, 11 West 21 St., New York; 100 shares common.

Bayside West Theaters; D. Miss, 220 42nd St., New York; 200 shares common.

Lasker Amusement Corp., realty; J. Gost, Bayville, L. I.; $10,000.

Vitapla Corp., Chicago, to develop and plot discovery for reproducing, superimposing and synchronizing sound; A. C. American Guarantee and Trust Co.; $600,000 shares common.

Warner Bros. Theaters, Inc.; Cooper Trust Co., Wilmingon, Del.; 100 shares common.
First National Studio Facilities Being Tripled

CENTRAL ARBITRATION SYSTEMS IN PROSPECT

Fox Announces Lineup of 48 Productions

Expect Uniform Board to Replace Diversity of Methods

Establishment of centralized territorial systems of arbitration throughout the country to eliminate the diversity of plans now in operation are in prospect for the near future. At present there are a variety of systems provided by approximately 20 distributors combined. The formation of a central arbitration system is due to the Thacher decree finding compulsory group arbitration illegal.

Systems now in use differ as to the number of persons comprising arbitration boards. Some contracts specify that in event of a dispute, two persons, one selected by the exhibitor and the other by the distributor, sit.

E. B. DERR TO ADDRESS PATHE 'FRISCO MEETING

West Coast Bureau, THE FILM DAILY
San Francisco—E. B. Derr will be the chief speaker at the Pathe western division sales meet which takes place Wednesday and Thursday at the Palace Hotel. Other speakers will be Phil Reisman, Charles Sullivan, manager of the studios, and Donn McElwaine, studio publicity director.

Weinberg in Charge of Columbia Shorts

Louis Weinberg, after six years as special representative in New York for the company, has been placed in complete charge of Columbia short subjects throughout the country.

Bluest Blues

Mountain Lake, Minn. — An ordinance to make it illegal for rum runners to enter the lake on an illegal basis has been passed by the city council. Its passage is expected to mean the closing of the local house for good.
GOLDFERS! ATTENTION!

Sign this and forward to The Film Daily, 1650 Broadway!

Here is my entry and Ten Dollars for the Spring Film Golf Tournament, to be held on Tuesday, June 17th, at the Glen Oaks Golf and Country Club, Great Neck, L. I.

The Committee
Bruce Gallup
William Brandt
Al Aichtman
Don Mersereau
Arthur Stebbins
Jack Alocate

Entries Pouring in for Golf Tournament
(Continued from Page 1)
& Country Club at Great Neck, L. I., are being made ready for the greatest mob of film golf enthusiasts that ever met to match their skill.

If the number of entries received in the first few days is any criterion, the limited figure of 200 will be exceeded long before the day of the tournament. Applications coming in at the foregoing number of entrants is certain to have to be turned away. Those who don't want to lose out are urged to send in their entries and have their name added to the list before it is too late.

The following already have sent in their entries:

Aronson, A.
Abades, A.
Alicette, Jack
Jallant, Edward
Benjamin, Paul
Berg, Herb
Berger, Sam
Blake, B. K.
Blair, Lawrence
Bleimenthal, A. P.
Blondeau, Louis
Blum, H.
Buckley, George
Buchinsky, Irving
Burke, Michael
Bradby, Dick
Brand, Harry
Brandt, William
Brocher, Leo
Brown, Louis
Buckley, Janey D.
Burger, Paul
Buzza, George
Chinoy, Ernest
Chinoy, Herbie
Chinoy, George
Checkini, Bernard
Eichmann, E. A.
Franklin, W. M.
Gallagher, Ray
Gallop, Bruce
Gauthier, Pat
Gates, Albert N.
Ginsburg, Henry
Goetz, Jack
Goldin, Edwin
Goldin, Paul
Hammons, E. W.

Warners Get Va. Charter for Varied Amusements
Richmond, Va.—A wide variety of amusements is specified in a charter of incorporation just granted to Warner Bros. Theaters, Inc. of Richmond, with capital stock of 100 shares.

Purposes of the corporation are set forth in the charter, which carries on the business of operating motion picture houses, proprietors, music hall proprietors, catering for public entertainments, concerts and exhibitions, minstrel shows, dog shows and other varieties of entertainment, and to produce, manage and employ actors, dancers, singers, variety performers, athletes and theatrical and musical artists to produce and present all sorts of shows. The corporation also is permitted to become, in its holdings as many as 10,000 acres of land.

Officers are Viola Kilgour, New York, president; Sophie Sorenson, Orange Park, vice-president; Eppa Hunton, Richmond, secretary, and Jeanette Lenzer, Brooklyn, treasurer. Lena Zuckerman, of Brooklyn, is a director with Miss Kilgour and Miss Sorenson.

Educational Salesmen Meeting Today in Denver
Denver—Educational holds its Far-Western regional meeting today and tomorrow at the Brown Palace Hotel here. The home office executives have already attended the second conference in Chicago, E. W. Hammond, vice-president; W. W. Hatch, J. R. Wilson, F. X. Carroll, G. S. White and H. B. Day are conferring in this two-day session with the following branch managers: A. P. Archer, C. H. Messenger, B. W. Rucker, G. C. Blumenthal and Jack Nelson.

The Denver meeting is the wind-up of the three regional sales meetings.

COMING & GOING

EDUWIND LOWE and LILYAN TASH- MAN leave today for the Coast.

JOSEPH S. CLARK, RCA Photophone engineer, is back in New York from a 14 day trip to the Far East.

W. H. PIKE, publicity director of B. & K., is in New York today from San Francisco on the California trip by way of Panama.

LYA DEPUTTI was on the Westbound steamer, Portland, call of Eastbound, passage of the Aquan- tania, and arrived in New York Wednesday aboard the S.S. Europa. He goes immediately to Hollywood.

Louis Daylight Time Not Likely This Summer
St. Louis—As a result of objection in labor organizations, theater interests, retail druggists and others, daylight saving time here is not likely to go through this summer.

Vote Against Advanced Time
Quincy, Ill.—Although several in- cluded by the new daylight saving time act, it is estimated that the farmers would be the only people who would gain.

MISTROT CASTING

55 West 42nd St., New York, N. Y.
Tel. Lasker 8912

Eastman Films
J. E. Brulatour, Inc.

Chicago

223 S. Wabash Ave.

Los Angeles

1735 N. Vermont Ave.

Columbia Pictures

3000 Sunset Blvd.

20th Century-Fox

20th Century-Fox

The Industry’s Date Book

Today: Fox annual sales convention at Movietone City, Ca.
May 26-27—Paramount western managers hold annual sales meeting at San Francisco.
May 26-27—Divisional sales conference at Palace Hotel, Denver.
May 27—Opening of three-day national convention of Warners and at Ambassador Hotel, Los Angeles.
June 28, 29—Pathé Division sales meeting at Palace Hotel, Francisco.
June 2, 3—Columbia eastern sales force at Commonwealth Hotel, Philadelphia, Pa.

City Amusement Co. owns, 200,000 shares common.

Odin Enterprises, operate theaters; H. W. Hechheimer, 140 West 42nd St., New York, 200,000.

Reliance Productions, motion pictures; J. H. Jacobs, 214 West 42nd St., New York, 200,000 shares common.

City Amusement Co. operate, William Perley, Union City, N. J.; 140 Washington Square Theater; M. H. Calkin, 3 Broadway, New York, 500, 500 shares common.

All American Pictures, Inc.; Cap. M. C. Ogle, 32 West 42nd St., New York, 500,000 shares common.

THE FILM DAILY

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Monday, May 26, 1934

NEW YORK STOCK MARKET

TRADE QUOTATIONS AS OF 4:00 P.M. (EST)

Long Low Close

Net

East, Kodak ...... 2400 2385 2385

Fox Film, “A” ...... 503 498 498

Gen. Theatres ...... 58 58 57

Loew’s, Inc. ...... 895 895 895

RKO ...... 42 42 42

Warner Bros. ...... 635 634 634

Columbia Pic, ...... 18 17 17

Loew, Inc. ...... 97 97 97

New York Curb Bond Market

Gen. Theatres ...... 660 655 655

Paramount ...... 105 104 104

Warner Bros. ...... 109 108 108

William P. Engel Heads Roanoke Theater Firm
Roanoke, Va.—William P. Engel, of Birmingham, Ala., will head the Theater Holding Corp. of this city, recently organized to operate local theaters and other places of amusement in Virginia. Capitalization consists of 2,550 shares of common, with a par value and 150 preferred shares.
A NEW RACKET has been uncovered by manager Charlie Griswold of the Roxy ...a dame picked up a gent in the lobby of the theater, and she held on to the check stubs after they got in their loge seats... she excused herself, went to the manager's office and asked for a refund on some phoney excuse. ...Charlie checked another femme racketeer who bought her ticket, went downstairs and got a free luncheon, and then tried to work the refund stunt. 

JESSE CRAWFORD, organist at the Paramount, will give a recital over WPG at the Radio Manufacturers' Ass' convention in Atlantic City next week. We were engaged in one of those strained but polite arguments with the telephone operator who cut us off in the midst of an important conversation... she said: "Were you talking to somebody, sir?"... we said: "No, ma'am. We were just over the receiver to our case somebody might call us."...the Old Munchen restaurant, featuring Bavarian entertainers, adverstises: "Why go to Europe to see the boys in short pants?"... Why indeed? ...if you're married man, all you need to do is go home and be a Bavarian yourself.

ARTHUR LUCAS, special Southern representative for Educational, flew from Atlanta to Chi for the company's regional sales meeting... an ad for Philadelphia Jack O'Brien's muscle-mangling plant sex: "Girls! Do you feel that spare tire forming around the waistline? Don't you wish you were where you shouldn't?"... to if so, girls, don't you think it's time to retire?... Wayne Pierson, representative for Howard Hughes, expects Louis Wolheim will be signed for the part of the city editor in "The Front Page"... radio Harris, who broadcasts with stars over WPCH, is piling up votes in the Radio Popularity Contest being held by the "Daily Mirror".

THE COMMITTEE of gents who in a careless moment lent their names to this Film Golf Tournament have asked the boss to do something drastic to us for our alleged puckish remarks about the affair... so the chief told us confidentially that he had to make a grand-stand play so that he could go back to these gents and say: "I gave Phil the week," so he gave us our choice of punishment: to play 18 holes of golf at the Glen Oaks Club or review a projection room showing of short subjects... as much as we despise golf, we immediately elected to go to Glen Oaks... stand by for some inside dirt about this golf game... nobody can stop us for telling the truth about our personal reactions... and this Golf Committee is gonna get it plenty.

FRED HERENDEN has written a stage play, "Jungle," featuring Agnes Ayres and Herbert Rawlinson, which opens June 9 in Detroit and will later hit Broadway... Mary Pickford acted as "mixer" for Screen Snapshots sound track in recording the voice of the Chinese actor, Mei Lan Fang... now who would imagine a China's voice required mixing?... Talking Picture Publishing Co., out with announcement of a system for publishing plays written directly for the screen, states: "We revolutionize the Hollywood order of things... just like that... Hollywood, we're warning you to get set, and don't tell us after the crash comes that we didn't tip you off.

NATIONAL M.P. LEAGUE has switched its weekly broadcasts to Station WGBF at the Lincoln Tower... Anna Costa, at Warners, is undecided whether she will marry a doctor or a motorman, having just received those two bids for her ultimatum... grab the motorman, Anna, you can keep track of him better... Julius Petrovsky, the freckle-faced screen kid, has chosen the name of Mickey Finn... and that makes him a knockout or a sleep-producer.

AS WELCOME as a tonsilitis epidemic in Hollywood.

EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

War Veterans and Teasers
Help "What a Man!"

An effective exploitation and publicity campaign of a week's duration, engineered by the Roosevelt Chapter, Disabled American War Veterans, preceded the showing of "What a Man!" at the Orpheum, Trenton, N. J., for the benefit of the organization's charity chest. Novel teaser throwaway cards, bearing the words Wam!! What Am I and What a Man! were widely distributed on consecutive days by the theater management and by all types of retail stores. A single contest, the third line of which ended in the phrase What a Man! got a load of free publicity for the event.

Sono Art

TRICK NEWSPAPER ADS
Do Get Attention

ACTING upon the tried and proven method of attracting attention with out the ordinary newspaper copy, Jack Hobby, of Fox, scattered inch teaser ads through the dailies for a week in advance for "Her Unborn Child." He had them all stumped over the sex flicker before it arrived. No censor trouble, and the film did good business at the Cameo, Jersey City.

N. Y. State Exhibitor

MANY HAPPY RETURNS

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

May 26
Al Jolson
Paul Lukas
Chandler Sprague
Norma Talmadge
Viola Brothers Shore
NOW, with over 1500 installations completed throughout the world, Pacent presents an improved new line of reproducer systems for theatres of all sizes. These new Pacent Systems contain improvements and refinements in design and operation which mark a new era in sound reproduction.

Features found in no other sound systems are incorporated in the new Pacent line. First is PACENT TONE COLOR CONTROL, a feature which compensates for varying acoustical conditions and for differences in crowded and partially filled houses. Second is the new PACENT OIL DAMPED PICK-UP supplied as standard equipment with all Pacent Disc Reproducers. This wonderful new pick-up eliminates record jumping and adds a full octave to range of reproduction.

These are only two of a number of remarkable and valuable new features introduced by Pacent.

Highly important to exhibitors who own Pacent Systems now is the fact that:

All important new features and improvements found in the new Pacent Systems are available at low cost to present Pacent users. It has always been, and always will be, the policy of Pacent Reproducer Corp. to make improvements and refinements available to past purchasers. Information on the new features, as applied to equipments in service, will be furnished on request to interested exhibitors.

PACENT REPRODUCER CORP.
Film Center Bldg., 630 Ninth Ave., New York
Sales and Service Representatives in Principal Film Centers Throughout the World
NEW FEATURES ▼
NEW QUALITY ▼

SOUND - ON - FILM TYPE VDPF $1995.00

VDPD Disc $1395
VDPFD Disc and Sound-on-Film 2395

For Houses Up to 500 Seats

Sound on Film reproduction, such as only Pacent equipment can deliver, is now available to small theatres at the surprisingly low price of $1995 in this new series Pacent Reproduction System! Pacent Sound-on-Film needs no introduction. Wherever talking pictures are shown Pacent is the acknowledged leader in film track reproduction.

The new Pacent line has everything; new quality, new performance and new low prices.

Other New Pacent Models
For 1000 Seats or less—Synchronous Equipment.
XDPD Disc $1495
XDPF Sound on Film 2195
XDPFD Sound on Film and Disc 2995

For 2000 Seats or less—Synchronous Equipment
XXD Disc $1995
XXF Sound on Film 2695
XXFD Sound on Film and Disc 3495

FOR AS LITTLE $1.50 A DAY
PAY FOR IT AND YOU OWN IT!!

IN SERVICE THROUGHOUT THE WORLD!
A Little from "Lots"

By RALPH WILK

Bobby Jackson, the Hollywood Blvd. philosopher, declares that in Hollywood two can starve as cheaply as one.

James Seymour, who collaborated with James Gleason on the dialogue for "What a Widow!" starring Gloria Swanson, is working on "Beyond Victory," which will be a Pathe special.

Simile—As inconspicuous as a beauty contest winner in a Ziegfeld chorus.

Mervyn LeRoy is directing his picture for First National. It is "Broken Dishes" and Mervyn will follow it with "Little Caesar." He also directed "Show Girl in Hollywood" and "Numbered Men.

A "big shot" from one-bitul town proved to be only a blank in Hollywood.

Geoffrey Shurlock, head of the Paramount studio foreign department, is supervising the Spanish sequence for "Paramount on Parade" and also supervised the French version of "Slightly Scarlet.

Monte Carter will direct "The Night Clerk," a pathé short, based on a musical comedy, written by Will R. Hough. Carter also wrote the adaptation for "The Night Clerk.

Glenn E. Rominger, who was the sound technician on "Hollywood," is handling the sound work on "Broken Dishes." He also worked on "The Bad Man" and "Xile Modiste.

Without a single public preview, "The Midnight Mystery" was shipped to RKO's home office, as indication of the studio staff's opinion that the picture is "sure-fire" in its originally edited form. It was made under the supervision of Bertram Millhauser, who also produced "Three Faces East" and "The Country Doctor.

By the way, Millhauser collaborated with Benah Marie Dix in making the talking picture scenario. The opening is high comedy, an unusual thing in the construction of a mystery melodrama. Despite this, the story is developed a murder problem that studio officials claim is the most fascinating yet projected on the screen.

Ernest Vilches, who is to do a sketch in the Spanish version of "Paramount on Parade" and play the lead in the Spanish version of "Grumpy" for Paramount, will have to work fast to finish these jobs in time to start work in July for M-G-M, who have signed him away in the Spanish version of "Mr. Wu," with an option for two more pictures. Paramount also has an option on Vilches for six months.

So impressed was Jack Romer, cartoonist, with the comedy in Columbia's "Around the Corner," starring Charlie Murray and George Sidney with Joan Peers and Larry Kent, that he created a series of six newspaper comic strips. These have been prepared by Columbia and are being used by theaters as a newspaper tie-up for the production.

Lucien Littlefield has completed his seventh characterization of Peg Potter for Vitaphone. The latest of these sketches is known as "His Big Audition.

Loretta Young has been given a new five-year contract by First National at a better salary, and at the same time she has been assigned to play opposite Otis Skinner in "Kiss Me." David Manners, juvenile actor, also will be in the cast, with John Dilllon directing.

Carl McBride has finished directing "A Russian Around," a Vitaphone one-reeler in which many novel film angles are employed. The cast includes Verna Floyd, Madeline King, Jud Griffith, Connie Carpenter, Vilma Bradley, Oreville Renne, the Spencer Singers and 24 dancers. Music and lyrics are by M. K. Jerome and Harold Berg.

Fifty-five elaborate gowns were designed by Sophie Wancher, fashion creator for Fox, for use in "On Your Back," directed by Guthrie McClintic and featuring Irene Rich. Miss Rich wears: 12 hats, six: Marion Shilling, 10, and Rose Dione, three, with 24 shapely girls displaying 24 creations in a fashion show sequence which is filmed in Fox Nature Color.

Addie McPhail, the popular screen comedienne who always seems to be given roles in which she portrays a girl in uniform, plays another part of such a type in the Pathe two-reel comedy, "Ritch Uncle," just released.

Shooting has started on "Beyond Victory," which, according to announcement by E. B. Derr, will be the most elaborate and expensive feature ever made. The advent of talkies. The cast includes: William Boyd, Ann Harding, Robert Armstrong, Helen Twelvetrees, James Gleason, Zasu Pitts, Irene Delroy, Frank Peabody, former member of the New York Police Department, is at Moviétown City acting as technical director on prison scenes for "Uly the River." The film is an adaptation of an original story by Marie Watkins and will be directed by John Ford for the Fox Film Corporation.

### Warner Anniversary

Atlantic City—Highlighting the Warner-First National convention will be a banquet celebration of the 25th anniversary of the Warners' advent into the picture field. The banquet will be held Thursday evening and will be attended by over 400 representatives of the various subsidiary companies and agents, on the west, and many eastern cities.

### EXPECT 200 DELEGATES AT WARNER-F. N. MEET

(Continued from Page 1)

-warner manager, and Sam E. Morris, making speeches.

About 50 affiliated companies will be represented at the convention, with the following departments that depart.

Definiting. Bost, who will conduct the F. N. meet, will be A. W. Smith, Jr., General Counsel of which is J. S. M. McPhail.


### Short Shots from New York Studios

By HARRY N. BLAIR

THE spirit of the pioneer is clearly visible in the Eastern Vitaphone studio, which was the cradle of talky pictures as they are known today. Murray Roth, director-in-chief, authored the first all-talking feature, also the first talking picture in Germany. Sam Sax, production manager, was producer of the first independent color feature, Ed Duft, chief cameraman, besides turning the crank on the first Vitaphone features and shorts, was also the first to use incandescent lighting.

Victor Schertzing, who will present several original songs at the upcoming convention, is doing "Heads Up," which he will also direct.

The proper society atmosphere of Clark & McCullough's first KRO talking comedy was helped along by the various members of the cast, one of which is a Spanish Baroness, the other the son of a Mexican general. Another was the great-grandniece of President Benito, who was first bemused gent claimed to be descendant of the Romanoffs.

Writing lines for such famous hits as De Wolfe Hopper, Mark Hellinger, Damion Rupowyn and Jim Corder was the tough assignment handled by Walter Tandy, head of the Eastern Vitaphone studios.

Complete cast on "Heads Up," starring Buddy Rogers, which starts Monday at the Paramount New York studios, is as follows: Buddy Rogers, directed by Victor Moore, Margaret Green, Helen Carrington, Gene Gowing, Billy Taylor, C. Anthony Hughes, John Hamilton, Stars in "Man From Alaska." Stars scenes will be taken on location, sea.

Terry Carroll, sister of the famous Nancy, plays a bit in a Vitaphone short featuring Ruth Etting with two leading men, Don Cook and Frank Rowan.

The term "dialogue director" is synonymous in the opinion of David Reed, stage director-associate for "The Sap From Syracuse." According to Reed, the dialogue director should really be called "dialogue coach," since in most instances his function is to keep the players up in the line.

Reed believes that the "dialogue coach" will no longer be required when sound picture technique is developed. Most motion picture directors will be able to handle the situation themselves once they have mastered the mechanical end of recording talking pictures.

Sweeney Tracy and Kathery Alexander, prominent on the Broadway stage, appear in "The Ha Guy," written by Betty Rose, completed by Vitaphone.
THE PATHÉ BOOK OF 1930-1931

For twenty-six years Pathé has annually come before the American public and the amusement world with a significant array of screen productions. In this most important year of this great industry it is our honor to make a signal departure from all traditional practice. This year Pathé's announcement is made in a volume specially published for the purpose with a grace and dignity as remarkable and different as the extraordinary pictures it presents. Only such a volume so conceived and executed can present in the printed word the story of a new concept and new ideals of showmanship for the talking picture screen.

So today Pathé announces the publication of its announcement—a remarkable book of unparalleled pictures.

General Sales Manager for Pathé
THE PATHÉ BOOK OF 1930-1931
presents in words and pictures

THE STUDIOS
THE POLICY
THE EXECUTIVES

these stellar personalities
ANN HARDING
WILLIAM BOYD
CONSTANCE BENNETT
EDDIE QUILLAN
HELEN TWELVETREES
FRED SCOTT
MARY LEWIS
ROBERT ARMSTRONG
JAMES GLEASON

the creative contributors
WRITERS
DIRECTORS

the productions
BEYOND VICTORY
THE SIREN SONG
NIGHT WORK
I TAKE THIS WOMAN
THE LAST FRONTIER
HER MAN
IN DEEP
TAKING THE RAP
SWING HIGH
HOLIDAY
NORTH OF THE YUKON
ADAM & EVE
LOOKIN' FOR TROUBLE
THE GREATER LOVE
THE PRICE OF A PARTY
ALL THE WAY
THIS MARRIAGE BUSINESS
RAWHIDE
ROMANCE HARBOR
LAZY LADY

*short product*

COMEDIES
GRANTLAND RICE SPORTLIGHTS
AESOP'S FABLES
VAGABOND ADVENTURE SERIES
PATHÉ AUDIO REVIEW
FOOTBALL BY KNUTE ROCKNE
PATHÉ SOUND NEWS
PATHÉ NEWS
(Silent)

THE PATHÉ BOOK OF 1930-1931
THE PATHÉ BOOK OF 1930-1931
now published
Inflammable Material in 10 Days TICALLY TAKES OVER THE STAGE

Pictures Single or in Groups of Five

Sales Will be Restricted to Product As It is Completed

A Warner Peak

Universal is understood to be offering exhibitors the right to buy its 1930-31 pictures either individually or in groups of five with guarantee (Continued on Page 78)

Materials With Fire Hazard Causes Closing of Theaters

MAY FIRE STAGE HANDS, DETROIT COURT RULES

Detroit - Theaters may discharge stage hands whose services are no longer required as a result of the theater adopting a sound policy, the (Continued on Page 77)

A Warner Peak

West Coast Bar, THE FILM DAILY Hollywood - As a tribute to the initiative and progress made by the Warners in the film industry, the tallest peak in Hollywood has been christened Mount Warner. (Continued on Page 78)

Talent Roster Reads Like a Blue Book of the Legit. Field

A list of stage talent, including actors, writers and directors, that reads like a blue book of the legitimate theater and comprises a roster of material rivaling even the best organization ever compiled by a legitimate stage producer, is embraced in the Fox lineup for 1930-31, an examination of the company's annual announcement reveals.

In the way of important stage performers Fox has taken over a long list including John McCormack, Beatrice Lillie, J. Harold Murray, Willie (Continued on Page 77)

PATHE 8 P. C. HOLDERS FORM PROTECTIVE GROUP

In accordance with the by-laws of the company, which gives the holders of 8 per cent preferred stock the privilege of electing a majority of the directors if eight successive quarterly dividends are passed, a protective committee has been formed by the shareholders consisting of Richard A. Rowland, Robert W. Daniels; Root, Clark, Buckner & Ballantine; Frederick R. Ryan and W. V. A. Waterman.

Proxies are now being sought for (Continued on Page 78)

Columbia Names Safier Circuit Sales Manager

Morris Safier has been appointed circuit sales manager by Columbia. He formerly was with United Artists and Warner Bros.

47 Specs Pinched

Forty-seven ticket speculators have been arrested to date for trafficking in front of the Central on Broadway where "All Quiet on the Western Front" is clicking.

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SITTING PRETTY WITH A LAUGH PRESERVER are those who've booked "The Dude Wrangler," story of a pansy Cowboy. Lina Basquette, Geo. Durvea, Clyde Cook, Francis X. Bushman, "Rocked the house with laughter," said M. P. News.—Sono Art-World Wide Adv.;
THE PATHÉ BOOK OF 1930-1931
now published
CENTRAL ARBITRATION SYSTEMS IN PROSPECT

(Continued from Page 1)

on the case, with them both agreeing on a third arbiter on the occasion of a deadlock. Other contracts provide for boards comprising four arbiters and some six. Under the present circumstances no one board is apt to handle more than a single case owing to the variance in the individual distributor contracts in this respect.

Expectations are that exhibitor organizations in several territories will soon seek to establish systems through which all disputes can be adjusted through a uniform procedure.

Television Little Feared by Legitimate Producers:

Possibilities of television in bringing entertainment into the theater as successfully demonstrated in Schenectady last week have caused little perturbation in theatrical producing circles. Most of the prominent men of the theater are of the opinion that television will not reduce the size of legitimate audiences. Among them are Frank Gilmore, Arthur Hopkins, and A. H. Woods. Among the pessimistic few is William A. Brady, who asserts that "mechanical devices have played a great part in destroying the theater."

Supreme Needles Meet With Approval of Exhibs

Providence—Claiming its Supreme disc needles to be 100 per cent of sound picture, the Phonograph Needle Co., reports they are meeting with approval of exhibitors who employ them in reproduction of that type of sound picture. Electrical Research Products has approved their use with Western Electric equipment, it is stated.

TEN YEARS AGO TO-DAY IN

Captain E. Bayne, head of Kinoshats, president of new Associated screen News.
* * *
Richards and Flynn, Kansas exhibitors, to produce series starring Jack Arnold.
* * *
Federated Film Exchanges of America probably will become permanent body.
resting  very  surprise  daughter.

ant to golden
Must Remove Inflammable Material in 10 Days

FOX PRACTICALLY TAKES OVER THE STAGE

"U" To Sell Pictures Single or in Groups of Five

Times Change
—or when is art art?

By JACK ALICOTE

MAYBE IT IS that old devil Hollywood. Or was it just coincidence? However, when lightning strikes us twice in approximately the same geographical location and on successive days it's time for us to again put on the old sailor suit, call it noontime and make an observation. The matter, quite frankly, has us mentally disturbed. Either we have become foggy to the extent of sensility in our views of what constitutes art, or else his all-too-fast-moving industry and its aesthetic aura has left us completely behind, picking daisies as it were, while it rides on in its golden chariot to bigger and bolde- r artistic accomplishments. The lot of an industry, obviously, is re-torted through the medium of those who go to make up its aesthetic personnel. Regarding genius and this industry, after years of intense appli-cation, close analysis and scientific re-examination we have our own personal mode of appraisal of these entities. In fact, this yardstick is not entirely our own but the conclusion reached by our paternal sire and only slapped us on our college graduation day. He opined that we would probably not go very far in life, any-way, but if we did it would be the result of—"Talking little, being our-selves always and being honest." Omi- nitioned but nevertheless, like all good things, easy to understand. We could not help but recall this advice at week while talking both to Mr. Rocks and Mr. Gold. We will call them that because those are not their names. Each will desire our scalps when they read this, but, it must be one.

When Is Art and Why?

On successive days we interviewed Mr. Rocks and Mr. Gold. Each, in his own way a complete success, as

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Detroit — Theaters may discharge stage hands whose services are no longer required as a result of the theater adopting a sound policy, the (Continued on Page 78)

Inflammable sound proofing and acoustical materials in New York theaters will in all probability have to be removed as a result of a new campaign now in effect by the Fire Dept. Many exhibitors have received 10-day notices to "remove non-approved material from the walls of the theaters in violation of Section 534, Article 25, Chapter 5 of the Code of (Continued on Page 77)

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Financial

NEW YORK STOCK MARKET

Net
High Low Close Chg.

Com. Frm. Ind. ... 245 236 234 211 24

Gen. T. C. & G. 254 249 248 247 6

East Kodak 1245 1235 1234 1233 1

Gen. Elect. 34 33 32 32 0

Loew's Inc. 121 119 119 119 0

Parr. L. 255 254 254 254 0

Pittsburgh 141 140 140 140 0

Path. Exch. 50 49 49 49 0

RKO 435 36 43 42 3

Warner Bros. 210 207 207 207 0

NEW YORK CURS MARKET

Fox Theatres "A" 113 112 112 112 0

Loew do deb. tys. 17 17 17 17 0

Nat. Sec. "714 674 674 674 0

Gen. T. 1635 1635 1635 1635 0

Theatres 986 986 986 986 0

Para do 41 163 163 163 0

Paramount do 5 163 163 163 0


door tickets 32 32 32 32 0

Waltz Pctrs. 406 406 406 406 0

Dinner for Pinanski

Boston—Samuel Pinanski, former president of the New England Theaters Operating Corp., is to be honored at a dinner at the Copley Plaza Hotel on June 5.

Times Change—or when is art art?

(Continued from Page 1)

Hollywood goes, and each now high

and intolerant. Although we

make the picture rounds regularly it

has been several years since we

talked to either Mr. Rocks or Mr.

Gold. In the old days they talked

sense. Now, both being wealthy, they

talk art. Not art as this writer

thinks it might be defined

 easily understood bounds, but a new,

transparent, intangible, vague and

fairy-like sort of art that to our

slow-moving but used-to-anything

brain was entirely incomprehensible.

They talked of beauty, gestures included,

of the great up-and-and beyond and of

the magnificently hard-to-under-

stand ultra-artistic as we became so

encompassed and confused with our

ignorance that we asked for plain

White Rock. But, as we sat there,

an unwilling prisoner being sacrificed

upon the altar of old devil Holly-

wood and its new slant on art as

translated by these two respectable

gentlemen, we could not help but re-

flect that but a half-score years ago

Mr. Rocks could not tell the differ-

ence between Milton's "Paradise

Lost" and A. B. O. It can be said

and Mr. Gold knew art only as the

name of the boy who delivered the

groceries.

We left, in each instance, sadder

but wiser in the ways of human

understanding.

Don't Go Hollywood

If we ever become like that, kindly
direct us to the nearest, safest and
deepest river that we might wade in

and swim happily with the current

forever after. All of which means

that if all of Hollywood's new art

addicts are so effeminate and

esthetic cast as the two mugs

we wasted four hours listening to,

it might be well for them to take

a page from Grandpa Alcott's book

of naive philosophy and "Say little.

Be yourself. Be honest." And if

they do, they will go a long way

further, especially with those who

knew them. Pardon us for taking up

so much of your time with this matter, but the

whole business got us so darn upset that

we just had to opine about it,

and if it bores you, why, stop read-

ing right now.

New Eddie Dowling Firm Plans Plays and Talkers

Production of stage plays and talk-

ing pictures will be undertaken by

the newly formed Eddie Dowling Amusement Co., which is being in-

corporated with a capital stock of

$1,000,000. "Cyrano, the Second," a

comedy with music, is to be the first

stage venture, Dowling says.

Hauptmann Film Banned

"Rose Bernd, by the noted Ger-

man dramatist, Gerhard Hauptmann,

and produced as a stage play some

years ago, with Ethel Barrymore in

the title role, has been banned in

Newark, where it had been booked

at the Little.

Warners in White Plains

Site for a theater has been pur-

chased by Warner on Mamaneck

Ave., between Main St. and Martine

Ave., White Plains, N. Y. The pro-

perty was acquired from the Mamar

Realty Co.

"Swing High" for Newark

Pathe's "Swing High" begins an

indefinite run at Warner's Rialto,

Newark, on June 6.

Equity Ticket Passes

Equity's regular ticket was voted

at the annual meeting yesterday.

The officers include:

Frank Gillmore, president; Arthur Byun,

first vice-president; D. A. Reed, second

vice-president; George Fawcett, third

vice-president; Harley Sailer, fourth vice-

president; Paul Dallal, treasurer; Charles Dow

Clark, recording secretary and John Emer-

son, comptroller.

The members unanimously voted to

accept the agreement worked out

between Equity and most of the New

York artists' representatives.

Temporary Charge for Hulan

In being appointed assistant ma-

ager of the installation and service

department in charge of installation

of RC Photophone, A. G. Hulan will

be responsible for activities of the

department from the time the exhib-

itor's contract is accepted until a

year after installation is completed.

At the end of that period, the instal-

lation will be turned over to C. I.

Lootens, assistant manager in charge of

service.
NOTICE

The following producers have selected motion picture film processing machines covered by patents owned by the CINEMA PATENTS COMPANY, INC., as the best and most efficient machines in the world today.

Paramount Publix Corp.                      Bell Tel. Laboratories, Inc.
Fox Film Corporation                          Eastman Kodak Company
Universal Pictures Corp.                      Spoor-Thompson Machine Co.
Consolidated Film Ind. Inc.                   H. E. R. Laboratories, Inc.

Bennett Film Laboratories, Inc.

Machines made under our patents operate at much greater speed and produce a better, more even and uniform quality than any others. Breakage and wastage are practically eliminated and nicked and broken sprockets are precluded, thus effecting a large saving, in addition to reducing operating costs.

Producers desiring to acquire or use Motion Picture Film Processing Machines covered by our patents may do so only under license agreement with the undersigned. Fully equipped shops and technicians are maintained to furnish, install and service these motion picture film processing machines.

WARNING!

Our patent attorneys advise us that our patents are basic and it is our intention to prosecute to the fullest extent of the law any and all who infringe our patents.

CINEMA PATENTS COMPANY, Inc.
1776 Broadway, New York
Timely Topics
A Digest of
Current Opinion

How to Overcome
B. O. Depression

The proper time to extend one's self 100 per cent is generally appreciated most at such a time that the country at large is in a state of depression. All morals are harder to please at such a time. Therefore, Mr. Exhibitor, if you expect to do your part in regard to changing the state of mind of your patrons, you must show some signs of progress yourself. Give your patrons a change of atmosphere. You would not expect a sick human to enjoy stumbling through a dark tunnel or cave unable to find a ray of light. The patrons you are missing are sick with fear. Show them a ray of light, cure them by letting them know that you are not sick.

W. B. King, King Studios

The Future of
Color Photography

The modern vein in both business and art is predominantly that of color. The dull and the gray have no place in our modern scheme of things. It is only natural, therefore, that motion pictures, the very furthest step forward is twentieth century entertainment, should be filmed in color. Motion pictures reflect the age more sensitively than most of the arts. ... The gift of color to the screen gives it a more powerful lever upon the emotions and instincts of the people. It can give the public more exhibition of beauty than any other art medium for it combines practically all arts now that it has a voice and color. Color, I am persuaded, is going to play a bigger and more important part in motion pictures than it does today. Color photography will be perfected until we can catch on film and reproduce on the screen the delicate color harmonies.

Roy Mack, Director

WARNERS have so many song numbers in their productions, that they are able to put out a weekly radio program to feature them. ... known as "Hollywood Songs," they will go on the air over 72 stations every Wednesday evening over the Columbia chain. ... Monta Bell, who left the Longisde studio of Paramount on account of his health, finds the Hollywood climate so invigorating that he has practically recovered ... and yet others who have left New York for Hollywood, such as Broadway stage actors, are suffering there from stomach trouble ... due to paralysis of the bankroll ... as a health resort, they can't see it at all.

The Ideal actor in Hollywood today, according to Howard Estabrook, scenario writer, must be able to ride, swim, sing, play the piano, and violin, speak several languages, play golf and tennis, drive a car expertly and pilot an airplane ... some directors also insist that he be able to act, but this seems to be more or less secondary. ... Sigmund Romberg, composer of the screen operetta "Viennese Nights," will be the honor guest at a dinner of the Municipal Opera Guarantors Association of St. Louis on Thursday. The Eighth Street Playhouse has a special projection machine for throwing pictures on the walls and ceilings ... tired gents can now lie on their backs in the aisles and still watch the show.

HARRY RICHMAN will be the guest of honor at the meeting of the Jewish Theatrical Guild at the Bijou theater this evening. ... William Morris will preside, and Jack Pearl is chairman of the entertainment committee. ... A Hollywood wisecracker, referring to a deaf gent's infatuation for a dizzy Jane, sees he'll never find out how dumb she is.

A WARNER CLUB in Chicago has been formed, with H. F. Neil, President; T. R. Gilliam, vice-president; W. B. Lyman, secretary; Ralph White, treasurer ... and after a careful check-up of the dues for the Warner Club in New York, Treasurer Alex MacBeath has made the surprising discovery that some of the members are in arrears ... they better hurry up and kick in if they want to go on that Annual Boat Ride June 21 ... The only way we can get a Big Scoop on this Film Golf Tournament is to swipe items off the news editor's desk ... in this way we learn that Capt. Shaw of the Lambs' Club will challenge the M. P. Club for possession of the E. F. Albee trophy ... it doesn't seem to do them any good, but they do it anyway.

MELVILLE BROWN, directing Amos 'n Andy in their first screen offering, is credited with elevating to stardom such box-office names as Reginald Denny, Laura La Plante and Glenn Tryon ... Talking of new ideas in films, a studio is about to make a feature with college atmosphere with a surprise climax in which the hero wins the football game ... And an independent producer is all excited over a western with a cast of genuine old inhabitants from a deserted mining town ... it wouldn't surprise us now if somebody makes a comedy featuring genuine comedy dialogue.

As important as the callous on a bee's knee.
Fox Geared High For 1930-31 Season

Enters New Sales Year Under Most Auspicious Circumstances in Organization’s History—Production and Distribution Forces Set to Go

With production and distribution organizations second to none, Fox enters the 1930-31 sales season under the most auspicious circumstances in its history. Every unit of this giant of the industry is geared to function efficiently under the calibre of executive supervision which has made box-office records. Headed by Harley L. Clarke, Fox is all set to go—with its biggest year looming as an objective—and prospect.

**Technical Advantages**

Technically, Fox is in an extremely advantageous position to make the 48 pictures on its schedule. Movietone City, its centralized point of production, is equipped with every commercial device for picture making. Its executives are seasoned, boxoffice individuals. Use of wide film via the Grandeur process has become an actuality, as evidenced by “Happy Days,” the pioneering wide film effort. Fox Tone Color has been developed to a commercial degree and will be more discriminately in the new year’s product. Sound recording is being expertly carried on.

**Production Talent**

Topnotch production talent is the roster of Movietone City, under supervision of Winfield R. Sheehan. Twenty-seven writers, including famous playwrights, novelists and short story creators, comprise the scenario staff. Included in it are such names as Owen Davis, Homer Croy, Tom Barry, Rube Goldberg, Ernest Pascal and Maurine Watkins.

Numerous writers of smash song hits are turning out melodies for Fox 1930-31 product. Heading this department are such Tin Pan Alley celebrities as DeSylva, Brown and Henderson, who are recognized everywhere as three of the greatest in the song business. Their contributions to “Sunny Side Up” are known to millions of motion picture fans. Other big name song writers include Dave Stamper, Charles Wakefield Cadman, Joseph McCarthy, William Kernell and James Monaco.

**Introduced Stage Stars**

No picture company has introduced more stage stars to the talking pictures than Fox. More than two score players from this form of entertainment are now on the stock company roster, which embraces 74 actors. Topping the list are Janet Gaynor and Charles Farrell, who have experienced tremendous success in such wows as “Seventh Heaven” and “Sunny Side Up.” In a poll conducted recently in New York and Chicago these two stars were chosen queen and king of the movies.


**Associate Producers**

Seven associate producers will supervise making of the new program. They will inject in their pictures virtually a world of production experience. Composing the list are: Albert Rockett, James K. McGuinness, Ned Marin, George Middleton, Ralph Block, Edward Butcher and Harold B. Lipsitz.

Butcher and Lipsitz are identified with the Outdoor Romance Department recently formed by Sol M. Wurtzel. The purpose of this department is to produce Westerns and other outdoor pictures on their natural locations throughout the world.

**Established Directors**


**Plan Features Only**

All of Fox’s production efforts will be concentrated on feature product. No provisions have been made for production of shorts. Fox Movietone News, however, will continue to provide twice-a-week issues under supervision of Truman Talley, general manager of the Fox-Hearst Corp.

Under the supervision of James R. Grainger, Fox distribution facilities are competently handled throughout the country. The year just passed showed a substantial increase in business and as the new season gets under way, all indications point to a further big increase.

**Foreign Business**

Foreign distribution is in charge of Clayton P. Sheehan, general foreign manager. During the first three months of the current calendar year this business increased more than 50 per cent. A most successful phase of foreign business is that concerning the Fox Movietone News which is played by approximately 99 per cent of the wired houses outside of the United States.

**Music Subsidiary**

Red Star Music Publishing Co., Fox subsidiary, covers the world with its activities. It operates under the supervision of Pat J. Phaherty, general manager, who was formerly sales manager for DeSylva, Brown & Henderson. Branch offices are maintained in seven cities of the United States. Established foreign music publishers hold the company’s franchises for foreign fields.
WHO'S WHO IN THE FOX ORGANIZATION

### FOX FILM CORPORATION

- President: Harley L. Clarke
- Vice-President and General Manager: Winfield Sheehan
- Vice-President in Charge of Distribution: James R. Grainger
- Vice-President and General Counsel: Saul E. Rogers
- Vice-President: Walter E. Green
- Vice-President and Secretary: Samuel R. Burns
- Vice-President and Treasurer: W. C. Michel
- General Foreign Manager: Clayton P. Sheehan
- Comptroller: Sidney Towel
- Disbursing: W. Wyckoff
- General Purchasing Agent: Charles A. Caballero
- Director of Advertising and Publicity: Glendon Allvine
- Personnel Director: George A. Roberts
- Laboratory: John F. Coneybear
- A. E. Freedman
- Assistants to Mr. Grainger: Jack Sichelman
- E. C. Grainger
- W. J. Kupper
- Home Office Representatives: John Nolan, Max Roth
- Requisitions: W. E. Sennett
- Advertising Accessories: George Eisele
- Maintenance: Leo Adams
- Building Maintenance: F. R. Bruns
- Editing and Censorship: Miss H. G. Baker

### FOX THEATRES CORPORATION

- President: Harley L. Clarke
- Vice-President: Winfield Sheehan
- Vice-President and Treasurer: W. C. Michel
- Vice-President and Secretary: Samuel R. Burns
- Vice-President and General Counsel: Saul E. Rogers
- Executive Vice-President: Oscar S. Oldknow
- General Manager: Harry Arthur
- General Purchasing Agent: Charles A. Caballero
- Comptroller: Wilfred Eadie
- Director of Advertising and Publicity: Gabriel Yorke

#### DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Harley L. Clarke</td>
<td>Otto E. Koegel</td>
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<td>Arthur F. Lafrentz</td>
<td>Walter R. Herrick</td>
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<td>Samuel W. Fordyce</td>
<td>C. E. Hetrick</td>
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<td>Robert C. Winmill</td>
<td>Montgomery Clark</td>
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<td>A. E. Gilbert</td>
<td>William Fox</td>
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#### DIVISIONAL OFFICERS

- **New England**—Fox Poli Theatres
  - Herschel Stuart, General Manager
- **Wisconsin**—Fox Midwesco
  - H. J. Fitzgerald, General Manager
- **Bronx and Upper Manhattan**
  - Rudolph Kramer, Manager
- **Brooklyn**
  - Samuel Rinzler, Manager
- **New Jersey**
  - Harry M. S. Kindred, Manager
- **New York, Up-State**
  - Harry Goldberg, Manager
- **Chicago**
  - Sidney Meyers, Manager

#### DE LUXE DIVISION

<table>
<thead>
<tr>
<th>City</th>
<th>Manager</th>
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<tbody>
<tr>
<td>Brooklyn</td>
<td>Harry B. Watt</td>
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<tr>
<td>Academy of Music</td>
<td>Jerry O'Connel</td>
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<td>Audubon</td>
<td>Harry Moore</td>
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<td>Detroit</td>
<td>William Raynor</td>
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<tr>
<td>Washington</td>
<td>Hardie Meakie</td>
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<tr>
<td>Philadelphia</td>
<td>David Idza</td>
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<tr>
<td>St. Louis</td>
<td>Harry Greenman</td>
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<td>Atlanta</td>
<td>Rocky Newton</td>
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### FOX HEARST CORPORATION

*(Fox Movietone News)*

- General Manager: Truman Talley
- Editor: Edward L. Harvey
- News Editor: Edmund Reek
- Embassy Newsreel Theatre: Mrs. B. S. Dove, Manager

### NEW YORK OFFICES OF WEST COAST STUDIOS

1776 Broadway

- Albert Lewis: West Coast Productions
- Joe Pincus: Tests
- Mrs. Florence Strauss: Scenarios
FOX FILM CORPORATION
New York, N.Y.

We are committed to a policy of supplying to the talking motion picture theatres of the world entertainment of the quality and character necessary for the enhancement of the prosperity of these enterprises.

We shall continue to add to our already vast production resources and facilities, the talent and the facilities which, guided by experienced and successful management, will make certain the accomplishment of this objective.

It shall be the aim of Fox Film Corporation to cooperate cordially in every movement directed toward the advancement of screen entertainment and toward insuring for the talking motion picture and for the industry their rightful share of prestige and prosperity.

Every factor and every branch in the industry may count upon this corporation's enthusiastic participation in all affairs aimed to heighten the industry's service to the public and to promote the business of talking motion pictures.

Exhibitors may be assured that Fox Film Corporation will at all times continue keenly mindful of their problems which will be met by this organization in a spirit of sincere good will and friendly cooperation.

In the vital matter of product for the new season, no effort has been spared to make available to the theatre owners attractions of a caliber that will insure success at the box-office, thus continuing to make the Fox Film emblem the identification, the world over, of successful entertainment.

President

[Signature]
Hollywood, California

We have reached our highest mark in entertainment quality and in box-office attraction values in our talking pictures to be offered to the public during the season of 1930-1931. Fox Studio activities are now at top speed and the efficiency of production is at the peak of Fox Film history.

Our principal artists—those popularly acclaimed by the public and whose names spell box-office success—are all under long-term contracts. So are our best known successful directors. Our staff of authors includes the best known stage dramatists, novelists, motion picture scenario writers, music composers and lyric writers. We have acquired rights to more than 100 new stories. We have the fullest confidence that our releases comprising 48 stories of widely different type and themes will return a fine commercial profit and good will to those theatres exhibiting Fox product during the next season.

We aim with our ambitious plans to present attractions that will compel the public to patronize talking picture theatres more regularly and to do so in larger numbers.

Our aim is to offer pictures that will amuse and entertain every person in your audiences. We are founding our production policy on intelligent and high standards yet with popular conception of human emotions. Our production plans are already made five years in advance. We thank our friends for their expressions of confidence and good will.

W. W. Neish
Vice President and General Manager

New York, N. Y.

The good will of theatre owners is the most valuable asset any corporation possesses. Fox Film Corporation during the season of 1930-31 will leave no effort untried to further exalt the good will its box office entertainments and service have merited.

This coming season more than ever before, exhibitors will find our organization embarked on a year that should be resplendent with maximum profit. Our course for the future is definite and secure.

With our incomparable production resources, Fox Film Corporation can be depended upon, at its inception of a new and greater era, for the delivery to exhibitors of a product that will be superior in entertainment quality and in box office magnetism.

Our sales policy is one that makes the product stand on its own, a policy that in itself is conclusive guarantee of the confidence we have in its drawing power. We are perfectly content to be judged by the product we will offer.

In planning and arranging for our 1930-31 program we have incorporated in each and every production those qualities so indispensable to both box office and entertainment success.

A. Grauer
Vice President and General Sales Manager
ON YOUR BACK

with
IRENE RICH • H. B. WARNER
RAYMOND HACKETT • MARION SHILLING
WHEELER OAKMAN • ROSE DIONE
and
A Million Dollar Fashion Parade

From 2nd Avenue
to 5th Avenue’s
Leading Modiste

Behind the scenes
with dazzling
models and play-
boy millionaires

From the colorful
Liberty Magazine
Story by
RITA WEIMAN

Directed by
GUTHRIE McCLINTIC
THE SPIDER with WARNER BAXTER

Cast includes,
MARGUERITE CHURCHILL
LEE TRACY
HUMPHREY BOGART

From the play by
FULTON OURSLER and LOWELL BRENTANO

Directed by
CHANDLER SPRAGUE
How FLAGG would maintain VICTOR McLAGLEN WOMEN of CLAIRE LUCE
and QUIRT
peace on earth
EDMUND LOWE
all NATIONS

By the same director who gave you "The Cock Eyed World" and "What Price Glory"

RAOUL WALSH
by the same authors of those two history making hits

Laurence Stallings
AND
Maxwell Anderson
Thrills of the sort women discuss so freely nowadays she was quite familiar with; the thrill of uncertainty, the glow of fulfillment.

- In the matter of kissing, being a modernist, she would have been ashamed not to bear her full share. Her kisses had heretofore been experimental. But not now. She felt for the first time her woman's need of giving, as the strange Basque, by strength of body and mind, overwhelmed her.
with EL BRENDEL
MARJORIE WHITE
JOYCE COMPTON
DAVID ROLLINS
DIXIE LEE

directed by JOHN BLYSTONE
From the Collier's magazine story by Joseph Hilton
Smyth and Porter Emerson Browne

Music and Lyrics by James F. Hanley and Joseph McCarthy
Heroic days of empire-building—blazing the big trail to the new West. One of the greatest chapters in American history depicted with amazing realism—hardships, its humor and its romance. And through it all a glowing love story. Never before. Su reen spectacle so crowded with thrills! Raoul Walsh's supreme achievement as a director!
DOES ONE SLIP MAKE A BAD WOMAN?

“When lovely woman stoops to folly and learns too late that men betray,” is it possible that she may be decent in spite of her mistake?

• “Common Clay” was the stage hit of its season. Capacity audiences wept when little “Ellen Neal” found to her undoing that with many men a pretty girl is a challenge and lawful prey. • Intensely emotional and highly dramatic, “Common Clay” goes directly to the heart.
The Cisco Kid turns square, goes to the Spanish American War and fights for the freedom of Cuba.

THE CISCO KID

with

WARNER BAXTER
EDMUND LOWE

FRANK ALBERTSON
JOYCE COMPTON
J. M. KERRIGAN
LUANA ALCANIZ

Dialog by
Tom Barry

They're together again, Sergeant Mickey Dunn and The Cisco Kid, with Edmund Lowe and Warner Baxter reviving in these further adventures of O. Henry's lovable bandit their memorable performances "In Old Arizona."

Directed by
RAOUl WALSH
RENEGADES

with

WARNER BAXTER
J. M. KERRIGAN
KENNETH MacKENNA
MITCHELL HARRIS
LUANA ALCANIZ

From the novel "Le Renégat" by ANDRE ARMANDY
Screen play and dialog by JULES FURTHMAN
Directed by VICTOR FLEMING
Buddies in the Foreign Legion — four that were half mad, half devils, and ALL men. Four that were missing — deserters, buried in the Sahara's scorching sands, battling fierce elements, fiercer tribesmen. • A Frenchman, an Englishman, a Russian and a German, with pasts they would never dare reveal. Till a woman, beautiful and seductive, crossed their paths, bringing danger and destruction. • Here is an amazing adventure-drama, breathlessly played in the blazing land of the Riffs. Color, pathos, pace, passion, comedy and immense characters portrayed by a cast which is a golden blessing to your box office.
THE PAINTED WOMAN

A movietone drama of tempestuous youth tossed into a typhoon of passion and adventure in the South Seas

Story by
LARRY EVANS

Continuity by
JOHN RUSSELL

Directed by
WILLIAM K. HOWARD
Beatrice Lillie making merry in a full length movietone! Talking, singing, dancing, clowning as only the world's favorite singing comedienne knows how!

Here she is in her funniest role — an English detective posing as a famous big game huntress, hunting trouble and bagging laughs at every turn. What a name and what an attraction!

Story and dialog by
Harlan Thompson
Words and music by
Grace Henry and
Morris Hamilton
1. Buddy De Sylva

2. Lew Brown

TELEGRAM

HARLEY L CLARKE  PRESIDENT
FOX FILM CORPORATION  NEW YORK

YOUR AUDITORS HAVE DOUBTLESS TOLD YOU BIGGEST MON
MAKER OF 1929 WAS SUNNY SIDE UP STOP WE WILL POSTP
TAKING BOWS UNTIL AFTER COMPTROLLER INFORMS YOU IF
IMAGINE IS BIGGEST MONEY MAKER OF 1930 WE'RE WORKING
WITH THE SAME DIRECTOR HAVE A BETTER STORY A BIG
OFFICE CAST HEADED BY EL BRENDL AND NEXT SEPTEMBER
JUST TRY TO TUNE OUR SONG HITS OUT ON YOUR RADIO

DE SYLVA  BROWN  &  HENDERSON
DAVID BUTLER
who with DeSylva, Brown & Henderson produced "Sunny Side Up," promises to top that record-wrecker with this talking, singing film moderne. You'll be amazed!

with
EL BRENDEL
heading a cast of 10 stars

3: Ray Henderson
You can always bank on McLaglen pictures. You banked plenty on "What Price Glory," "The Cockeyed World" and "Hot For Paris." Your cash deposits are as good as banked right now on "On the Make" and "Sez You, Sez Me.

Chasing charmers and chasing the blues—that's McLaglen as they like him best. And they'll like him better than ever in these new ones, cut to the same box office lines as his greatest record-wreckers.

But with even cuter cuties and louder laughs, to get you even greater grosses.

ON THE MAKE

CAST INCLUDES

FIFI DORSAY and SHARON LYNN

Screen play and dialog by EDWIN BURKE

Directed by ALEFRED SANTELL

SEZ YOU, SEZ ME

Story by CLEMENTS RIPLEY

Cost includes

MONA MARIS
HUMPHREY BOGART
MRS. JIMINEZ
ROBERT EDESON

Screen play and dialog by DUDLEY NICHOLS

Adaptation by NORMAN HALL and HENRY JOHNSON

Directed by IRVING CUMMINGS
CHARLES FARRELL has one of the most colorful parts in his popular career in the thrilling and exotic play by Jules Eckert Goodman.

THE MAN WHO CAME BACK


directed by FRANK BORZAGE

Twice winner of the Photoplay gold medal for the best picture of the year
The cast includes LOUISE HUNTINGTON
Screen play and dialog by S. N. Behrman and Sonya Levien
Joseph Urban’s magic of color brought to your theatre by nature color, perfected by Eastman. • The cream of American humor enacted by the prince of American humorists and favorite in every radio, newspaper and screen. Gay comedy, dashing romance, and glittering spectacle, with Will Rogers as the Yankee who yanks bold knights off their high horses with a cowboy’s lasso, and puts pep in King Arthur’s Court. A Tournament of Action and a Round Table of Laughs. NOT A "COSTUME" PICTURE. UP-TO-THE-SECOND AS ROGERS’ OWN WIT.
UT YANKEE

MARK TWAIN'S CELEBRATED NOVEL

COLOR SETTINGS BY JOSEPH URBAN

also

WILL ROGERS in
SEE AMERICA FIRST

Screen play and dialog by OWEN DAVIS, SR. and HOMER CROY
From the internationally successful dramatic novelty by EDWARD KNOBLOCK

Revealing the hidden dramas that are woven into milady’s dress

with

JOHN GARRICK
LOUISE HUNTINGTON

Directed by ALEXANDER KORDA
Color settings designed and supervised by JOSEPH URBAN
with EDMUND LOWE
JILLIAN SAND • J. M. KERRIGAN
JOHN GARRICK • LOUISE HUNTINGTON

Screen play and dialog by
EDWARD CHILDS CARPENTER
International stage thriller by Denison Clift

the other man's face
the other man's wife

His face the face of another by a scientific miracle. • Accepted as the other by the other man's bank, and even more significant, by the other man's wife. • His motive the looting of the bank. His purpose thwarted by love for the woman and her love for him. • Then the return of the husband, thought to be dead! • Situation after situation where exposure or the shame of the wife through the revelation of the truth, hangs trembling in the balance. • A story, a picture that will be the talk of the town.

DIRECTED BY
WILLIAM K. HOWARD
EVERYWHERE, EVERY CRITIC SINGS THE SAME PRAISE!

BOSTON NEWSPAPERS
An achievement of lasting memory.—BOSTON HERALD. As delightful a bit of entertainment as you could wish. —BOSTON POST.
John McCormack’s “Song O’ My Heart” is a picture pearl of great price.—BOSTON EVENING AMERICAN.
It is a splendid achievement, immense entertainment. —BOSTON TRAVELER.
McCormack’s part was to sing, and sing he did, gorgeously and satisfyingly.—CHRISTIAN SCIENCE MONITOR.
Its unaffected naturalness is its greatest charm.—BOSTON TRANSCRIPT.

NEW YORK NEWSPAPERS
It is something from which a reporter bounds with glee to write about—a huge success.—MORDAUNT HALL, NEW YORK TIMES.
Here is screen progress—thoroughly touching and effective.—RICHARD WATTS, HERALD TRIBUNE.
This picture will bring happiness to millions.—GEORGE GERHARD, EVENING WORLD.
I enjoyed John McCormack via the Movietone more than I have enjoyed him in the flesh.—JOHN S. COHEN, JR., IN THE SUN.
Rollicking comedy, heart-rending romance and superb singing.—IRENE THIRER IN THE DAILY NEWS.
The noted Irish tenor’s screen debut is excellent entertainment.—ROSE PEELSCHICK, EVENING JOURNAL.
Something very near to triumphant in the recording and projection of the voice of its illustrious star.—QUINN MARTIN IN THE WORLD.
Had its audience in high glee.—REGINA CREWE IN THE AMERICAN.
No doubt about it—a decided success—and see it you must.—WILLIAM BOEHNEL IN THE TELEGRAM.
Frank Borzage has done a splendid job.—JULIA SHAWELL, EVENING GRAPHIC.

Greeted with considerable and deserved applause.—ROBERT E. SHERWOOD, EVENING POST.
The most charming picture ever produced by Fox Films.—HARRY EVANS, LIFE.

PHILADELPHIA NEWSPAPERS
Excellent direction by Frank Borzage and really astonishingly fine recording of Mr. McCormack’s voice.—PHILADELPHIA ENQUIRER.
Mere words of praise cannot commend its great appeal.—PHILADELPHIA EVENING LEDGER.
John McCormack created wave after wave of applause.—PHILADELPHIA DAILY NEWS.
It was at times difficult to remember that Mr. McCormack’s voice was not present “in person.”—PHILADELPHIA MORNING LEDGER.
A film so real as to hardly seem a thing of the theatre.—PHILADELPHIA BULLETIN.

LOS ANGELES NEWSPAPERS
“Song O’ My Heart” is a genuine accomplishment.—LOS ANGELES TIMES.
If “Song O’ My Heart” had nothing else to recommend it, “Little Boy Blue” would make it well worth hearing.—LOS ANGELES EXAMINER.
McCormack’s voice is one of the rare fine experiences that you will get from the screen.—LOS ANGELES RECORD.
Rarely does one picture have so many elements that are pleasing. It has the fascination of sympathetic direction by Frank Borzage, who made “7th Heaven.”—LOS ANGELES EXPRESS.
“Song O’ My Heart” abounds with thrilling surprises for the fan intrigued by fresh faces.—LOS ANGELES DAILY NEWS.
It is written and acted with unfailing good taste and a becoming air of reality and should please all McCormack admirers.—LOS ANGELES EVENING HERALD.

YOUTH, LOVE AND COMEDY WOVEN INTO A WISTFUL ROMANCE BY THE GOLDEN VOICE OF JOHN MCMORRACK

MY HEART

STORY BY
TOM BARRY

WITH
LAURENCE O’SULLIVAN • JOHN GARRICK • J. M. KERRIGAN • TOMMY CLIFFORD
LICE JOYCE • FARRELL MACDONALD • EFFIE ELLSNER • ANDREAS DE SEGUROLA
EMILY FITZROY • EDWIN SCHNEIDER

TRADE PAPERS
A film that’s going to reap credit to everyone concerned in its making.—VARIETY.
A box office certainty—should make thousands of new talker fans.—FILM DAILY.
A significant conquest! Heart interest and a great deal of effective comedy.—EXHIBITORS HERALD WORLD.
“Song O’ My Heart” has every element that goes to make a picture a box office success.—HARRISON’S REPORTS.

THE MUSICAL PRESS
The best piece of recording to be heard here at any time—a musical treat.—MUSICAL COURIER.
Recorded with great fidelity. It will exert a universal appeal.—MUSICAL AMERICA.
Never was John McCormack greater than in this picture.—TOP NOTES.
If there ever was a brilliant object lesson in any department of art, it has been furnished by John McCormack.—W. J. HENDERSON, MUSICAL CRITIC, NEW YORK SUN.

FOREIGN PRESS
At no time has there been heard a voice so clear and natural as John McCormack’s in “Song O’ My Heart”—JEWISH MORNING JOURNAL.
A marvelous talking and singing picture, assured for a long run.—IL PROGRESSO.
Mr. McCormack is more than a singer and provides an extremely delightful evening.—COURIER DES ETATS UNIS.
In all our experience this is the one picture most worthy of being seen.—STAATS ZEITUNG.
The underground schemes of international spies revealed in a breathless, modern drama of the Cheka, the Soviet’s all-seeing secret police.

with

MILTON SILLS
PAUL MUNI
MARGUERITE CHURCHILL

Screen play and dialog by
S. N. Behrman

Directed by BERTHOLD VIERTEL
with

LOIS MORAN
HUMPHREY BOGART
ROBERT AMES
DAVID ROLLINS
LIZABETH KEATING
HELEN KEATING

Lois Moran plays the title role in this movietone drama of mid-ocean love and fast action based on the short story by STEPHEN MOREHOUSE AVERY which was acclaimed by more than 2,000,000 readers of Collier's Weekly.

Directed by CHANDLER SPRAGUE

Blondes make history—and "Blondie" will make history at your box office. Here is the gay and fast-stepping story of a blonde who crossed the Atlantic to captivate one man and accidentally captivated two. The fun begins when she discovers she has lost her heart to the one she wasn't supposed to snare. And when a blonde loses her heart on shipboard, things happen!

Adapted by MARION ORTH

Dialog by EDWIN BURKE Staged by MELVILLE BURKE
"Up the River" is from the same brilliant author who wrote the comedy smash "Chicago". This time Maurine Watkins turns her shafts of wit on prisoners and prison life. There's a laugh in every line of her sparkling dialog. Love interest, too, and heart appeal.

It tells the story of what happens when a new warden tries to clean up a prison where convicts keep right on living by their wits—"business as usual". And of what happens when a pair of decent young sweethearts, separated by the law, are thrown into this nest.

Prison conditions are the topic of the day—and "Up the River" tells the real, inside story in language that sells tickets.
Greetings!

The Cast

LOUISE HUNTINGTON
CLAIRe LUCE
HUMPHREY BOGART
SPENCER TRACY
WARREN HYSER
ELIZABETH PATTERSON
WALTER MCGRAL
TYRONE POWER
LEE TRACY
JOE BROWN
SWOR & BURNS
GOODEE MONTGOMERY

Directed by

JOHN FORD

On the banks of the U.S.A.

'What brought you back this time, Buddy?' 'Stealin' a Radio'
GOING NOWHERE
The Hilarious Comedy of an International Six Day Bicycle Race — continuous laughter on the track and behind the scenes

What an idea for a movietone comedy! A six day bike race produced with all the trimmings — laughs and thrills, sprints and spills, and the big finish with teams of all nations pedalling for dear life and the prize money. Can't you hear the screams as El Brendel goes out to steal a lap for the fatherland and a pretty girl? And look at the rest of the cast — hand-picked for howls! If funny rhymes with money, "Going Nowhere" is going to click everywhere!

with

EL BRENDEL

MARJORIE WHITE · LEE TRACY · TOMMY CLIFFORD · JOYCE COMPTON · MAR SAXON · J. M. KERRIGAN · BLACK & BLUE · WILLIAM HARRIGAN · NAT PENDLETON

SCREEN PLAY AND DIALOG BY ANDREW BENNISON
THE NEW MOVICTONE FOLLIES of 1931

Directed by SIDNEY LANFIELD

EL BRENDDEL
KEATING TWINS CLAIRE LUCE BLACK & BLUE DIXIE LEE RICHARD KEENE IRENE DAY
FRANCES McCOY MARIE SAXON LEE TRACY WILLIAM COLLIER, Sr.
GUS HOWARD NANCY KELLY and 500 beautiful Hollywood girls.

Dance numbers staged by SEYMOUR FELIX

Sensitron
Rube Goldberg drew this ad to draw attention to "Soup to Nuts," his first full length movietone feature, telling a romantic story served with gags and girls, songs and dances, laughs and more laughs — everything and then some! • Different in idea, story and treatment, "Soup to Nuts" is a rare feast of entertainment. Like its celebrated creator, it's packed with drawing power. • Taking candy from a baby is hard work compared to getting the gold from Goldberg.
THIS TALKIE MENU HAS EVERYTHING YOUR APPETITE CRAVES - PREPARED BY THAT GLOOM-CHASING CHEF, RUBE GOLDBERG

BILL OF FARE

TED HEALY COMEDY RACKETEER STYLE

BEAUTY A LA LOIS MORAN

FINE CHARACTER ACTING A LA CHAS. WINNINGER

FRANCES MCCOY SERVED WITH SONGS

and

MARIE SAXON
GOODÉE MONTGOMERY

FRANK RICHARDSON
FRANK ALBERTSON

GIRLS WITH EVERY COURSE!

Lyrics and Music by GRACE HENRY and MORRIS HAMILTON

A FULL AMUSEMENT MEAL!!!
A vivid drama tuned to the fast rhythm of today

THE DANCERS

with

LOIS MORAN
MONA MARIS

KENNETH MacKENNA
MAUREEN O’SULLIVAN

What effect has dancing on modern morals? Here’s the answer pictured in thrills and heart-throbs. Telling the story of a girl who thought dancing was life—till the tempo became too swift. Action sweeping from London ballrooms to Argentine dance halls.

UNEQUALLED IN DRAMATIC AND DRAWING POWER!

From the stage play by
Gerald Du Maurier and Viola Tree

Screen play and dialogue by
Edward Childs Carpenter

Directed by
IRVING CUMMINGS
You'll hear and see America's favorite
JANET GAYNOR
in 3 new movietones with 3 new leading men

ALONE WITH YOU
with
JOHN GARRICK
Directed by Frank Borzage

ONE NIGHT IN PARIS
with
KENNETH MacKENNA
Directed by Guthrie McClintic

BARCELONA
with
HUMPHREY BOGART
Directed by John Ford
Something new in talking pictures!

MICHAEL BARTLETT

in

THE HEART BREAKER

Here’s a prediction—this handsome young Adonis will be the screen’s biggest sensation within a few months!

Check Michael Bartlett now as a voice that will startle the world and double check the name when you play the picture.

Hear this popular American singer in a box-office success directed by

VICTOR FLEMING
HOT NUMBERS

with

MARJORIE WHITE
FRANK ALBERTSON
JOYCE COMPTON
DIXIE LEE
RICHARD KEENE
FRANK RICHARDSON
GEORGE CORCORAN
LESLIE MAE
GOODEE
MONTGOMERY
REX BELL

Directed by
SIDNEY LANFIELD

Original story by Owen Davis, Sr. Screen play by Russell Medcraft. Music and lyrics by James Monaco and Cliff Friend.
The drama of a girl who lived for love, but had to fight for happiness

LIVING FOR LOVE

with

DOROTHY MACKAILL • MILTON SILLS
KENNETH MacKENNA • SHARON LYNN
ROSCOE KARNS

Story by Ben Ames Williams

Directed by
BERTHOLD VIERTEL

3
Song Hits
by
JAMES F. HANLEY and JOSEPH McCARTHY
"You Got Nobody to Love"
(Sung by Dorothy Mackail)
"Now I Ask You"
"You Do, Don't You?"
(Both sung by Sharon Lynn)
THE SEA WOLF
JACK LONDON'S GREATEST STORY
Directed by ALFRED SANTELL

with
MILTON SILLS
CLAIRE LUCE
KENNETH MacKENNA

Dialog by RALPH BLOCK
COLOR

as applied by that internationally famous colorist

JOSEPH URBAN

in a new and startling realization on the screen of nature's own spectral range.

FOX COLOR

A new color method evolved in the Eastman and Fox laboratories.

Joseph Urban

has designed the backgrounds and will supervise the filming in Fox Color of

THE MAN WHO CAME BACK
LUXURY
A CONNECTICUT YANKEE
ON YOUR BACK

These and other Fox pictures will delight your audiences as they sense the first perfect fulfillment of the promise of a completely satisfactory film method in nature's own coloring.
You'll wear a smile when you play

SHE WEARS THE PANTS

The perfect picture from every angle—title, cast, director, story and production values, and exploitation possibilities. Can't miss!

with
FIFI DORSAY
KENNETH MacKENNA
JOHN GARRICK
WILLIAM COLLIER, Sr.
RUTH WARREN
NANCY KELLY
ALTHEA HENLY

Dance numbers staged by
SEYMOUR FELIX

Directed by
JOHN BLYSTONE

Screen play and dialog by
Earle Crooker
The princess was lovely and lonesome. The plumber was American and handsome. He came to her castle to repair the heating plant and lost his heart.

That's the start of this refreshing romance of Switzerland—one of the most popular serials ever published in the Saturday Evening Post. Millions are waiting to see it on the speaking screen. Here it is, perfectly cast with Charles Farrell as the plumber and charming Maureen O'Sullivan “Song O' My Heart” sensation, as the princess.

Story and players sold in advance to the public!
HER KIND OF MAN
with J. HAROLD MURRAY
LOUISE HUNTINGTON - LUANA ALCANIZ
IRENE DAY - GEORGE CORCORAN
NOEL FRANCIS
She knew what she wanted—and he was her kind of man. How he found that she was his kind of woman, too, makes this a story of absorbing interest and constant heart-tug. Your kind of picture!

Story by Sonya Levien
Directed by A. F. ERICKSON

WOMAN CONTROL
with J. HAROLD MURRAY
MONA MARIS
CLAIRE LUCE
SHARON LYNN
NOEL FRANCIS
MARIE SAXON
FRANCES McCoy

What a title for woman appeal! And how you can exploit it! The story lives up to the title—there's box-office "It" in every scene. Bound to be big!

Screen play and dialog by Howard J. Green
Directed by GUTHRIE McCLINTIC

THE RED SKY
with J. HAROLD MURRAY
LOIS MORAN - SHARON LYNN - ROBERT AMES
J. M. KERRIGAN - FARRELL MACDONALD
Musical love-drama of the Northwest Mounted Police. Screened under the technical direction of Major-General Perry of this famous police organization, "The Red Sky" is grippingly realistic and superbly entertaining.
The romantic musical comedy

OH, FOR A

No need to sell you the team of Gaynor and Farrell! "Sunny Side Up" and "High Society Blues" tell everything in terms of record grosses. If there ever was a "natural," it's Gaynor and Farrell talking, singing and loving under the direction of the dependable David Butler. That's "Oh, for a Man!"

- The story concerns the turbulent troubles of impoverished nobility living by their wits. Miss Gaynor plays the daughter of a penniless prince employed by Charles Farrell, a young millionaire, as social instructor.

- To save Farrell from being victimized by his friends and titled servants, she masquerades as a boy and becomes his chauffeur. Imagine the beautiful love story, the comedy complications, the love songs! "Oh, for a Man" can't help being one of the high spots of the new season!
America's favorite screen sweethearts together once more in their only joint appearance of the new season!

JANET GAYNOR and CHARLES FARRELL

MAN!

Directed by DAVID BUTLER

From the play by FELIX GANDEREA
DEATH WIT
with CHARLES FARRELL
ESTELLE TAYLOR

- Saint or sinner, was he more of the one than the other?  
- A barker, ballyhooing a carnival; a hero to servant girls, in whose warm little hearts was hunger to be loved. He used them, abused them, yet he was adored.  
- But the drab little Julie conquered the heart of the tough — a strange, wistful, passionate romance.  
- Molnar’s stage play, “Liliom,” was an immediate and international triumph a few years ago.
From the stage play by FRANZ MOLNAR
Dialog by S. N. BEHRMAN
Adaptation by SONYA LEVIEN
Music by RICHARD FALL
YOUNG

with LOIS MORAN
FRANK ALBERTSON
J. M. KERRIGAN
WILLIAM COLFER, S.
An answer to the youth problem that even youth will love to hear

"I'll make a man of the kid, if I have to kill him to do it!"

And the story of the rich young wastrel's regeneration through strong arm methods is a knockout! Combining dramatic punches, comedy jabs and a heart-hitting love theme.

New York applauded the stage play for a solid year. The elaborately produced screen version is the last word in pictures of the whoopee-loving younger set.

From the play by
ELMER HARRIS

Adaptation and dialog by
MAURINE WATKINS

ALFRED SANTUCCI
Oh, look, Charlie's got a new screen love!

CHARLES FARRELL

SHE'S MY GIRL

in

JOYCE COMPTON

Story by
MAURINE WATKINS

Directed by
JOHN BLYSTONE
A romance of the hardy souls who guard the coasts of the U. S. A.

Roaring adventure by land and sea.

Boys in blue equally ready for fighting or loving.

A money cast with a money director famed for his successes.
FOX MOVIE TONE NEWS
The first sound newsreel in the field is still the first in performance

FOX MOVIE TONE NEWS COVERS THE EARTH

There's not an interesting sight or sound in this world of ours that escapes
FOX MOVIE TONE NEWS

50
SOUND UNITS AROUND THE WORLD

ISSUED TWICE WEEKLY
GEORGE O'BRIEN
in
Whirlwind
Outdoor Movietones

THE LAST OF THE DUAHES

Filmed amid
the natural
beauty spots
of the West

ZANE GREY'S
thrill-packed
tale
of the
Texas
Rangers

with Myrna Loy, Lucile Browne, Walter McGrail
James Bradbury, Jr., Mitchell Harris
and Stella Adams

adaptation and dialog by ERNEST PASCAL
directed by ALFRED WERKER

FAIR WARNING
from the novel
by MAX BRAND with
WARREN HYMER - MARGUERITE CHURCHILL
RUTH WARREN - LUCILE BROWNE
YOUR AUDIENCES DEMAND

JANET GAYNOR

VICTOR MCLAGLEN

JOHN McCORMACK

WARNER BAKER

MAUREEN O'SULLIVAN

GEORGE O'BRIEN

JOYCE COMPTON

PAUL MUNI

LOIS MORAN

WILL ROGERS

SHARON LYNN

RICHARD KEENE

LOUISE HUNTINGTON

JOHN GARRICK

DIXIE LEE

LEE TRACY

MARGUERITE CHURCHILL

HUMPHREY BOGART

NOEL FRANCIS

WILLIAM COLLIER, SR.

ROSE HOBART

JOHN WAYNE

MARIE SAXON

DON JOSE MOJICA

THOMAS CLIFFORD

FRANCES MCOY

TED HEALY

LUANA ALCANIZ

GEORGE GROSSMITH

GEORGE BRENT

ROBERT AMES

LESLE MAE

J. M. KERRIGAN

KEATING SISTERS

WILLIAM HARRIGAN

GOODEE MONTGOMERY
THESE TALENTED PLAYERS

KENNETH MOCKENNA
FRANK ALBERTSON
MICHAEL SARUETT
WARREN HYAMER
GEORGE CORCORAN
MITCHELL HARRIS

EDMUND LOWB
MARJORIE WHITE
CHARLES FARRELL

EL BRENDGEL
PIPI DORSAY
J. HAROLD MURRAY
JILLIAN SAND
FRANK RICHARDSON
BEATRICE LILIE

NORA MARIS
KENNETH MCKENNA
LOUISE DRESSER
FRANK ALBERTSON
MAE CLARKE
DAVID ROELINGS
CLAIRE LUCE

TOM PATRICOLA
HEKA CHASE
HENRY VICTOR
LUCIE BROWNE
GEORGE CUSCOGAN
REX BILL
CHARLES WINNINGER

ROBERT BURNS
JOHN SWOR
ROXANNE CUSH
MICHAEL BARTLETT
ASTEHA HENLY
MILTON SELS
IRENE DAY

RUTH WAREN
WARREN HUMER
DUN HOWARD
MITCHELL HARRIS
NANCY KELLY
WALTER CATLETT
The authors and playwrights whose works are the sources of the Fox Pictures of 1930-1931 comprise the most distinguished list ever presented in the industry.

Among them are the internationally known playwrights, Franz Molnar, Denison Clift, Cleves Kinkead, Edward Knoblock, Maurine Watkins, Gerald Du Maurier, Fulton Oursler, Lowell Brentano, Felix Gandera, Elmer Harris, Laurence Stallings, Maxwell Anderson and Owen Davis, Sr.

Included also are the novelists and short story writers, Paul Leicester Ford, Eleanor Mercein, Max Brand, Edward Childs Carpenter, Joseph Hilton Smyth, Porter Emerson Browne, Hal G. Evarts, Andre Armandy, Larry Evans, John Fleming Wilson, Jules Eckert Goodman, Mark Twain, Homer Croy, O. Henry, Stephen Morehouse Avery, Jack London, Ben Ames Williams, Alice Duer Miller and Zane Grey.
"Let me write the songs of a nation and I care not who makes its laws."

These composers of music and lyrics are creating melodies not only for the nation but for the world.

Their songs, under the control of Fox Film Corporation, are published by Red Star Music Company, 729 Seventh Avenue, New York, under the direction of Patrick J. Flaherty, general manager of Red Star.
These are the directors whose genius and long experience contribute so mightily to the excellence of FOX pictures. Their past successes are assurances of your future profits.
FOX FILMS are produced at these 2 huge modern studios in California.

Above is a section of Movietone City, the 180 acre development in Beverly Hills designed especially for talking and singing pictures.

Lower left is an airplane view of the Hollywood studios and laboratories on both sides of North-Western Avenue on Sunset Blvd.

It will be our endeavor during the season 1930-1931 to maintain the highest possible standard of quality in our productions consistent with the changing conditions in our industry and the taste of the motion picture audiences. Bearing in mind that in the production of motion pictures creative genius is the foundation of our efforts we are dealing with an element that occasionally calls for changes in story, plot or characters in order to obtain the perfection in production which is our goal.

With this end solely in mind we must naturally reserve the right to change story, plot, cast and director to furnish you with the product that will sell at your box office, and we therefore notify you that the list of cast, story and director is only tentative, and subject to change without notice except in such cases where definite book or play is designated, such designation will remain unchanged.
Fox Production Work at Full Speed

IMAGINE COLOR PROCESS EQUIPMENT AT FOX LAB

It shall be the aim of Fox Film Corporation to cooperate cordially in the movement directed toward the advancement of screen entertainment and toward insuring for the talking motion picture and for the industry their rightful share of prestige and prosperity.

Exhibitors may be assured that Fox Film Corporation will at all times continue keenly mindful of their problems which will be met by this organization in a spirit of sincere good will and friendly cooperation.

Harley L. Clarke.

Fox Production Work at Full Speed

VE OF NEW SERIES

NOW BEFORE CAMERA

Production facilities have attained full speed on the Fox Film Corpora-
tion’s next season’s program of 48 stories. Five of the new series are in production, 10 more are to be started, and one, John C. McCormack’s “Song O’ My Heart,” has already completed. This is believed to constitute some-
ing of a record among California studios. The current schedule has been completed, with one exception: some time.

Conspicuous among the produc-
tions in work is Richard Wallace’s epic of the pioneering west, “The Big rail,” which was started Easter Sun-

Shilling, Wheeler Oakman and Rose Done.

“The Last of the Dunans,” the Jane Grey story being directed by

O’Brien, has been on location for some time at and near Flagstaff, Arizona. It was started April 28. Enough scenes have already been made to indicate that it will have an exceptionally dramatic story on a background of scenic beauty, and that it will make it long-remembered among out-

door pictures. Featured in the cast are Myrna Loy, G. B.ク Brown, Walter

McGrail, Frank Cauenue, James

Bradbury, Jr., Mitchell Harris and

Lloyd Ingraham.

“Devil With Women” is the fifth

of the new group actually in work.

Frank Borzage is directing. This is

a love story, and is being made by

an exceptionally dramatic work, “Lilium.”

S. N. Behrman and Sonya Levien adapted the play to the screen. Incidental music has been contributed by

Richard Fall. Charles Farrell heads the

cast, with Estelle Taylor, Rose Hobart and Lee Tracy. Cam-

era work began on this production on

April 30. It is now well under

way.

Three productions are scheduled to

begin before the end of this month.

They are: “The Last of My Mer-

ry,” “Men On Call.” The first of these is an adventure story by

Clement Reynolds in which Victor Mc-

Alan Hale, Hal Elswit and Harry

Locke are featured. The second will

be directed by Alfred L. Werker and

Edmund Lowe, and is a musical.

It will be known as “The Gold of

Noon.”

It will be directed by

Arthur Poulsine.

“Men On Call” is a story of Coast

Guard and written by

Tom Geraghty and George Stuart. The

cast includes: John Blystone is to direct.

6 ON JUNE LIST

During June six productions will be started—“This Modern World,”

with Warner Baxter, a romantic

Basque peasant and landing in California. These two

are opposite him under the direction of

Alexander Korda; “The Red Sky,” a

musical drama of the Northwest Mountains, directed by Harold Mau-

ring under the direction of A. F.

Erickson; “Hot Numbers,” an Owen

Davis story with music to be di-

rected by John Lanfield and with

recasting by Dixie Lee, Joyce Compton, George

Corcoran, Richard Kouch, Margerie

White, Frank Albertson, Leslie Mac-

Goode Montgomery and Rex Bell

featured: “Soup to Nuts,” a Rube

Goldberg creation to be directed by

Benjamin Stoloff, with Ted Healy,

Charles Winninger, Lois Moran,

FrancesHelp, Marie Saxon and

Frank Richardson among those fea-
tured: “Just Imagine,” DeSylva,

Brown and Henderson’s follow-up

on their big musical success, “Sunny

Side Up;” “Up the River,” a John

Ford effort featuring the comic side

of prison life as depicted by Marie

Watkins in her story. In the cast are

Louise Huntington, Claire Luce,

Stanley Scala, Spencer Tracy, Warren

Hyner, Elizabeth Patterson, Walter

McGrall, Tyrone Power, Lee Tracy,

Joe Brown, Black and Blue and

Goodson Montgomery.

The 10th production of this early

season will be “The Painted Woman,”

which is to be directed by William K.

Howard and to go into production

on July 1. This is a South Sea drama

adapted by John Rus-sell from Larry

Evans’ story: Victor McLaglen and

Fifi Dorsay are to play opposite each

other.

Hollywood—Equipment for use in connection with the Fox color pro-

cess known as Fox Nature Color is being installed in the new laba-

ratory at the Coast studios by an engineer-

ing staff from New York. Installa-

tion work at the New York labora-

tory is already complete.

Fox Nature Color is a develop-

ment of "Color" which was brought out some years ago by East-

man Kodak, largely through the ex-
guipment of John Capstaff of the

Eastman Research Laboratories. A

camera adapted to the process has

been invented by John F. Conhey,

head of the Fox laboratories.

Color will be used in an un-

precedented number of Fox pictures

during the new year. Joseph Urban,

long associated with Ziegfeld, will be

designs many of the sets to be util-

ized.

“Among the points of superiority

which we may fairly applaud for

this process,” Conhey said recep-
tively, “one is the ability to produce

uniform and lifelike tints, which audi-

ciences will instantly recognize as

those of nature itself. Another is that

we aim to produce cameras in quali-

ties, both 35 and 70 millimeter, and

train a corps of cameramen for

color work, so that either color se-

quences or entire color productions

may be made on demand, without be-

ing in any way dependent on outside

talent.”

The camera for color photography

is very special in its construction, tak-

ing pictures with special filters in the

ordinary camera. It makes use of

two lenses instead of one, and

makes two frames simultaneously.

The two lenses are colored—one red

and one green. The red and green

images which appear in the two

frames are projected and superim-

posed on the back of the film by the

ordinary camera. It makes use of

two lenses instead of one, and

makes two frames simultaneously.

The two lenses are colored—one red

and one green. The red and green

images which appear in the two

frames are projected and superim-

posed on the back of the film by the

ordinary camera.

Colored News

Newscast scenes in color will be

more nearly authentic, a feature of

Fox, it is understood. Experi-

ments with this objective in re-

gard to motion pictures being con-

ducted but no definite schedule

yet been made for color treat-

ment of the reel.
Outdoor Romance Department To Produce 10 of 48 Features

Pioneering
Credit for producing the first all-dialogue outdoor feature goes to Fox. The picture in mind is "In Old Arizona," which struck off the shackles of immobility imposed by sound during its infant days.

zel, general superintendent of the Fox studios in Hollywood and Beverly Hills. Edward W. Butcher and Harold Lipsitz, associate producers, are placed in charge of the department.

"Big Trail" Pretentious
Today the Outdoor Romance Department faces a busy season. Ten features of the 48 productions on the schedule for the 1930-31 program will be produced with the cooperation and supervision of this department.

The most pretentious production is "The Big Trail," an epic of the pioneers, now being directed by Raoul Walsh entirely in the out-of-doors with John Wayne, Marguerite Churchill, El Brendel and David Rohlins in the principal roles.

"The Cisco Kid" also is to be directed by Raoul Walsh, with Warner Baxter and Edmund Lowe in roles similar to the highly successful "In Old Arizona," and photographed in the identical locations.

"Lonesome," will be directed by Victor Fleming with Warner Baxter and J. M. Kerrigan in the principal roles, a story of the French Foreign Legion.

"The Sea Wolf," an adaptation of Jack London's greatest story to be directed by the distinguished Jack Conway, will be filmed on the San Francisco location.

Harold Murray Cast

"Men on Call" with Edmund Lowe is another story of the sea.

"Wyoiving Wonder," with John Wayne and Rex, the wild horse, is a story of the plains, and "No Favors Asked," which will also feature John Wayne is a railroad story.

George O'Brien will make two outdoor romances titled "The Last of the Dames" and "Fair Warning."

The good will of theater owners is the most valuable asset any corporation possesses. Fox Film Corporation during the season of 1930-31 will leave no effort untried to further exalt the good will box office entertainment has merited.

This coming season more than ever before, exhibitors will find our organization embarked on a year that should be restful with maximum profit. Our course for the future is so fine and secure.

James R. Grainger.

Branch offices of the Red Star Music Publishing Co., Fox subsidiary, are operating in seven cities throughout the United States. They are located as follows: New York, New York; Los Angeles, California; Chicago, Illinois; San Francisco, California; Philadelphia, Pennsylvania; Atlanta, Georgia; and Boston, Massachusetts. Coverage of the foreign market is handled through franchises held by various established organizations.

Working under supervision of W. J. Fielder, vice president and general manager of Fox Films, Paul J. Fiherty, former sales manager for DeSylva, Brown & Henderson, is in charge of the offices.

Prominent on the list of writers at the Coast are DeSylva, Brown & Henderson and others are Dave Stamer, Charles Wakefield Caro, William Kermel, James McDonal, Joseph McCarthy, Ray Kragles, Carl Elmin, Richard Schenauer, James Hanley, Harry Peave, Artho Kay, Chiff Friend, Dennis Murray, Doris Silver, John Burke, George Little, Byrnes, J. Gesser and Albert H. Malotte.

Build Music Hall
Included in the millions of dollars ordered spent during the past year by Mr. Sheehan on additions to the studios of the Fox Film Corporation at Beverly Hills, Cal., was the construction of a music hall. This is the new home of the Movietone symphony orchestra, which is directed by Arthur Kay.

The hall contains offices, cop's and arrangers' rooms and a large assembly hall and it is hoped that the many prominent song and lyric writers will write their work and music for the picture-song, which will later be published at desire by the Red Star Music Co. throughout the world, making complete organization within an organization.

Songs Sweep Country
Already many of the songs published by the music subsidiary are sweeping the country. Among them are songs from "High Society Blues," in which Janet Gaynor and Charles Farrell co-starred, "Just Like a Story Book," "High Society Blue" and "Romance of the Flowers." John McCormack's picture, "See O' My Heart," have been in great demand throughout the country.

From D.W. Grady's "Feeling Free," "Pair of Blue Eyes" and "Song My Heart," "Can I Help It (I'm in Love with You)", "Tell Me Why, Tell Me Not," two more from "The Golden Girl," that have achieved great popularity with both glee clubs and lyric writers in the country a now writing for Fox pictures. G. DeSylva, Lew Brown and Ray He.
Big Popularity of Gaynor and Farrell Is Indicated by Poll

Hollywood—Seventy-four players are on the Fox Stock Co. roster in new season product. Among the names are Janet Gaynor and Charles Farrell, who were recently designated King and Queen of the Movies by the vote of fans in the two largest cities in the country, contests conducted by the "Chicago Tribune" and the "New York Daily News." In Chicago Miss Gaynor's votes numbered 8,202 and those of Mr. Farrell 8,240. Farrell's ballots totaled 8,295 and those of his nearest-runner-up, 4,025. In New York Miss Gaynor received 47,919 votes and Farrell 27,497 for her nearest competitor. Farrell captured 43,14 votes compared to 32,533 given nearest rival.

Warner Baxter Popular

Another player to whom tribute as paid is Warner Baxter. For his delineation of the romantic "Cisco Kid" in "Old Arizona," Mr. Baxter has been awarded the first prize for the characterization of the year by the Academy of Motion Picture Arts and Sciences. The character has been described as "thoroughly original." Baxter's performance has been described by his work in "Three Different Eyes," "Behind That Curtain," "Such Men Are Dangerous," "Romance of Rio Grande," and "The Arizona Kid."

Also versatile is Edmund Lowe, the player who has a devil with women and air in "The Cock Eyed World," a high gangster in "Good Intentions," a product of the environmental "Born Reckless," and a drawing room hero in "This Thing Called Love," with equal ease and realism.

McLaglen a Drape

Victor McLaglen proved himself a big box office attraction when "The Cock Eyed World" was released. He made "Hot for Paris," a tale of laughter, and in "Out of the Blue" showed himself capable of ramicacting. A player whose screen work is marked by virility and who is an all round outdoor hero is George O'Brien. It was his horsemanship and daring acting in "The Lone Star Ranger," one of the first 100% audible Westerns produced by Fox, which made it a hit. O'Brien will have ample opportunity to perform feats of daring and do dramatic acting in two pictures on the new year's schedule in which he will appear in "The Last Chance of the Duane" and "Fair Warning." "Rough Romance," in which he plays the lead, is a lumberjack has been completed.

Another of the important names on the new Movietone list of players is Milton Sills. On his return to the screen after a year's absence due to illness, Sills was signed by Fox to play in one picture, "Loving for Love." His second picture, "The Sea Wolf," adapted from the sensational novel by Jack London.

Marjorie White

What Sills is to the drama, Marjorie White is to comedy, a leader, then. The leading lady in "Old Arizona," Miss White stepped to comedy leads in the Movietone pictures, "The Golden Capitol" and "New Movietone Follies of 1930." DeSylva, Brown and Henderson, song writing trio who know Broadway and theatrical talent with unlimited authority, asked Miss White to be featured in their second musical comedy romance for Fox, "Just Imagine."

John McCormack's screen personality as well as his voice will become familiar to movie audiences through- out the world when the former's first picture, "Song O' My Heart," is generally released. The picture reveals a new McCormack. His voice tenor has been heard in future productions is Michael Bartlett, recently signed. He studied music in Italy for three years. Another voice whose is of operatic quality and has been heard in future productions is Beatrice Haring, a leading lady in "The Comedy of Rome."

More Singers

While the subject of voices the names of Frank Richardson, J. Harold Murray and Don Jose Mogja may well be included, Richardson's voice tenor has been heard in "Fox Movietone Follies of 1929," "Sunny Side Up," "Men Without Women," and will soon be heard in "New Movietone Follies of 1930." Murray, who sang the leading role in "Rio Rita" when it played Broadway, appeared in "Married in Hollywood," "Canoe Kirby" and "Women Everywhere." His rich baritone is one of the pleasures of taking pictures.

Formerly with the Chicago Civic Opera Company, Mogja has been the leading man of the picture "Hello With a Mad Kiss." At the head of the comedians on the roster is Will Rogers. His first appearance in a talking picture, "They Had to See Paris," established him as a talking picture drawing card of the first rank. The drawing voice, added to the Rogers' personality, drew everyone's attention and see him. His second Movietone film, "So This Is London," in every way surpassed his first sound picture effort and the role of film of Draper seemed made for him.

Beatrice Lillie is another of the great stage stars. Her "Oh, Please..." has been seen in every corner of the world where she has played and she has received the sincerest form of flattery by having numerous imitators. Miss Lillie is the outstanding woman comedienne in both the English and American theatres. Her first full length picture produced by Fox, was written to provide every possible opportunity for her unrivaled brand of comedy.

Marie Saxon Listed

Also from musical comedy, but of the romantic type, is Marie Saxon, listed among the great of Broadway, her beauty and talents will be utilized to the best possible advantage on the new schedule, the first of which will be "Healy's picture, "Soup to Nuts." Healy has a group of players who are trained as actors, so that their roles will be realistic and not just for laughs. As with "Soup to Nuts," Miss Saxon will be one of the leading players on the stage.

From the Ziegfeld banner to the Movietone banner was the step taken by Charles Wittington. For the past three years he has played one of the leading roles in "Show Boat." Wittington is probably the most prominent character ever brought from the stage to the screen.

Former Belasco Jucvenile

David Belasco entrusted the juvenile lead in "It's a Wise Child" to handsome young Humphrey Bogart. Then along came a Fox scout and signed Bogart to a long term contract. Some of the leading women with whom Bogart had appeared are Doris Kenyon, Mary Boland and Hazel Dawn.

The Lee Tracy personality won a tremendous following in "Broadway," and as both "Cowboy Face" and has been featured in "Big Time" and "Born Reckless." Tracy will be used in other Movietone pictures.

Another Fox Movietone player are: Marguerite Churchill, youthful dramatic actress seen in "The Valiant," "Seven Faces," "Harmony at Home," and featured in "Born Reckless."

A Travelin' Man

Clayton P. Sheehan, Fox general foreign manager, is a real conteder for world traveling honors. Twice during the past six years he has circled the globe and his trip this past year has covered more than 150,000 miles by railroad, ocean liner and airplane.

FOX FOREIGN BUSINESS

Up 50 P. C. in 3 MONTHS

Fox foreign business increased more than 50 per cent during the first three months of this year, states General Foreign Manager Clayton P. Sheehan. During the past five years the department has more than doubled its business.

There are 35 major sales territories abroad—England, Norway, Sweden, Denmark, Holland, Germany, Belgium, France, Switzerland, Austria, Hungary, Poland, Latvia, Czechoslovakia, Jugoslavia, Romania, Italy, Spain, Greece, Turkey, Egypt, Australia, Singapore, Dutch Indies, Canada, Japan, China, Mexico, Porto Rico, Cuba, Brazil, Argentine, Uruguay, Chile and Africa.

900,000,000 Audience

Nine hundred million people comprise the world wide picture audience. Foreign branches of Fox Film Corporation are in more than thirty thousand theatres, of which more than four thousand are wired and are playing all the Fox sound pictures in their original world version form which is claimed to be the only successful solution of the non-English speaking country dialog problem. To cover this vast exhibition territory requires a field staff of more than two thousand and keeps three hundred salesmen traveling sixty to one hundred thousand miles each week.

Advertising Accessories

It would take the Majestic, the Leviathan and the Berengaria several trips each with no other cargo to transport the advertising accessories used in all the thousand Fox pictures. And the only way to describe the print footage needed to serve these accounts is to state that it would stretch around the equator a half dozen times.

Fox Movietone News is edited in 10 languages and served by hundreds of trucks in as many different overseas key points. Since the development of air mail it is possible to transact business and make shipments to every part of the world except Australia in less than 10 days.

"Good Intentions" and the Raoul Walsh epic, "The Big Trail." Lois Moran Assigned

Lois Moran, who recently played the lead opposite Al Jolson in "Mammy," and will soon be seen in "No Man of Her Own." Louise Huntington, seen on Broadway in "The Constant Nymph," She has appeared in "The Memphis Belle" and "So? The Marriage Bed," "The Nut Farm," and "City Haul." She appeared in the leading feminine role in the picture made in the North."

Rose Hobart, now playing opposite (Continued on Page 75)
We have reached our highest mark in entertainment quality and in box-office attraction values in our talking pictures to be offered to the public during the season of 1930-1931. Fox Studio activities are now at top speed and the efficiency of production is at the peak of Fox Movietone Glory.

Our aim is to offer pictures that will amuse and entertain every person in your audiences. We are founding our production policy on intelligent and high standards yet with popular conception of human emotions. Our production plans are all prove a five years in advance. We thank our friends for their expressions of confidence and good will.

Winfield R. Sheehan.

Fox Nature Color to Be Used In At Least Four Productions

With the perfection of a new process of color photography for motion pictures and with Joseph Urban, noted architect and scenic artist, under contract to design and supervise color settings, Fox is all set to make an impressive contribution in that field.

The new process, known as Fox Nature Color, will appear in at least four of the forthcoming releases.

**Joseph Urban Signed**

When Joseph Urban signed with Fox last autumn, his conviction that the addition of sound, color, and grandeur to the range of motion picture entertainment had made it one of his most interest-fields in which the modern artist can work.

It is probable that no man in America is better equipped to supervise the application of Fox Nature Color to the screen than Urban, born in Vienna and graduated from the Royal Academy of Fine Arts in that city, he quickly made a place for himself in all the capitals of Europe. He designed settings for the Metropolitan Opera Company in New York and also for the Opéra in Paris, and finally came to America as art director for the Los Angeles Opera Company.

His scenic work for Ziegfeld drew wide attention both from artists and from the public, who applauded the vivudness and richness of his designs. Other commissions which Mr. Urban has carried out include redecorating of the Central Park Casino and the St. Regis Grill.

**Urban Backgrounds**


"On Your Back" and "Luxury" Fox Nature Color will afford opportunity to present clothes and fabrics with the rich and contrasting tones of their actual hues. In both these dramas, that women wear is a definite element in the plot, and the possibility of visualizing their gowns in their real colors will enhance the appeal of such pictures.

"On Your Back," the first of the color pictures to enter production, is an intimate drama of the career of a fashionable New York modiste. Three weeks were spent in preparing the Fashion Show sequence, which reproduces in natural color one of those smart openings at which exclusive models are first disclosed on pretty mannequins.

**Striking Note in Colors**

With the cooperation of Guthrie McClintic, the director and of Sophie Wachner, who created the gowns, color photographs children whereby apparel and background would harmonize.

The result is said to be a striking note of realism both in the accuracy with which color is recorded and in the fidelity with which the atmosphere of a fashionable gown-shop is reproduced.

When it comes to the screen version of "The Man Who Came Back," the scope which it offers to a colorist such as Urban will result in remarkable effects.

Those who recall the plot of this drama will remember its backgrounds in San Francisco, den in Shanghai, plantations in Hawaii. With such scenes as these as a basis for color, "The Man Who Came Back" should prove a criterion as to the range of the Fox Nature Color.

**Excellent Subject**

Similarly, the screening of a Contemporary novel offers a wide field. The richness of annal in the sixth century, the colorful panorama of tournaments and pitched battles, the day traumas of the Knights of the Round Table—so nothing of their ladies—suggest the opportunity for picturing-filling spectroct.

"Luxury" is based on Knoblock's play dealing with events woven into the making of a gown, and of the travels and encounters in the lives of those who had anything to do with its creation. On the stage it was known as "My Lady's Dress."
Four Editorial Offices Serve Movietone News

(Continued from Page 72)
director, editors, engineers and a full force of field outfits.

“In Berlin, Rome, Madrid, Vienna, Budapest and Brussels, great centers of internationally important news, Fox Movietone News has American trained staff representatives operating sound recording companies.

“In the Scandinavian countries, Norway, Sweden and Denmark, we have a crack American, with a supervising editor, touring in search of the new and the entertaining. The most impenetrable part of Africa not before touched by any kind of sound camera, spreads before an advancing Fox camera, as another Movietone expedition pushes through the ruins of the most ancient empire, the Moslem.

Australasia Unit

“Still another unit in Australasia records hitherto unseen sights and unheard sounds for American consumption. This unit scored a very pertinent beat by getting the first sound pictures of Admiral Byrd on his return to civilization from his South Pole adventure. The pertinency of this lies in the fact that the explorer and his activities were supposed to be the exclusive property of a competitor. Incidentally, our Sydney office produces and distributes a successful Australian Movietone News.

Filming Recall

“Topping all these in importance at the moment, however, is the Fox Movietone News outfit in India, where Ghanidi is leading a revolt against British rule that is fraught with opportunities for several important news stories. The attention of the world is focused on India, as is a Fox sound camera.

“It was our Malayan expedition that was responsible for the recent sensational clip on tigers in the jungle. At the same time, as a matter of record, that these savage beasts were ever made in their native setting with sound accompaniment.

Diversity of Contents

“The enterprise becomes small on a newsreel. Study the makeup of each issue and note the diversity and distance between subject matter. Most of the stories in the history of newsreels have an organization that had such international representation. Lastly, the quality of significance and importance in every way, are our two aviation units with their easily imaginable nobility and diversified capabilities. With one located in New York and the other in Los Angeles, there are few places on the North American continent that are inaccessible to Fox Movietone News or more than eight hours away.”

Red Star Operating in Seven U.S. Cities

(Continued from Page 72)

B. O. History

The Fox program has offered some of the biggest boxoffice hits in film history since Winfield Sheehan has been in charge of production as vice-president and general manager. During the Sheehan regime, which began in October, 1925, Fox turned out such pictures as “What Price Glory,” “Seventh Heaven,” “The Cockeyed World” and “Sunshine Up.”

Great popularity. It was written by John Barrymore and his wife, Helen Menken. Jess Greer and Ray Klages wrote all the songs and music for “Cheer Up and Swing.” The titles of those songs are “The Shindig,” “Where Can You Be?” “The Scamp of the Campus,” “When You Look in My Eyes” and “You May Not Be Like It.”

The music for “Double Cross Roads” was written by Charles Wakefield Cadman and William Kendall. The songs are titled “Lonely Heart” and “Show Me the Way.” “The Happy Days” music required many writers. Hanley and Brockman wrote “We’ll Build a Little World of Our Own.” Conrad, Mitchell and Gottler contributed three, “Snake’s Hips,” “Crazy Feet” and “Mona.” Gilbert and Baer wrote “Minstrel Memories,” and “I’m on a Dilligaf Love.”

Eighteen of Fox Writers Are Playwrights, Three Novelists

(Continued from Page 73)

Hollywood—Twenty-seven writers, including famous dramatists and novelists, comprise the Fox writing staff. Eighteen of them are playwrights and novelists.

Leading in number and quality of plays among the dramatists is Owen Davis, Sr. He does not remember how many plays he has written but they number almost 300. In 1923 he was awarded the Pulitzer prize for his play, “Icebound,” and among the better known of his stage works are “The Nervous Wreck,” “The World We Live In,” “Beggars On Horseback,” and “For Ever After.”

His understanding of the character and mannerism of Will Rogers was demonstrated by the dialogue he wrote for “They Had To See Paris,” adapted from Homer Croy’s success novel, and he was assigned to write the dialogue for Rogers’ second talking picture, “So This Is London.” Davis, in collaboration with Croy, will work on Rogers’ third picture for Fox, “See America First.”

As the author of 10 novels Croy has created some of the most human characters ever fictionalized. “They Had To See Paris,” “West of the Water Tower,” and “Caught” are outstanding among his books. He has another about to be published—“Coney Island.”

Important among the dramatists is S. N. Behrman. The Theatre Guild put its stamp of approval on his work with production of his play, “Meteor.” “Serena Blanish,” an earlier work, which appeared in book form and was dramatized by the author, was produced by Jed Harris. Behrman’s play, “The Second Man,” was a tremendous success on both the New York and London stage. To this writer was entrusted the task of writing the dialogue for “Devil With Women,” adapted from the stage play “Liliom” by Franz Molnar, and now in production.

Before Tom Barry wrote the story for the first John McCormack film, “Song O’ My Heart,” he had written a dialogue for “In Old Arizona,” “Thru Different Eyes” and “The Valiant.” His play “Course” was a Broadway success, as were “The Impractical Thief,” which was filmed by Walter Hampden, “Dawn” and “The Upstart.” Barry is also the author of many vaudeville and dancing songs for well-known stars. For seven years he was a comedian on the New York stage.

Before joining Fox Edwin Burke had written numerous vaudeville sketches for stage stars including (Continued on Page 76)

Only Wide

The only wide film feature to reach Broadway up to the present time is a Fox product. It is “Happy Days,” Grandeur production, which had its premiere at the Roxy last February.
Big Names Signed for New Year Project

Popularities of Gaynor and Farrell Indicated

(Continued from Page 75)

Big Party in a comedy part. He plays the juvenile lead in "So This Is London."

William Harrigan, famous stage star who played on the screen in "Nix on Dames."

George Brent, who played on the New York stage where he was playing in "Love, Honor and Betrayal" and with Alice Brady.

Warren Hymer, the tough guy who created a new type of screen villain in "A Man Without a Woman," "Speak, Evil," and "Born Reckless."

Rex Bell, seen in "Pleasure Crazed," and "They Had to See Paris."

John Wayne, Raoul Walsh's discovery, directed in "The Big Trail." directed by Walsh.

Henry Victor, who played in Germany and England and speaks several languages. He has played in headline shows of Evelyn Laye and Fay Compton in London and has been starred in English pictures.

Muni on List

Paul Muni, dramatic actor seen in "The Valiant" and "Seven Faces."

Richard Keene, modern young man without town seen in "Why Leave Home?" "The Big Party" and "Happy Days."

Among the comedians are:

William Collier, noted wit, who played the part of Janet Gaynor's father in "High Society Blues," and was featured in "Happy Days." Collier was one of the funniest men on the stage of screen, who played in "Married in Hollywood," and "Happy Days."

George Corcoran, who was signed to a long term contract after playing in newer movietone picture "Not Damaged."

George Grossmith, known as the George M. Cohan of England. He is featured in "Women Everywhere."

Swedish Comedian

El Brendel, inimitable comedian carved a splendid niche for himself by his work in "Sunny Side Up," "The Big Party," and now "New Movietone Folies of 1930."

Tom Patricola's nimble feet speak for themselves in comic ways. El Brendel was featured in "Sweet Adeline" on Broadway and will be seen in future Movietone films.

M. Kerrigan's comedy performance in "Song O My Heart" is unforgettable and he will have many opportunities to be featured.

John Swor and Robert Burns, well known vaudeville blackface artists, have been organized into a team to be known as "Black & Blue."

(Continued on Page 77)

Eighteen of Fox Playwrights, Writers are Three Novelists

(Continued from Page 75)

Florence Gordon, a protégé of William Fawcet, and Robert Hilliard. After playing in "The White Man," which Durk wrote with William Fawcet, he directed on the sketch in parliam and it was one of his biggest successes. "This Thing Called Love" was his first full stage length play.

For Fox Burke has written the story and dialog for "Happy Days," in collaboration with Sidney Lanfield, and dialog for "Harmony at Home" and "Living For Love."

Rube Goldberg

Rube Goldberg, famous cartoonist, is making his stage debut for Ted Healy's first talking picture, "Soup to Nuts." For 10 years Goldberg's cartoons have been syndicated by the McNaught Syndicate to 150 papers. He has directed his talents along many channels and writes magazine cartoons, vaudeville sketches, acts, and reports sports for leading newspapers. Goldberg's book, "Is This the Life I'm In," is filled with humor and another book will soon be released by publishers.

Lynn Starling

The first play which Lynn Starling wrote, "Meet The Wife," was a success. Starling followed it with "In His Arms," "Weak Sisters," "Skin Deep," and then dramatized "Bass Queer" from the novel by Eleanor Merceen. His first assignment for Fox Films was writing the adaptation of "Happy Days." Since his association with Howard J. Green has written the dialog for "High Society Blues." His next is "The World of Garry." He prefers to write dialog which affords opportunities for the characters to improvise. He has been seen as a gag man for Johnny Hines and later acted in a similar capacity for Harold Lloyd. He has supervised the adaptation and dialog for "The Donovon Affair," "Flight," "The Melody Man" and others.

An air story written by Jewellyn Hughes and titled "Chap Called Bardell" was produced by Fox as "The Sky Hawk" with the author writing the adaptation and dialog. Hughes did so well he became a member of the Fox staff of writers. He has written the adaptation for "Temple Tower." He makes a hobby as well as a profession of writing and will make a larger assignment during the coming year.

Norman Hall

Adventurer, and writer, Norman Hall has used many of his own experiences in his stories. He is the author of "Lights of Mogambo," "Black Thunder," "The Balloon-Buster," etc. He has written a book of short stories and has an intimate knowledge of aviation, life in the tropics. South American warfare and varied forms of excitement and danger.

One of the youngest successful authors recently signed by Winfield Sheehan is Earle Crooker who has written sketches for Fanny Ward, Charlotte Greenwood and Gertrude Lawrence. His first play, "Family Affairs," was produced with Billie Burke in the lead.

Hazen Talbot studied for a mu-sician who has been writing proved more profitable. He has written several novels, including "It Is The Law," and also stage plays and screen stories.

Dudley Nichols

One of New York's best known newspapermen before he joined the staff of Fox writers was Dudley Nichols, featured writer for "The World." Nichols wrote the dialog for "Men Without Women," "Born Reckless" and "One Mad Kiss." He is well known for his fiction, stage or screen.

Ernest Pascal whose best sellers include "The Marriage Bed," "The Charlatan" and "The Dark Swan." "Women Everywhere," one of the few successful women scenarists.

Harlan Thompson, dialog writer for "Are You There?" starring Beatrice Taylor; "Woman of the World," "Women Everywhere" and "Big Party."

Worked on "Big Trail"

Hal G. Evarts, author of outdoor romances, who collaborated with Raoul Walsh on the story and dialog for "The Big Trail."


7 Associate Producers for 1930-31 Program

(Continued from Page 74)

Charles Farrell; and "Such Men are Dangerous," with Warner Baxter. James C. McGuinness is herein the field of journalism. He was a reporter with many New York and Philadelphia newspapers as well as contributor to "Liberty," "Life," "Good Housekeeping," "Munsey's," "Collier's" and the "New Yorker." In the picture he signed a contract to write stories and titles exclusively for Fox. With the advent of sound he wrote the dialogue and supervised the adaptation of "Black Watch," with Victor McLaglen, and "Salute." Other productions he has supervised during the past year include "Men Without Women," "Born Reckless," "On the Level" and "The Lone Star Ranger."

Marin's Experience

Neil Marin studied at Columbia University under a grants-in-aid from New York University. After the war he joined Paramount, later becoming general manager of the studio. He became the production head of its studios in California.

George Middleton is the author of many books and has written after his graduation from Columbia University. Since becoming associate producer with the studio in 1923 he has produced "Seven Faces," "Crazy That Way," "Double Cross Roads," and others.

Ralph Block wrote the story and supervised the production of "The Arizona Kid," with Warner Baxter. Block followed the theme of his work on this picture he was made associate producer. Block entered the field of journalism after graduating from the University of Michigan. He was editor-in-chief with Paramount for five years and associate producer with Pathé for two years before joining the Fox Film Corporation.

Edwards Butcher

Edwards Butcher has been identified with motion pictures in executive capacities since 1917, as production manager for Clara Kimball Young and as an independent producer. Since 1925 he has served with the Fox Film Corporation studios in the capacity of unit manager, assistant studio manager and finally associate producer. Harold B. Lipsitz is a graduate of the University of Michigan and wrote while a student through his undergraduate days. In 1923 he became scenario editor with Collier's; then joined Fox in 1927, worked with Fox as first as a reader, then story editor, scenario editor and finally supervisory of westerns.
No Shorts Planned

The 1930-31 Fox program indicates that the company will not produce a shorts subject. However, the Movietone News, however, is being issued twice weekly under the guidance of T. Hal Everts, manager of the Fox-Hearth Corp.

FOX MOVIE TONE CITY IS BASED ON SOUND’S FUTURE

(Continued from Page 7)

ment building and a precision machine shop. Around forty acres and enclosing most of the buildings is a granite lead in “Jarrytan” with a wall of My Eyes,” “Ride on Vaquerino” and “When My Tarboradors Start to Snore” in “South Sea Rose” they included “If You Believe in Me” and “South Sea Rose.”

The words and music for “Song of Kentucky” were written by Conrad, Mitchell and Gottler. The titles were “Seeing By the Window” and “A Night of Happiness.” The same team also contributed the songs for “Why Leave Home?” They included “Looking Out the Window,” “My Love,” “Old Maid’s Never Die.”

Charles F. C. Wm. Williamson wrote “The Song of Courage” for “The Sky Hawk.” “Sunny Side Up” was undoubtedly the most musical picture of the year. The hits from this production, written by DeSylva, Brown and Henderson, require only the mention of titles. The tunes they are titled “I Ain’t We Al!” “If I Had a Talking Picture of You.” “Pickin’ Petals Off of Daisies,” “Sunny Side Up” and “Turn on the Heat.”

POPULARITY OF GAYNOR AND FARRELL INDICATED

(Continued from Page 76)

Another team, consisting of Helen and Elizabeth Keating, twins featured in vaudeville dancing acts, will appear in future Movietone productions.

During the great raid staged on Broadway numerous very young players were cast in roles with a potential stardom. Among the players are: Frances McCoy, jazz singer; Goodee Montgomery, niece of Dave Montgomery; Nellie McFadden, actress; Althea Hently, dancer and singer formerly with Fred Stone in “Three Cheers”; Irene Day, vaudeville prima donna; Roxanne Curtis, the perfect figure girl; Rosalind Cassell, radio artist; Lucile Brown, formerly in “Jarrytan” with Maude May Bennett; Nancy Kelly, vaudeville dancer and singer.

Louise Dresser, noted character actress, and Ruth Warrick, both fresh away from the stage for character parts, are on the new list of players.

Mitchell Leisen, another active player, leads with Bertha Kalish, Olga Petrova and Eleanor Painter, and will be featured in future Fox films.

And of course—there is little Tommy Clifford, 11-year-old child signed in Ireland for a role in John McLaren’s “The Irish Jig.”

Maureen O’Sullivan, signed in Ireland at the time Tommy was given a contract, did so with the promise of My Heart” that she was given the ingenue lead in “So This Is London.”

A Popuar Reel

Fox Movietone News is a regular feature of the programs of more than 99 per cent of all the 4,000 wired houses outside of the United States. It is a feature of the Film Daily, and has achieved this distribution in two years and five months.

MUST REMOVE INFLAMMABLE MATERIAL IN TEN DAYS

(Continued from Page 1)

Ordinances, which has to do with inflammable material in theaters.

A number of theater owners have already had their licenses temporarily revoked until the combustible material has been removed, it is learned by THE FILM DAILY, and at least 50 summonses are now on file against theater owners who have failed to comply with the 10 day notice. Several exhibitors in neighborhood districts have closed their houses and others are planning to follow suit, it is understood.

An important meeting on this fire ordinance is slated for tomorrow between the Board of Underwriters and committee of four representing the industry. Charles O’Reilly, president of the T.O.C., is understood to have been in conference yesterday with Commissioner John Dornan and Chief Kenyon discussing the matter. Efforts to reach O’Reilly yesterday were unavailing, but it is learned that a special meeting of organizing committee members is planned for tomorrow morning when the subject will be gone into thoroughly.

Tuesday, May 27, 1930

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DAILV

78

Tuesday,

May

27,

1930

Theater Changes Reported By Film Daily Boards
ALABAMA
Changes

Anniston —^Roxy,

by

Samuels

Long by M.

to J. R.

Weaver; Eutaw

G.

Tilden Jackson by J. T.
Monnier; Flomaton Jackson, sold to Broadus & Sims by S. N. Jackson; Gadsden
Gadsden, sold to Allen & Samuels by C.
R. Hatcher.
Artcraft,

sold

to

—

Closings

Birmingham
^Elka.

— Cameo;

—

Opelika

in Ownership
Newcastle Colonial (Formerly Elaine), sold
to Goodwill Fire Co., by E. F. Goldhahn.

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Closings

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Holbrook Liberty
John Columbia.

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St.

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Changes in Ownership
Grand, sold to Malco Theaters Inc.
by Horton Estate; Lake City Dixie, sold
to J. P. Martin by C. W. Tipton; Parkin
Princess, sold to J. P. McClain by Mrs.
McFadden Plummerville Gem, sold to E.
G. Burges by E. B. Willbanks.

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Ashdowrn

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Paris

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Marvin

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Los
Milton Arthur by Fox West Coast
Angeles Astor, sold to L. Schlichter by
M. O. Boston, Beacon (Amusu), sold to
A. Freed by A. J. Garrett, California, sold
to Fred Miller by J. Isen, Rimpeau, sold
to F. Ketoik by C. Rovianek, Southwest
(Normandie Coast), sold to J. Isen by C.
Mendocino Bishop, sold to
A. Smithen
E. E. Pollock by A. L. Bishop; Norwalk
-Norwalk, sold to H. Chazin by Fox
Rio Nido,
Prindipal Theaters; Rio Nido
San
sold to W. R. Ruckridge by S. Smith
Hester, sold to Harold Home by
Jose
Mrs. V. Benson; Upland Colonial, sold to
C. A. Portman by J. J. Dowding & W.
Record
Watts Yeager, sold to Consolidated Theaters by Chas. Krause.

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Carpinteria — Alca— MissionNovato
—^Community;
Point Arena — Point Arena
Francisco — Hayes
San
Wisteria.

Arroyo Grande

—
—

— Gerber;

Oakland Park
Requa Requa
Sierra

Madre

Bruno

;

;

—
;

;

— El

Theaters

Camino,

C.

E.

Peterson

owner.

Changes

— Rialto,

in

sold

Ownership

to

G.

—

F. Mattern
Colonial, sold

Changes

—
L.

Altamont
Mrs.

Ownership

in

Herman Tanner by
Nickolson; Atwood Globe, sold
sold

Star,

to

—

Marion F. Murdock by G.
Byron Rose, sold to E. A.

to

—

—

;

—M W

;

—

Closings

—

B.

Moore;

& Henry

—

——
—

Manzanola Rex
Nucla Radium, Olathe
Opera House Ridgeway ^Sherbino Telluride
Segerburg; Vona Vona.
;

—
Openings
Seibert— Unique, Allen Risley — ovraer.
;

;

in

School;
— Public
— Lincoln: Ogles— Grand Rockford
Tamaroa
Sheffield — Family
Valior — Palace.
Tuscola — Lyric

Oakland

;

New London— Capitol, sold to Publix
ater Corp. by New England Theater

Changes

TheOper-

— owner.

to

;

sold

;

— Cozy Alton — Pastime.
KENTUCKY
Changes in Ownership
Dawson Springs— Auditorium, sold to Dawson Springs Auditorium Co. by
Hosick
Florence— Florence, sold
Wm.
F.
Mayer by Castleman & Lucas
Ft.
Thomas — Ft. Thomas (or Garden), sold
Wm. F. Mayer by E. Jennings; Hardinsburg —^Conway, sold
P. McGary by F.
P.
Brite; Harlan — New Harlan, sold
Harlan
;

J.

I.

to

;

;

to

—

sold to

I.

D.

—
—

;

—

;

—

Cozy, sold to
Sellersbure
Charles H. Curtis by Mr. de Lozier, Empire, sold to Maude Jettiwort by J.
H.
Kerstiens ;
Terre Haute National, sold

—

Almeras by Bennett & Hodges.

Closings

— Community;
—
Majestic.

Ashley
land

—

;

;

;

Wallins

G. Hull and H. A.

(old)

(new).

Panaca

;

— Panaca.

Openings

SELL PICTURES
IN

GROUPS OF 5

(Continued from Page 1)

clauses.
Films now
offered under this plan are
"Czar of Broadway," "White Hell of
Pitz Palu," "King of Jazz," " All
Quiet on the Western Front" and
"Captain of the Guard." The next

and percentage
being

group

will be ready in September,
understood, and only pictures
that are completed will be sold under the new method.
Universal recently turned down
R-K-O's two-year blanket ofifer,
which was accepted by Columbia.
Although R-K-O now has three
.sources of supply, namely, Radio Pictures,
Pathe and Columbia, it is
it

is

:

Wheatcroft— E.M.B.A.

New

Theaters

Bluffton

— Grand:

consuinmation.
— McDowell, R. Hall —owner.
Re-openings
Benham — Benham
Betsy Lane — Victory
(formerly Loars)
Cawood — Marvis Covington — .Strand
Glomawr — Reliance
May Fire Stage Hands,
Shonn — T.oval Standford — Opera House.
;

;

;

;

:

MAINE

— Maine,

is

Ownership

in

sold
sold

State,

;

by
bv

—

Glenburnie Art, sold to J. Harry Gruver ly
Oscar
Berman
Hampstead Hampstead,
sold to Phillips & Strickland by C. E.

—

;

Gorsucli.

MA SSA CH USE T TS
—

Changes

Boston^ Heacon, Globe and Modern, sold to
Publi-x-Netoco by Netoeo Brighton
Egyp-

—

;

sold to
Publix-Netoco by Netoeo;
Dorchester Franklin Park, Liberty and
Morton, sold to Publix-Netoco by Netoeo
Central and Seville, sold to
E. Boston
Publix-Netoco by Netoeo; Jamaica Plain
Jamaica, sold to Publi.x-Netoco by Netoeo
Malboro Malboro, sold to Publix Netoeo
by Netoeo Natick Colonial, sold to Publix-Netoco by NetocO
Norfolk Downs
Regent, sold to Publix-Netoco by Netoeo
tian,

—
—

—

Pathe 8 P. C. Holders

Form

Protective

Group

;

;

—

;

Michigan and the operators, who

threatened to walk out because about
a dozen stage hands were dismissed
at the Cinderella and Roosevelt.
A
temporary order was issued restraining the union from molesting the theater operators.

Ownership

in

1)

Federal court here has ruled in the
controversy between the M.P.T.O.
of

Ownership

in

Detroit Court Ruling
(Continued from Pane

Publix-Netoco
Publix-Netoco

to
to

MARYLAND
Changes

;

N.
Port-

believed that
Paramount's sudden
switch to the Warner circuit has left
a stack of dates open in many spots,
and negotiations are reported under
way again with Universal, this time
for deals to fill the newly created
gaps.
If the deal with R-K-O goes
through, it will not conflict with
deals of other chains now nearing

McDowell

McKeen

;

J.

—

;

Xttoco,

—

to

;

;

—

Ownership

in

— Palace,

Ely

S.

Cieorge Koch
Moline DeLuxe.
B. Koch by C. A. Morris;
Strand, sold to Carl N. Bierbusse

J.

Netoeo

N.

R.

Ownership

W.

Closings

Ely

F.

to

Portland

Hurt; Gary— Ritz, sold to W.
Indianapolis
Noble by John Gustaitis
Alamo, sold to M. Marcus by Jean
Marks, Cozy, sold to M. Marcus by Jean
Marks, Laurel, sold to Clyde South by
R. Dorsett, Regent, sold to M. Marcus by
Jean Marks, Senate, sold to D. J. Cox by
Mrs. Minnie Pryor; Mishawaka Tivoli,
Orleans Orleans,
sold to American Legion by Switow Th.
Corp.
Plymouth Plymouth,
to
sold
George Settos by Clay Metzger
Remington 'Lyric, sold to R. O. Bennett by
by
O.

Co.,

—

Branch

Robert Stoudt;

Crown, sold to Publix Theater
Corp. by New England Theater Operating
Norwalk Empress and Regent, sold
Co.

M.

W.

to

Changes

INDIANA
Crown Point

in

Flood.

— Palace,

— Will
Oxford —
by
D. Swabb Sylvan Grove— Cozy,
Leslie F. Larsen by W. W. Dehler.
Duncan by

sold

;

B.

W.

Ri-

C.

Gaylord
by

;

;

Re-openings

—

Ownership

to

& Griesher
Lyndon— Gem, sold

Henning

—

Closings
Hull
Cowden Liberty;
Ladd Ladd; New Berlin

H.

by

sold

sold

;

Beadell.

;

CONNECTICUT
Changes

by

—

—

— Gem,

— Ely
— Ely

J.

"U" TO

5th

—

Retzer; Princeton Orpheum, sold to
A. M. Jeflfries by A. I. Kent; Rockford—
Capitol, sold to E. R. Brounzel by W. M.

;

Stone by

sold to

—
Avenue (Masonic),
Dees by Richardson & AnderSINGLE OR
— Pastime,
A.
R. A. Gaston

Downs

;

sold to
Gledhill;

—

;

Kahn

George

NEVADA
Changes
FaUon— Rex,

Carl L.

;

—
——

Ownership
to

Ownership

in

;

by ^Colonial
Dreamland

in

sold

Guy.

;

;

;

Stanley

Payson

KANSAS

—

—

Changes
Terry— Rialto,

;

—

;

—

— Paramount, Publix — owners.
MONTANA

Closings

— Rex Nashua — Grand.
New Theaters
Des Moines — Lincoln, Wilson and
owners.

—

;

Greenup

Pierce
New Raymer
A,
sold to R. E. Stewart by Dave Larsen
Stratton
Royal, sold to Harry E. D. Shull
by Glen Weikel.

Chas.

Timmerman

Laughlin by F. B. Spoor; Chicago Hamlin,
2061 Belmont Ave., sold to Adam
to
Schumacher Sr. by Mrs. C. E. Rice, Ideal,
to
1620 Larabee St., sold to Ideal Plaza Th.
Th. Co. by C. C. Bowling and
Corp. by B. Nathan, Willard, 340 East 51st
sold to C. C. Bowling by Harlan Th. Co.
Alexander
and
St., sold to M. lO. Wells by
Hartford Opera House, sold to H. J.
Geoarmy
Chrisman Empire, sold to L.
Wilhet by
L.
B.
Bean
Harveyton
Kranzfelder by Dortha Clark; Cicero
Harveyton Ky, sold to Medares, Burkhart.
J.
Palace, sold to Piccadilly Th. Corp. by
Gallaher, Roll & Rogers by H. Miller;
Louisville
Gregory & Bernesek Edinburg Edinburg
Ritz. sold to Geo.
Loffell by
Jack Kane
Wheelwright
Wheelwright,
(Gem), sold to W. J. Etherton by Mrs.
sohl to Inland Steel Corp. by Elkhorn Coal
Lovington Photoplay, sold to
B. Overman
Corp.
Marshall
E. B. Ferris by J. D. Simpson
Pythian, sold to Ralph Endicott by R. O.
Closings
American, sold to Bosco Bosco Hazard Lyric New Castle
Bartlett
Martinsville
D. W. Larison by Cally Pittnian Maywood
New Castle Providence Dreamland RichE.
Karl
Rau
by
sold
to
New Maywood.
mond Opera House
Wallins
Creek

by

Denver
to
John Mattern
Frank Gilliland by Colonial Amusement
Co., Palace, sold to M. J. Handler by
Samuels Amusement Co., Polly, sold to E.
Steele by
Caldwell Enterprises
C.
Ft.
Morgan Cover, sold to John Anderson by
;

—

Alexander

Ririe.

;

Creeds

;

—

Ririe

;

ILLINOIS

Pastime

COLORADO

ating

— Kendrick

O. H.

Sheffield, sold to

Closings

;

New

San

Kendrick

F.

Closings

zar; Gerber

—

Closings

;

Long

;

—

Openings

;

cord

Hansen by

Seth

—

;

State, sold to

—

—

State Center
Palace, sold to Mason &
Parrett by W. Eckhart
Vinton— Palace,
H. S. Waltdorf by A. J. Diebold.

son

Ownership

in

Wollaston, sold to Publix-Netoco by Netoeo.

Salem

—

sold to

Arkansas City

Theater.

:

;

Changes

(Circuit),
Felt
;
sold to Seth Hansen by Ramon R. Christiansen
Soda Springs Idanha, sold to
Mrs. G. B. Dickinson & Steve Murgic by
Lauritson; Tetonia
(Circuit), sold
J. W.
to Seth Hansen by Ramon R. Christiansen.

Consolidated

W. H. Lusher El Segunda
W. S. Whitman by J. Isen
Glendale Showshop, sold to E. L. Halberg by Montgomery & Curland; Lemoore
Liberty, sold to Arthur O. Leino by L.
Theaters by

field

Dudley,

Warren,

Waltham
Embassy and Waldorf, sold to
PubhxXetoco by Netoeo; Wollaston

—Central,

—

to

to

—

to

Thomas by

I.

Mills

—

;

Minden

D.

to

— Gainesville

Changes

STATE.

;

sold

Tampa

;

Ownership

in

sold

;

—

— Meralta,

Sitar,

—

Scott.

— (Circuit), sold
Ramon R. C^hristiansen

Changes in Ownership
Baldwin Park Baldwin, sold to C. C. Porter
Colton Colton,
by Mrs. E. S. Couch
sold to L. C. Meyers by J. P. Knapp
Downey

—

S.

Erwin

Name

in
Liberty changed to

—Tangerine

IDAHO

CALIFORNIA
Healdsburg

Changes
Savannah

Gainesville

Civic.

Change

— Bicayne

GEORGIA

—

Griffithville
Princess
Bearden -Pastime
McLemoresville
Lake Village Queen;
;

—

Petersburg

;

—

Des Moines Gem, sold to L. H.
Chamberiain by Roy Jones; Durant Palsold to W. C. Ludtke; Farmington—
Grand, sold to Ben Brinck by M. Priebe
Grand Junction Rex, sold to Geo. Fowling
by G. W. Nichols; Greene Crystal, sold to
Amos Engalls by A. T. Chade Onawa—
Onawa, sold to Ella Marie Weeks by Onawa Theaters, Inc.; Peterson O. H., sold
to American Legion by R. E. Sitz
Shef-

Closing:s

Paul.

St.

Openings

;

Closings
Sample; Miami Beach

— Victory.
W.

Theaters
Paul— St.

New;

Gentry

—

Closings

— Palace

—

;

Fort Pierce
Plaza
St.

—

—

Ownership
;

—

—

—

Lyric, sold to A. T. Hayes
by B. V. Bowers
Deartield
Dearfield
Arena, sold to Anian Bros, by J. S. Popps
Kissimmee Arcade, sold to H. Gilbert by
G. T. Wilby
Dunnellon Lyric, sold to
L. Jenkins by L. Goodbread.

—

ARKANSAS
Hope

Daytona Beach

;

;

;

—

Netoeo
Roxbury
Criterion,
Niagara, Rivoli. Shawmust and
Slid to Publix-Netoco by Netoeo

Ownership

in

ace,

FLORIDA
in

—

linger;

— Broadway.

Wilmington

Changes

Changes

Buffalo Center New Iowa, sold to D. M.
ButterufI by G. Terveer
Regent, sold to
D. M. Butteruff by G. Terveer; Burlington
—Jewel, sold to Jake Cohen by I. Miller;
Churdan ^Isis, sold to E. Bartle by J. A.
Edwards Davenport Olympic, sold to A.
H. Uken by Arp & Clark; Dayton Grand,
sold to Y. McAninch by H. Killinger;
Pastmie, sold to L. McAninch by H. Kil-

—

Changes

ARIZONA
Clarksdale Valverde
Hot Springs Castle

—

;

DELAWARE
Closings

— Clio;

Clio

IOWA

—

lix

Wells; Coliinsville— Cricket, sold

G.

J.

sold

Publix Theater Corp. by Mrs. Vuono;
Stamford Palace and Strand, sold to PubTheater Corp. by Mrs. Vuono; Waterbury Hamilton, sold to W. Donovan by
Fader & Schatsman Watertown Community, sold to R. Pasho by Civic Association.
to

Ownership
to Allen &

in

— Community,

AttleborO'

Netoco by Netoeo
and Rialto, sold

:

to

sold

Roslindale

to

—

PublixBellevue

Publix-Netoco

by

(Continued from Pape

1)

the meeting to be held Jui-e 9, the
committee stating that by having the

necessary votes to appoint eight newj
directors it will be possible to puH
through the required program oH
financing and management.

<


Universal to Produce "Resurrection" as Talker
Universal will make a talking film of Tolstoy's "Resurrection" by arrangement with Inspiration Pictures and Edwin Carewe, according to an announcement by Carl Laemmle. Carewe will direct the sound version as he did the silent production some years ago. Lupe Velez will play the leading part. Simultaneously comes word from Carl Laemmle, Jr., of the purchase of "Bulldog Drummond," a forthcoming novel by W. R. Burnett, with John Wray in mind for the chief role.

Warner Plans to Produce "Hold Everything" Sequel
Warner plans to produce a sequel to "Hold Everything" under the title "Set Right." Winnie Lightner and Joe E. Brown will repeat the roles they played in the earlier film.

Leading Role for Claudia Dell
Warner has signed Claudia Dell to play the leading feminine role in "River's End," which is scheduled for release next year. The company has borrowed Charles B. Seaton from M.G.M. to assume the former Ziegfeld beauty.

Screen Writer Opens Office
Joseph Franklin Poland has opened offices in Hollywood where he will devote himself to the writing of originals.

Long Contract for Jane Keath
Upon her selection to play the leading feminine role in Jack London's "The Sea Wolf," in which Milton Sills will be featured, Jane Keath has been signed to a long-term contract by Fox.

Columbia Plans "Flight" Sequel
"Dirigible" will be made by Columbia as a sequel to "Flight." Jack Holt and Ralph Graves will again be directed by Frank Capra.

Pidgeon in "Going Wild"
Walter Pidgeon has been given the juvenile lead in "Going Wild," which Warner is producing with Ona Munson in the feminine lead.

To Honor Dead Actor
Tribute will be paid to the memory of Edward J. Connolly in the film capital on Decoration Day. When a memorial clock, the gift of Annie Virginia Connelly, the actor's widow, will be unveiled in Hollywood Cemetery. Many noted screen figures will take part in the exercises.

Fox Signs Warden Lawes' Daughter
Joan Marie Lawes, 8 year old daughter of Warden Lewis E. Lawes of Sing-Sing, has been signed by Fox and will make her first appearance in "Up The River."

To the Holders of the 8% Preferred Stock of

PATHE EXCHANGE, INC.

At the annual meeting of the stockholders of Pathe Exchange, Inc., called for April 29th, 1930 (which meeting has been adjourned to June 9th, 1930) Mr. Joseph P. Kennedy the then president, described the condition and prospects of the company as highly unsatisfactory, and stated that unless the board of directors procured sufficient funds to carry out adequate production and distribution programs immediately, he would promptly resign as the president of the corporation. Shortly thereafter the resignation of Mr. Kennedy as president of the corporation, and of Mr. John J. Murdock, chairman of the board of directors, was announced.

It is of the utmost importance to the corporation and all its stockholders that immediate action be taken to provide new and able leadership of the corporation, and to obtain the management and financing necessary to the successful operation of the corporation, to reestablish its position as one of the leading producers and distributors of the motion picture industry.

Under the amended certificate of incorporation of the company, the holders of the 8% preferred stock are entitled to elect a majority (8) of the board of directors, in event that the corporation fails to pay eight successive quarterly dividends of 2% on such preferred stock. The corporation has defaulted in the payment of at least eight successive quarterly dividends on such stock. The holders of the 8% preferred stock are now, therefore, entitled, at the adjourned annual meeting above mentioned, on June 9th, 1930, to elect eight directors, constituting a majority of the entire board of directors of the company.

The undersigned have organized a "Preferred Stockholders Protective Committee" at the request of certain stockholders, with the object of obtaining united action of the holders of such 8% preferred stock, in order to elect a majority of the board of directors who may provide the required financing, management, and leadership.

The undersigned Committee, therefore, requests proxies of the holders of the 8% preferred stock in order that the above program may be carried out.

Further particulars, together with proxy forms will be furnished, upon request, by the secretary of the Committee, Frederick R. Ryan, Room 1046, 25 Broadway, New York City.

COMMITTEE

RICHARD A. ROWLAND, Chairman
FREDERICK R. RYAN, Secretary
Formerly General Manager of First National Pictures, Inc.

ROBERT W. DANIEL
Chairman of the Board, Liberty National Bank & Trust Co.

W. V. A. WATERMAN
Waterman, Bonn & Co.

ROOT, CLARK, HUCKNER & BALLANTINE
Counsel
United States

Boston—E. P. O'Neill has been appointed manager of the Modern, formerly being connected with the Up. Town, James Turm blond, formerly at the Scollay Square, has been made his assistant, succeeding Miss Adelof.

Oklahoma City—Motion Picture Theater Owners' Ass'n has been chartered here. The incorporators are Willie Z. Spearman of Edmon, Fred Pickrel of Ponca City, and L. A. Chatham of Shawnee.

Madill, Okla.—Name of the Queen has been changed to the Lawrence.

Cleveland—Pooling their houses in a partnership agreement, D. L. Schumann, who operates the Market, and Lorain-Fulton, and John Urban sky, owner of the Junnings, are jointly operating the three houses.

Indianapolis—Arrangements have been completed for the erection of an exchange building for M-G-M, to be located across the street from its present address.

Indianapolis—Local RKO offices are being remodeled with a new projection room being provided for to accommodate 20.

San Francisco—A promotion has been given Jack Mohan of Paramount in transferring him from the advertising sales department to the booking department.

Buffalo—E. K. O'Shea, M-G-M, has been elected head of the local Film Board of Trade with F. J. McCarthy as vice president and Jack Berkowitz, treasurer.

Rochester, N. Y.—Managing Director Robert Sloate of the Eastman is recovering from an operation and is expected back next week.

Kansas City, Mo.—Jack Lanagan has been named special Universal sales representative working out of the local exchange.

Kansas City, Mo.—Two former Paramount employees have switched to Universal with R. C. George as accessory manager and Mrs. Ruth Hannon joining the contract department.

Kansas City, Mo.—L. George Ross, recently Universal branch manager in Minneapolis, has assumed like duties at the local Columbia exchange.

Kansas City, Mo.—Joe Mazetis is now in charge of the booking department at the Pathe exchange.

St. Louis, Mo.—R. Curran succeeds George McBride as office manager of the United Artists exchange, recently moved to 3328 Olive St.

Detroit—William H. Raynor has succeeded Joe LaRose as manager of the Fox here.

Detroit—Sami A. Gerson, formerly with Vitaphone and Universal, has been added to the Columbia sales staff here.

Cleveland—Warner's Uptown has returned to a straight picture policy.

Cleveland—Lou Geiger has quit as sales representative for Tiffany.

Cleveland—Frank Ballas has resigned as office manager of the Standard Film Service Co. Miss Rica Labowitz succeeds him.

Cleveland—Clarence J. Ward, is on the Universal sales staff in this city, covering the Akron territory. He was formerly with Fox.

St. Louis—Jack Osstein has become manager of the Columbia exchange here. He was until recently branch manager for Universal in Cleveland.

San Francisco—Mike Zar has joined the United Artists local sales force. He was formerly with the Goodwill Film Exchange.

New Britain, Conn.—Lease on the Embassy, owned by Marshall F. Davenson and Joseph Dziezk, has been leased to the Lyceum, is being sought by a number of chains. Cameo Theater Corp., a Warner subsidiary, will probably get it.

Burlington, Vt.—Construction is about to begin on the $350,000 Maine and New Hampshire Theater Corp. house here. The theater, which will seat 1,800, will probably be called the Flynn Paramount.

West Newton, Mass.—House to be built here by the Kentmore Realty Corp. will seat 1,557.

Lynn, Mass.—Waldorf will be improved by Warner at a cost of $30,000.

San Francisco—Hickey M. Heath has resigned from the accessory department of RKO. He is succeeded by Vic J. Dollinger, former usher at the Golden Gate.

Boston—Sidney Smith has been temporarily appointed assistant to Albert E. Fowler, Jr., manager of the Public Uptown.

Manitowoc, Wis.—The Capitol, operated for the last 10 years by George Bros., has been taken over by a new firm headed by George Olyp, New York.

West Salem, Wis.—Earl Scott, of Black River Falls, has taken over the Rex here and will immediately equip it with sound.

Milwaukee—The Violet theater, after being newly decorated and renovated, will reopen June 1st, with D. Evans as manager and owner. Mr. Evans was formerly with the Egyptian theater.

Lynchburg, Va.—Paramount is reported planning to enter this city as operators of a theater under construction at a cost of nearly $500,000.

Philadelphia—The Pennsylvania State Board of Censors has passed "Her Unborn Child" which is being distributed by A. Luchesse.

Foreign

Paris—Should experiments with sound equipment aboard the Ile de France prove successful, there is the possibility that talking picture apparatus may be installed in all of the vessels of the Compagnie Generale Transatlantique fleet.

London—Nearly $100,000 will be available for distribution to shareholders of British Phototone, Ltd., which is in receivership.

Winnipeg—A syndicate of Winnipeg businessmen has arranged for the construction of the Academy, an atmospheric and wired house, and a new Academy and Ash Streets, to cost $150,000.

London—Gramophone has taken over an estate at Hayes, Middlesex, on which it is rumored the company plans to build a sound studio.

Paris—A talking picture in Arabic is to be made by Isis Films, producing company, a branch of the Aubert organization, it has been learned here.

London—Censor has permitted Eisenstein's "The General Line," released in America as "Old and New," to be exhibited in Great Britain before adult audiences.

Sunderland, England—By the end of the year all the theaters here but one will have been wired. The only house which plans to hold out against the talkers to the very end is the Avenue.

Paris—Francois Lallemand, French film pioneer, is celebrating his 30th year in the industry.

Berlin—Ten of the 26 feature productions shown in this city in April were audible pictures.

Paris—American films were first in France last year, according to statistics. There were 277 of them shown as against 142 German, 41 English and 15 Russian films.

Sydney—M-G-M has combined its advertising, publicity and exploitation departments, with Ray Lawson, director of advertising and publicity, in charge.

Paris—Jean Chataigner, who was recently dropped from the French Cinematography Exhibitors Ass'n, has been chosen president of the Assn Professionelle de la Press Cinematographique as successor to M. Fouquet.

Toronto—"Hello Sister" had a rough passage at the hands of Ontario censors and was quite toned down before receiving approval. "The Lady Lies" has been definitely turned down in Ontario but it has been passed by the Quebec censors. It is understood that "Evangeline" will not be seen in Eastern Canada although it has been passed in British Columbia.

Winnipeg—The National, one of the pioneer theaters of Western Canada, has passed out of the picture, the historic cinema being in the hands of wreckers. An office building is to be erected on the site.

New York

Buffalo—Larry Simmons has succeeded Lew Fisher as manager of the houses in Hoosick Falls and Ticonderoga. Fisher recently sold his interest in the theaters to stockholders and resigned.

Hawthorne, N. J.—What is believed an outburst of union difficulties was the recent bomb explosion at the Hawthorne which broke practically all the glass in the house.

Hornell, N. Y.—Floyd E. Peckham has been appointed manager of the Strand.

Canisteo, N. Y.—A petition has been circulated for Sunday shows here. Sentiment is highly in favor of the change.

Buffalo—Sidney Dannenberg has succeeded C. C. Perry as Publix district manager.

Syracuse, N. Y.—The Empire will be operated as a picture house during the summer by Morris Fitter.

Hornell, N. Y.—M. Hill has purchased three parcels for the erection of a $150,000 theater here.
700 'Junk' Theaters Displaced in New York Area

PATHE FIGHTS STOCKHOLDERS COMMITTEE

New Wide Screen Invention Declared Best Yet

The Mirror— a column of comment

CENTRALIZED zone arbitration systems are in prospect as a solution to exhibition contract muddles existing throughout the country. Under the present situation, brought about by the Thacher decree forbidding distributors to use one trunk line of arbitration, an exhibitor needs a Philadelphia lawyer in order to keep away from contact infractions. In the pre-Thacher-decree days he had only one form of arbitration to worry about. But now he's perplexed by nearly as many variations as Mr. Heinz. It he isn't an exceptionally cautious individual, he's apt to legally step off on the wrong foot. The Federal Government, as we get the matter, won't object to the establishment of regional arbitration systems by the theater-operating fraternity. This seems to be a logical routine out of this arbitration systems maze.

WINNING BACK of child attendance, reported to be on the wane, through playing of comedy shorts was discussed at the Educational convention. The Earl Hammons suggestion packs a common-sense punch. In many instances the talkers have acquired a certain sophistication which throws them out of the entertainment reach of juvenile customers. And in so doing, keeps them out of the box-office line. An inducement to revive their interest, however, is provided in the broad comedy, broad in both visual action and dialogue, which enters into their scope of understanding and enjoyment.

NAMES GALORE unfamiliar to picture-going audiences are included in the 1930-31 programs. As this is still a business in which the patrons buy "name" entertainment, they've got to be built to marquee proportions. It's a man-size job confronting the industry's ballyhoo artists.

Widescope Demonstrated—Standard Film with Ordinary Lens

A new wide screen invention, known as the Gloria Widescope and requiring no special apparatus involving expense to exhibitors, was demonstrated yesterday at the Col.

Small, Dilapidated Houses Are Fast Being Eliminated

That the small and dilapidated theaters are rapidly being displaced in New York City by modern theaters, is indicated in the report of Charles L. O'Reilly, president of the T.O.C.C. to the Fire Underwriters Ass'n committee, in which he stated that "not more than 400 theaters are operating today where there used to be 1,100." Modern theaters are being built with all the latest conveniences and up-to-date mechanisms and appliances, which has reduced fire hazards in local houses to a minimum degree, O'Reilly said.

BIGGEST INDUSTRY

West Coast Bur., THE FILM DAILY

Los Angeles — Motion pictures now constitute the biggest industry in California, even surpassing agriculture, according to W. H. Loller of Fox West Coast.

ATTEMPT TO INSTALL NEW MANAGEMENT IS RESISTED

Efforts of the Protective Committee of the 8 per cent Preferred Stockholders of Pathe to obtain proxies to carry through a new program of management and financing for the company will be resisted by the present Pathe executive staff, it developed yesterday, with indications that a hot fight for control will result. Following publication of the Protective Committee's announcement requesting the preferred stockholders to send

SPENDING OVER MILLION ON "SAFETY FIRST" LABS

More than $1,000,000 will be spent by Consolidated Film Industries in the erection of a group of new laboratories to be known as "Safety First" plants because of the special precautions taken to reduce to an absolute

BRATTER-POLLAk CHAIN IS ACQUIRED BY R-K-O

Eight theaters in New Jersey, Connecticut and New York State have been added to the R-K-O circuit by the acquisition of the Bratter-Pollak chain, it is announced by Hiram S. Brown. The houses are the Rahway

WARNER-F. N. MEETINGS GET UNDER WAY IN A. C.

Atlantic City— Warner Bros. and First National launched their annual sales meetings at the Hotel Ambas- sador here yesterday with a large attendance on hand. Sam E. Morris opened the Warner convention and
Lambs' Club Challenges for E. F. Albee Trophy

Formal acceptance by Arthur Stebbins, captain of the M. P. Club golf team, of the challenge of the Lambs' Club tendered through manager Thomas McGhan of the Lambs' Club golf team, for the possession of the E. F. Albee Cup, is the big development of the hour in the classic struggle of the filmers against the munition men to prove who knows the least about this Scotch importation known as golf. The challenge was tendered on behalf of Oscar Shaw, captain of the Lambs' Club team. Oscar couldn't tender it himself, as he is out practicing the game somewhere, and has not been heard of for the last week. He takes the matter seriously. This hand for the coveted trophy will be the main event of the tournament which you can witness if you can dig up a ten-spot that is serving no more useful purpose. You will also be permitted to knock a golf ball around the 18-hole layout provided with a score card which is a mere formality and doesn't really mean that you have to keep a correct score of your wild swings. The affair is the Spring Film Golf Tournament, which will be held on Tuesday, June 17th, at the Glen Oaks Golf and Country Club at Great Neck, L. I.

The E. F. Albee Cup, a massive silver trophy costing nearly $1,000, will henceforth be known as the Albee Memorial Cup, in tribute to the denim who died during the last year. From present indications, all tournament attendance records will be broken, over 100 entries having been received to date. You do not have to be a golf player to indulge. Borrow a friend's golf weapons and a pair of knickers, and join the merry club makers and come out to the wide open spaces where men are men and the 19th hole is what you care to make it.

Music Royalty Bill Rejected by Canada

Ganada—No further consideration will be given by the House of Commons to the Rinfret Bill proposing changes in the copyright act that would have enabled the Performing Rights Society and the American Society of Composers to impose royalty fees on all Canadian exhibitors, it is announced.

The Performing Rights Society, formerly all- British in makeup, has come under U. S. control through a reorganization just made whereby Gene Buck is the new president, Louis Bernstein, vice-president and E. Rosenthal also among the officials.

Second Week for "Navy" Film

"True to the Navy" will be held over for a second week at the Paramount, New York. Next picture to follow will be "Safety in Numbers.

RKO Personnel Back

Home office personnel of Radio Pictures which attended the annual sales convention on the coast arrives in New York today.

THE FILM DAILY

Wednesday, May 28, 1930

The Industry's Date Book

May 28, 29 Pashe western division sales force meet at Palace Hotel, San Francisco.
June 2 Annual election of I.A.T.S.E. and M. P. Club, Los Angeles.
June 2, 3 Columbia eastern sales force meet for confab at Park Central, N. Y.
June 2-7 International Cinema Congress at Brussels.
June 6-7 Regional Columbia confab at Stevens Hotel, Chicago.
June 8-9 Theater owners of North and South Carolina, meet at the Ocean Forest Hotel, Myrtle Beach, S. C.
June 12-13 Columbia regional meet at Roosevelt Hotel, Hollywood.
June 17 11th Film Golf Tournament at Glen Oaks Golf and Country Club, Great Neck, L. I.

PROJECTION THEATRES

SILENT—Sound—R-C. E. Equipment Beautifully Appointed

LLOYDS FILM STORAGE CORP.

Founded 1914 by JOSEPH H. MILLER 728 Seventh Ave., New York City Phone: Bryant 5600-1-2

AD-VANCE-AD

"We intend to continue doing business with ADVANCE as your service can't be beat."

Grand Theatre, Kennedy, Texas

"WE NEVER DISAPPOINT"

CROMWELL LABORATORIES, INCORPORATED

220 WEST 42 STREET NEW YORK

Phone: WIScons1 6876

ALLAN A. LOWENF, CEN. MGR.
“BEFORE I TALK ABOUT NEXT SEASON—”

AS FAR as the public is concerned there's no such thing as “this season" or “next season.”

Our great showmen-producers in California aren't concerned with the seasonal arrangements for distribution but they are concerned with making each of their pictures a complete and splendid entertainment.

THAT accounts for the fact that while many other companies are concerned only with presenting an ambitious front for next year M-G-M goes merrily on giving you great product right now.

AT THE moment of going to press “Caught Short” is making America forget its troubles. And in gratitude America has proclaimed Marie Dressler-Polly Moran the greatest comedy team of many years. You'll hear more of those two gals. Meanwhile they've played three weeks in Detroit; two marvelous weeks in Los Angeles, breaking the all-time record of the State Theatre. In Chicago they played two first run houses in the loop—the Chicago and the Roosevelt—in succession, an unprecedented thing. Same story everywhere.

NORMA SHEARER in “The Divorcee” continues its amazing career, coming back to Frisco for a two-week stand after doing so marvelously in its initial first run there.

In Boston it took the house record held for a long time by “The Big Parade.” In Oklahoma City it broke all records and Midnight shows were added! In Los Angeles it's breaking all records at Criterion. Every engagement adds new laurels.

MISS SHEARER follows through with another winner “Let Us Be Gay” of which Motion Picture News says: From an audience standpoint it will be rated one of the best talker screen farces to date! It will enhance the popularity of Norma Shearer as a big name bet.

“THE BIG HOUSE” has set the West Coast on fire! M-G-M's thrilling romantic drama opens soon for an extended run at the Criterion, Los Angeles; the Warfield, San Francisco, and elsewhere. Backed by strong national campaign in the Hearst papers with a 30-day serial paving the way, “The Big House” comes opportunely as a real life-saver of the warmer days.

LON CHANEY Talks in “The Unholy Three.” That's something to look forward to just as you enjoyed the excitement of Greta Garbo's first Talkie! Chaney has made a magnificent, dramatic entertainment and will be a positive sensation in Talking pictures.

MOTION PICTURE NEWS describes “The Sea Bat” as a “corking adventure picture” comparing it to “White Shadows in the South Seas” and “The Pagan.” As in the case of those two, M-G-M sent a complete company and Talking equipment to a distant locale in Mazatlan, Mexico, to film the story. The result was worth it!

“OUR BLUSHING BRIDES” brings Joan Crawford in yet another peppy picture of youth aflame! “Our Dancing Daughters” great! “Our Modern Maidens” swell! “Blushing Brides” does it again!

THEN COMES GRETA GARBO! That's music to a showman's ears. Her second Talkie is “Romance” the famed stage love-drama.

MARION DAVIES sweeps in on a cyclone of national advertising and promotion with a grand comedy, “The Florodora Girl.”

Ruth Chatterton heads a distinguished cast in “The Lady of Scandal” based on that most successful Broadway hit, “The High Road.”

ALL of the foregoing—and more to be announced—means that between now and the new season M-G-M is crashing through with pictures of power!

AND THEN 1930-31 looms ahead with M-G-M geared for the most ambitious program of its entire history!
WARNER-F. N. MEETINGS GET UNDER WAY IN A. C.

(Continued from Page 1)

was followed by Claude C. Ezell, who was general chairman for the session. A. F. Waxman spoke of the advertising achievements of the company in the past year. He said $2,000,000 was spent in newspaper advertising, $500,000 in magazines, $250,000 for exploitation and $500,000 on billboards. Other speakers were J. Z. Allan, Joe Hebrew, Max Milder, George Baldson, Joe Hummel and Bert Lyons.

The First National meeting was started off by Ned E. Depinet. Others who addressed the gathering included Sam E. Morris, Lewis Warner, S. Charles Einfeld, A. W. Smith, Mr. Gradwell L. Sears, A. W. Schwalberg and Harry Cunnings. An exhibit of the new Warner and radio pamphlets mentioned earlier held 23 records, which may be repeated over a short or long period, attracted considerable interest.

A big banquet on Thursday evening will conclude the meetings.

WARNER BROS. TAKE OVER FIVE HARTFORD HOUSES

Hartford, Conn.—Five local theaters, known as the Shuman chain, have been taken over by Warner Bros. Joe Walsh closed the deal for Warners.

Shriners Die Franklin on the Coast Tomorrow

Los Angeles—Harold B. Franklin will be honored by the Al Malakah Temple of Shriners at a dinner to be given at the Shriners Hotel here tomorrow. Lee Youngsworth, Shriners head in the United States, will be present. Among picture people invited to attend are Will Hays, George Bancroft, Monte Blue, Harold Lloyd, Al Jolson, Conrad Nagel and Jack Mulhall.

Canadian Installations

Averaging One a Day

Montreal—Thirty Canadian houses were wired for sound in the past month, according to figures compiled by the M. P. Distributors’ Ass’n, and installations are reported continuing at about the same rate of one a day.

No Silents

Atlantic City—There will be no silents on the new production programs of Warner Bros. and First National, it was stated at the meetings now in progress here.

WARNER BROS. NOW HAS 48 SUBSIDIARY FIRMS

Timely Topics
A Digest of Current Opinion

Studio Opportunities for Young People

The field of motion pictures as a career is widening in its appeal to young people beyond the glamour of acting. Where a few years ago young people thought of pictures as a means of becoming actors, they now see the industry offering great rewards in many other departments. I regard it as a wholesome indication for the future of pictures to see the growing interest that young men and women are taking in the technical and executive departments of the studios. Once we were beseeched by young people wanting to become actors. Now there are as many of them with ambitions to succeed in writing, directing or in the mechanical field as there were formerly in search of careers as actors. The time is coming when it will be necessary to provide some means whereby these people can be trained. No profession offers greater reward for success than the motion picture industry with its great variety of activities. It is becoming more and more specialized in every way, requiring a preparation that can be acquired no place else than in the studio, or in a school designed solely for the purpose of training students for it. We are finding out now that skill in other methods of writing do not necessarily fulfill the requirements of the picture studio. There is a peculiar and unique specification for everything about the industry that must be learned in the studio. But the pace at which production is now being carried on leaves little time for the instruction of the novice.

Bradley King, Scenarioist

ALONG THE RIALTO
with
Phil M. Daly

Charles Farrell has been crowned King of Talkies by upstate New Yorkers in the "Syracuse Herald" ballot never held in New York and Chicago also gave the crown to Charlie, so it carries some weight....Norma Shearer was selected Queen by the upstate fans.....Chester Bahn, film critic of the Syracuse paper, notes that the pretty boys were supplanting in pop favor by real actors, and comments: "When the Messers. Chevalier, Boles and Barrymore lead the tiresome Arrow collar and rah-rah types, happier days are on the cinematic horizon".....looks as if the old order in Hollywood is changing for the better....

Clarence Brown arrives at Roosevelt Field Thursday morning, piloting his own plane from Hollywood.....he brings with him the first of the films he directed for Greta Garbo.....Exhibitors' Help: Dress your ushers in Esquimo furs to create that cool atmosphere.....Contests are being started to encourage poets in R-K-O's "June Joy Show Month", till as if poets needed any encouragement.....The new Hollywood alibi for the rainy weather is to blame it on the invasion of London actors who have brought their own atmosphere along.

The Latest in hotel service is reported by director Mel Brown who was marooned at a flag-stop point near Bakersfield, and put up at a hostelry with one extra room.....the proprietor woke him at six o'clock, and when Mel protested, the hostess said: "We never serve breakfast without a tablecloth, and without your bed sheet there is no tablecloth".....Kay Johnson is visiting with her mother in Mount Vernon.....What film theater employs three tailors?.....the Roxy.....they need that many to look after the 125 house staff uniforms.

The Committee for the Film Golf Tournament has received a wire (collect) from Harry Lauder, offering to donate a good slice off a golf ball, if the Committee will make him present of the golf ball after the slice is taken off.....the Committee wired back to Harry: "We are using pole balls for the Tournament, which will be played on horseback so the film golf players can be distinguished from the good players known as the caddies".....and after journeying out with the Committee for a practice game at Glen Oaks, and watching Bruce Gallup, Billy Brandt, Al Lichtman and Artie Stubbins in a four-handed game were convinced that if the Tournament players know as much golf as the Committee, it will be a swell golf game.

Hedda Hopper is proudly jaunting around town escorted by a six-footer weighing 175 pounds.....it's her son.....Folks we Cheer: the press agent who sends out illegible carbon copies and wonders why he never gets the breaks.....When an independent producer is showing a comedy in a projection room over at 729 Seventh Ave., he tries to persuade Tommy Culin of Boyer's drug store to sit in.....Tommy has the most contagious laugh along the Rialto.....The town council of a Scotch village decided to build a picture theater, so they passed the following resolution: (1) that the theater be constructed of the materials of the old town hall on the site of the old building; (2) that the town hall be left standing, and be occupied and used until the new theater is completed.

Ken Behr, manager of Loew's State, has gone and bought himself a beautiful launch.....And if you know John Coneybear, over at Fox, ask him about those unique "film samples" a thoughtful friend gave him.....Did you hear about the cross-eyed proofreader looking for missing letters in his alphabet soup?.....cheer up, it may be better tomorrow, but we won't make any rash promises.

As a point of information, Lee Ochs cares for dogs, especially since he obtained the one he now owns.

If a star breaks his leg, is that a break for the understudy?
'THE WORLD'S GREATEST SHOWMANSHIP

ADVANCE INFORMATION EXTRAORDINARY

LIBERTY PRODUCTIONS CO., LTD.

PROGRAM
1930-1931

With great pride LIBERTY announces

TWELVE ""BROADWAY PLAYHOUSE"" PICTURIZATIONS
« « « of world famous Stage Plays » » »
Proven, Tested Hits

AND

EIGHT ""VICTORY"" SPECIALS
Suitable for Extended Runs . . . . .
Each a Box-office Epoch . . . . .

GREAT STORIES, GREAT STARS, GREAT DIRECTORS
100% DIALOGUE - WESTERN ELECTRIC RECORDING

Produced for Normal Screen and for the Wide Screen - at Your Option - On

GIANT SCREEN SYSTEM

Every Theatre Can Play LIBERTY "GIANTS" without change of projectors - nominal cost. Standard width film used. You supply the wide screen. We supply the patent GIANT lens and print.

LIBERTY PRODUCTIONS CO., LTD.
TWELVE “BROADWAY PLAYHOUSE” PICTURIZATIONS

of Famous, Current, Stage Plays . . . Only Proven, Tested, Audience Successes

1. "MOTHER'S MILLIONS"

2. "EAST OF ASIA"
by Kay Clement. Epic Drama of the tropics. Combine "Rain," "White Cargo," sex and sensation—you will never forget it!

3. "THOU SHALT NOT SQUEAL"

4. "THE APE"
by Adam Hull Shirk. The most startling mystery play ever written. Now the international rage. Hair-raising, scream-y, yet replete with laughter.

5. "EAST LYNNE"

6. "IN OKLAHOMA"
by May Sheldon and Loring Kelley. Spectacular outdoor melodrama of national fame. Vibrating entertainment.

7. "EVERYBODY'S GIRL"

8. "THE MIDNIGHT ALARM"
by James W. Harkins, Jr. Screaming sirens, clanging bells, flying wheels—FIRE! Our favorite melodrama reenacted for the benefit of your money till.

9. "THE WORST WOMAN IN PARIS"

10. "DANCING FATHERS"
by May Sheldon and Loring Kelley. Popular play with appeal to all ages. Packed with sentiment, humor and glittering showmanship.

11. "BODY, SOUL AND DRESS"
by Olenin-Volgar. Imperial prize continental play. Startled blase Europe—took it by storm. Box office smash.

12. "RED KISSES"
by Charles E. Blaney. Fierce love and adventure in the tropical diamond mines of Brazil. Breathtaking entertainment.

EIGHT EPOCHMAKING "VICTORY" SPECIALS

I. "DAVY JONES LOCKER"
By the great American playwright, Richard Barry. New Broadway stage success—acknowledged greatest sea melodrama ever written. Modern pirates, sunken treasure—the fight for millions in gold on the bottom of the sea—a beautiful aviatrix—romance, heart throbs, thrills as never before. Master entertainment—packed houses!

II. "THE ROMANTIC SCOUNDREL"

Six more "VICTORIES" to be announced from time to time.
Each VICTORY IS a "special"—individually, specially produced. Unlimited as to expense, reflecting sky-peak of showmanship.
Each "VICTORY" is a VICTORY for LIBERTY and for YOU!

Liberty Executives
- A pledge of box-office freedom -
M. H. Hoffman
VICTOR HALPERIN
EDWARD HALPERIN
H. M. GUMBIN

RICHARD BARTHELMESS
IN THE DAWN PATROL
With
Douglas Fairbanks, Jr.
Neil Hamilton

From the story "The Flight Commander" by John Monk Saunders, author of "Wings" and "Legion Of Condemned". Directed by Howard Hawks. Already the talk of Hollywood. Soon the talk of the world. Mightiest air epic ever filmed.

4 OF THE MIGHTIEST

SONG OF THE FLAME
With
Alexander Gray, Alice Gentle,
Noah Beery, Bernice Claire

Exceptional business in Los Angeles and New York at $2.00. Directed by Alan Crosland. All in Technicolor. Hailed by critics as one of the year's outstanding screen contributions.
TIONAL IS DELIVERING

BRIDE OF THE REGIMENT

Record business at Warner Brothers Hollywood Theatre on Broadway at $2.00. Roadshow bigness in every scene. A John Francis Dillon Production entirely in Technicolor. One of the most stupendous productions that has ever graced a screen!

With Vivienne Segal, Allan Prior, Walter Pidgeon, Ford Sterling, Louise Fazenda, Myrna Loy and Lupino Lane

BOX-OFFICE ATTRAC-

BILLIE DOVE in SWEETHEARTS and WIVES

with

Clive Brook, Sidney Blackmer, Leila Hyams, John Loder, Albert Gran

Capacity business in every single spot it has played. Mystery, romance and strange doings in a lonely hotel. Billie Dove’s greatest role with a double-draw box-office cast. A showman’s picture!

Directed by Clarence Badger

RY HAS EVER SEEN!
NEW WIDE SCREEN DEVICE IS DECLARED BEST YET

(Continued from Page 1)
ony, New York, before a small audi-
cence which pronounced the results
to be superior to anything of the
kind shown thus far. One of the
most important features of the new
development is that the film of only
standard width is required. En-
largement of the image on the screen
is obtained through a special cam-
era process, which is made possible
with any regular camera by altering
it about 30 per cent, it was stated.

With ordinary lenses, the WideScope
film must be produced on a screen up to
by 24 ft., and by changing lens the size
of the projection can be reduced to fit a
screen as small as 12 ft., by 12 ft.

Unusual clearness, less distortion, ab-

sence of grain and a fair illusion of third dimen-
sion are among the improvements cited in
WideScope. Due to the exactness of the
film, only 160 amperes of light are required
in the projection, against about 200 amperes
said to be needed by most other wide screen
processes. This matter of light, and the
intense heat created in order to obtain the
sufficient amount to project a wide screen film
fully, has been singled out as one of the
major problems of the wide screen.

WideScope was invented some 10 years ago
by an Englishman, Edwin Clark, who
spent about $50,000 in developing its idea
on wide screen. Later he hit upon the new
process with standard size film. Stephen T. Tobin,
who is in charge of WideScope pro-
duction, was a representative of the
wealthy Westerner who now controls the
WideScope patent.

Plan $5,000,000 Outlay for Fox Plant Expansion

(Continued from Page 1)

conviction. Enlarging of the plant
has been found necessary to take care
of an output at the rate of 48 pic-
tures which will total an expenditure of
$25,000,000. In addressing the
conviction, Clarke said:

"This is my first visit since pur-
chasing the Fox interests to the cap-
it of the world's motion picture busi-
ness. Naturally, I have come to
observe and to learn rather than to
talk and direct. But I have, through
long and intimate association with
motion pictures, firm convictions
concerning some of the broader as-
pects of our business." He then told
the men that the laboratories of both
General Theaters Equipment and
Fox are working full blast in co-
operation with each other on many de-
vices and processes for better pro-
jection, sound, lighting and color.

Today, the conventioners will see
the first showing of "Coal Clays" and
a party of them will have dinner at the Roos-
velt Hotel in the evening with the entire
force as guests of officials of the
Fox company.

Clarke on Express Board

Harley L. Clarke has been elected a
director of the American Express
Bank and Trust Co.

NEW WAGE AGREEMENT ENDS CLEVELAND FIGHT

Cleveland—Signing of a new wage
agreement between the Exhibitors' Asso-
ciation and the operators' union, em-
bracing a reduction of $10, with the
theater men agreeing to employ sev-
eral stagehands, has brought to an end
the controversy started last Septem-
ber, when the exhibitors refused to ac-
cede to the demand that stage hands be
maintained in all sound houses of 900
seats and over, regardless of policy.

Under the new scale, which runs to Aug.
31, 1931, and is retroactive to May 19, houses
with 600 seats or under will pay operators $65 a
week; 500-800 seats, $75; 500 seats and over $90.
This is for seven nights and one ma-
tine. Operators agree to work one hour a
week overtime and another hour on Sunday
without payment. These hours do not exceed 15
minutes at any one period. The stage hands' scale is $35
a week for seven nights and Sunday morn-
tine, and $4 for an extra matine. Two of the stage hands will be
chased at the Oriental and Broadvue, and the other five
as the organization sees fit.

Tiffany Will Handle Gaumont in Canada

Arrangements have been made whereby
Tiffany will sell the product of Gaumont Brit-
ish Co. of Canada, it is announced by Oscar R. Hanson,
general sales manager of Tiffany, on his return from
the Dominion. Can-
adian Universal has been handling the physical distribution of Gaumont,
which has had its own sales force
headed by James Foy, who joins Tiffany this week as Toronto branch
manager.

Tiffany's contract for physical dis-
tribution through Canadian Educa-
tional expires June 30, and the Til-
ly and Tiffany offices will then be moved to the
Canadian Universal quarters, con-
tracts having been signed for Uni-
versal to handle the distribution of the
combined Tiffany and Gaumont
output.

Osserman Joins Columbia

St. Louis—Jack Osserman, former Universal branch manager in Clev-
eland, is now manager of the local
Columbia exchange.

KNOCKER SQUELED

Ottawa—Because the Em-
bassy, local home of dance-
tock, attacked the picture
houses in its advertising, local
newspapers, which at first ap-
p lied their own censorship
to the ads, now have turned down the theater's advertising en-
tirely.

FOREIGN TALKER HOUSES SHOW INCREASED PROFITS

Washington—Notwithstanding the
difficulty of obtaining a regular sup-
ply of native language talkers, prac-
tically every European theater
now equipped for sound is showing an
increase in profits, according to re-
ports received by the Department of
Commerce. In Norway, cited as a
typical example, there is an increase of
15 per cent, with prospects of an even
higher profit at the end of this year.

Seider Buys Interest

Joe Seider has purchased a half in-
terest in the Granadale, Patchogue,
L. I., and will shortly close the Rialto.

TEN YEARS AGO TO-DAY IN THE FILM DAILY

Invincible Photolays, Inc., offer-
ing stock for sale.

Famous Players quarterly report
shows $101,000 over 1929.

Winfield Sheehan and Saul Rogers
elected vice-presidents of Fox Film
Corp.
DON'T MISS
The Greatest Show of the Year
18TH SEMI-ANNUAL
Film Golf Tournament
AT
Glen Oaks Golf and Country Club
ON
TUESDAY, JUNE 17th
DIRECTED BY THE FILM DAILY

PUTTING CONTEST
DRIVING CONTEST
DUNKING CONTEST

MOTION PICTURES
BY
CONSOLIDATED
FILM
INDUSTRIES, Inc.

MORE FUN
THAN AN
EXHIBITORS'
CONVENTION

PRIZES GALORE
BIG EATS

ALL STAR CAST OF 200 DUFFERS AND DUNKERS

EXTRA ADDED ATTRACTION
Motion Picture Club vs. Lambs
FOR
E. F. ALBEE MEMORIAL TROPHY

SEND IN YOUR ENTRY TODAY—$10.00 COVERS EVERYTHING
SPENDING OVER MILLION ON “SAFETY FIRST” LABS

(Continued from Page 1)

minimum all the hazards connected with the handling of film in large quantities. Work already has been started on the plants, which will cover several acres of ground and will be equipped with the most up to date facilities for the processing and storing of film.

Experience in the filming industry has demonstrated that measures of fire prevention commonly regarded as adequate have not proven so when emergencies occur, declares H. I. Yates, of Consolidated, and as a consequence the engineers and architects engaged for these new buildings were instructed to make plans which would provide full protection.

The first unit of the new laboratories is expected to be completed and in operation by fall, and the work now done in the company’s other plants will be transferred as rapidly as possible.

Get “Ingagi” for Ohio

Cleveland—W. N. and H. R. Skirboll have purchased “Ingagi” for Ohio distribution.

Arrangements Completed for Columbia Meetings

With arrangements completed for the three regional sales meetings, Columbia’s first conference gets under way Monday at the Park Central in New York where the entire eastern sales force and home office executives will gather for two days. Jack Cohn, treasurer, will welcome the men and turn the gavel over to Joe Goldberg, general sales manager. Joe Brandt, who returns from Europe today, will divulge European plans of the company.

First day’s session of the New York regional will be taken up with discussion of product while the last day will be devoted to advertising, exploitation, publicity and routine business. Among the officials who will be present are Rube Jacker, Louis Weinberg, Morris Saifer and Hal Rode.

Following this conflag, executive personnel of the home office will journey to Chicago where the sales forces of mid-western and southern exchanges will convene for the second meet at the Stevens Hotel on June 6 and the last regional will take place at the Roosevelt Hotel, Hollywood, on June 12 and 13, where Harry Cohn, vice-president in charge of production, and Sam Bratkin, assistant general manager, will take an active part in the meet.

Canadian Projectionists Must Take Examinations

Toronto—All projectionists, regardless of experience, must take written and oral examinations, including a demonstration of ability with sound equipment, and will be graded according to these tests, in accordance with the amendment to the Theaters and Kinematograph Act passed in the Ontario legislature. Notices regarding the new regulations have been sent to all operators, and examinations will begin at an early date.

Bratter-Pollak Chain is Acquired by R-K-O

(Continued from Page 1)

and Empire, Rahway, N. J.; Rex, Irvington, N. J.; Lincoln, Arlington, N. J.; Ritz, Lyndhurst, N. J.; Embassy, Dobbs Ferry, N. Y.; Pickwick and Playhouse, Greenwich, Conn. Average seating capacity is more than 2,000, and all houses are wired. Active operation will be taken over on July 5, according to Joseph Plunkett.

APPELLATE ORDER UPHOLDS BEDFORD RECEIVER ACTION

The appellate division of the Supreme Court of New York has handed down a decision upholding the appointment of receiver for the Bedford Theater, Bronx. Original claim arose when Felder, who took Knobel in as a partner, demanded the same privileges as Knobel in operating the house aside from gleaning 90 per cent of the profits. The case has been heard by four judges and Ex-Judge Joseph’s appointment as receiver by Justice Ford becomes effective today.

COMING & GOING

ADOLPH ZUKOR and JOE BRANDT are abroad the Europa arriving here today.

DETTY COMPTON, of “Fifty Million Frenchmen,” has left for the Coast to appear in Warner pictures.
Pathe Stockholders Committee Demands Accounting

CLAMORING FOR WESTERNS, GRAINGER SAYS

Warner Spent $28,000,000 in Week for Theaters

The Talkers
—must keep on growing

By JACK ALCICOATE

AS ONE CUCKOO to another and strictly between ourselves we have been thinking that it's about time for this new conversational form of electrical entertainment to step out and show something in the way of originality. And in some other way than that of mechanical novelty, too. In its swaddling clothes it needed care, and understanding attitude and patience. In its rompers stage it still deserved tolerance. Now, in its know-it-all period of adolescence, it had better wake up to its possibilities and show something. The transplanting bodily of the stage to the screen will get by only for a while and, as we see, for not much longer. Putting new words to old silents won't make the grade and is simply postponing the inevitable. This new art is neither former pictures with sound and dialogue added nor legitimate attractions transferred in bulk to the silver sheet. It is and must remain the merging of the best from each school. There have been flashes of this greater, finer, new form of expression, but they have been few and far between. If the producing moguls of this business are too busy counting the receipts to think of the future, it is their own little party, but the day of reckoning is not a very great distance over the hill. Modestly we suggest that Mr. and Mrs. America, paying their good money at the box office, will soon be demanding considerably better in the way of picture fare than they have been served in the past few months.

Don't Be Surprised—
—If another formidable independent producing and distributing outfit, composed of men of considerable prominence in international amusement circles, tossed its combined hat

(Continued on Page 2)

Additional Acquisitions Under Way, Morris Says at Meet

Atlantic City—Approximately $28,000,000 was spent by Warner Bros. within the last week or so for theater acquisitions, Sam E. Morris said at yesterday's session of the First National sales convention being held here simultaneously with the Warner banquet. Additional theater properties are under negotiation in pursuance of the company's expansion program. The goal of 1,000 houses is expected to be reached within a short time.

FIRST NATIONAL TO SELL VITAPHONE VARIETIES

Atlantic City—First National, as well as Warners, will sell Vitaphone Varieties next season, it was announced by Fred E. Depinet at yesterday's meeting.

Poster Campaign

A billboard advertising campaign of national scope will be placed under way next month by Fox. Warner also is going in heavy for this type of exploitation.

PROMOTIONS, ADDITIONS TO FOX SALES PERSONNEL

West Coast Bureau, THE FILM DAILY

Atlantic City—First National, as well as Warners, will sell Vitaphone Varieties next season, it was announced by Fred E. Depinet at yesterday's meeting.

Management Data Demanded by Pathe 8% Stockholders

ENGLISH RADIO PICTURES TO FILM G. B. SHAW PLAYS

London (By Cable)—Associated Radio Pictures, the English associate of RKO, has obtained the picture rights to George Bernard Shaw's plays, which will be filmed in this country under Basil Dean, probably

(Continued on Page 4)

(Continued on Page 5)

25 Special Golf Prizes

Through the sportsmanship and generosity of film folk who either are golfers themselves or have sympathy for the knicker clad, there will be 25 special awards in addition to those given to foursome winners in the coming Film Golf Tournament, the committee announces. Entries have reached the halfway mark and indications point to an attendance and grand total surpassing all previous events.

Checkup of 10,000 Exhibs Shows Big Demand for Outdoor Films

West Coast Bureau, THE FILM DAILY

Atlantic City—Foreign revenue of Warner Bros. has doubled within a year, H. A. Bandt told the Warner convention crowd yesterday. The company now has 43 branches handling business for 70 countries abroad.

Jack L. Warner talked on the company's forthcoming schedule which includes an expenditure of $17,500,000 for features and $2,500,000 for shorts. Technicolor again will play an important part in the company's program, he said.

Other speakers were Max Milder, who talked about the ideal contract, and Claude E. Eells, who presented 10 new "commandments" for Warner salesmen.

Alfred Howson, scenario editor of Warner Bros., will address the delegates today and speak on the production schedule.

Lewis Warner Shifting To Theater Department

Lewis Warner is shifting from the production end of Warner Bros. to the theater department of the organization. He will work with Spyros P. Skouras.

Cullen Tate Appointed

Cruze Production Mgr.

Hollywood—Cullen Tate has been appointed production manager for the James Cruze Productions.
GOLFERS, ATTENTION!

Sign this and forward to The Film Daily, 1650 Broadway!
Here is my entry and Ten Dollars for the Spring Film Golf Tournament, to be held on Tuesday, June 17th, at the Glen Oaks Golf and Country Club, Great Neck, L. I.

The Committee
Bruce Gallup
William Brandt
Al Lichtman
Don Mersereau
Arthur Stebbins
Jack Alcicote

Financial

NEW YORK STOCK MARKET

<table>
<thead>
<tr>
<th>Stock</th>
<th>High</th>
<th>Low</th>
<th>Close</th>
<th>Gain</th>
<th>Loss</th>
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<td>Com. F. Ind.</td>
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<td>234$</td>
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<td>M-G-M</td>
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<td>Warner Bros.</td>
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<td>Warners, Inc.</td>
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<td>Nat. Sci.</td>
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<td>313$</td>
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<tr>
<td>Technicolor</td>
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<td>424$</td>
<td>424$</td>
<td>+29$</td>
<td>+1$</td>
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| NEW YORK CUB MARKET

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<th>Close</th>
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<th>Loss</th>
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<td>Columbia Pubs.</td>
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<td>+1$</td>
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<tr>
<td>Columbia Pts.</td>
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<tr>
<td>Fox Film Corp.</td>
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<tr>
<td>Technicolor</td>
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<td>424$</td>
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<td>+2$</td>
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Leon Schlesinger in Town

Leon Schlesinger arrived in town yesterday from Hollywood where he is staying at the Hotel Astor. He sailed for Europe June 11 on the Leviathan.

R-K-O is Dickering for Two Hecht Houses

New York, N. Y.—Deal for acquisition by R-K-O of the Rivoli, Rutherford and the Regent, in Kearny, N. J., has been reported under way with an option already signed good to June 1. Hecht also owns two houses in Passaic and another in Paterson but they are not included in the negotiations. R-K-O recently acquired the Bratter & Polfack chain, which has its home offices here and theaters mostly in this state.

Marx Succeeds Harris

As M-G-M Scenario Editor

Hollywood—Sam Marx has been made scenario editor at M-G-M, succeeding Robert Harris, who is joining Columbia.

Vacation for Lily Damita

Lily Damita, who has been appearing on the New York stage in "Sons o' Guns," will sail June 12 for a vacation in Southern France before re-turning to Hollywood late in August for a new musical picture to be made by Samuel Goldwyn.
**Timely Topics**

* A Digest of Current Opinion

---

**De Mille Looks Like a Prophet**

The movies take a lot of razzle-dazzle through the years for "exaggeration" in striving for novelty and dramatic effects. But sometimes the laugh comes a lot later than expected, and on the other side, at that.

Take the case, for example, of "The Godless Girl," which Cecil B. de Mille made about two years ago. The producer-director sat out at the time to flay prison methods and, after a lot of research, he painted a sordid picture. When the picture was released, therefore, there was great indignation throughout the country. Prison boards and other reformation associations were up in arms, protesting that no such conditions exist anywhere in American prisons.

But now that the Ohio Penitentiary fire is a matter of history, de Mille is having a little laugh all his own.

**George Gerhard in "Evening World"**

Influence of Code On the Talkies

"ONE hopes it will not 'Roll-oire' the talkies, just as much as one has regretted the lapses from good taste that have characterized several recent sound pictures. All the leading producing firms...have endorsed the move.

Now all that is needed is a sense of humor and of proportion—and a realization that the talkies are appealing to a mature audience in much greater degree than did the silent drama."

Albany "Kliekerbokker Press"

---

**Along the Rialto**

*with Phil M. Daly*

**NOT** to be outdone by Paramount publicity department's stunt of stealing this week's cover of Sateepost with a plug for "The Texan," the M-G-M bunch got to the article of "The New Yorker," evidently...the current issue has a drawing showing the lion in front of the Public Library on Fifth Ave., with one gent saying to his pal: "Let's go in here. Metro-Goldwyn pictures are always good."...whose lion now?...* * * * *

The book sales of "All Quiet on the Western Front" have just hit the 1,000,000 mark in Germany, but it is the author, Remarque, almost two years ago to find a publisher willing to take the publishing risk, etc. etc. etc. many, many of these publishers are!...and what about those producers who couldn't see it as a film when it was offered to them?...Handman, Kent & Goodman seem to have a hit in the song, "For You," which is getting some good spots on radio programs...and Lou Handon of this firm has just been assigned to write the score for John Boles' "Gypsy Love Song."...One of the biggest single acts right now in vaude is Aunt Jemima...she weighs 300 pounds.......

**Bill Healy**, exploiter for Columbia, tells one about a taxi driver who thought the coming Columbia convention featuring a showing of "Ladies of Leisure" was a different sort of a racket...but ask Bill to tell it...this is a trade paper, after all, and one must be discreet even though it hurts to pass up a pithy story...Mike Simmonds, another of these do-or-die publicity gents, while en route to Boston on a sound steamer, made 101 per cent use of his time by pulling several stunts, including a bridge party in the salon with free ducats to the Beantown showing of "What a Man!"...what a man is right...Alice Weaver, of "Glorifying the American Girl," is out of the hospital after an accident.

**First Reader:** Oh, see the pretty golfer......he is a film golfer, practicing for the Tournament on June 17......he has just sliced a ball into the rough......so he whistles......when a film golfer pulls a boner, he whistles......there will be a lot of whistling at the Film Golf Tournament......this is a very good composite picture of film golfers......a star supplied the pose, an executive the front, and a publicity man the diplay......the face has been left blank......each day the blank will be replaced by the mug of a film golfer with the record of his best score......the best scores average around 122, which is terrible......but these film golfers think that's good......and it IS good......for a film man......

**Herbert F. Grau** has arrived from Berlin to start a special publicity service here for Ufa......ten years after the flight of the Navy seaplane NC-4 across the Atlantic, the government has presented medals to the crew......funny how these congressmen hear about everything—eventually......

That M. P. baseball league is getting exciting, with Fox and RKO teams each having a perfect percentage of 1,000......Columbia and Warner scores are somewhat similar, only so far they just show the first 9......Pathe's current Audio Review shows the names of various trade paper editors and publishers on moustache cups in one of those odd-fashioned barber shop scenes.

**Those AMPAS** at their luncheon today will elect a nominating committee for the annual election Sept. 11......Exhibitors' Reminder: June 2 is Dragon Boat Day in China. Give free admissions to every Chink laundryman carrying a dragon boat visa......* * * * *

**As Cordial** as a star to the guy who steals the picture.

---

**Exploittettes**

* A Clearing House for Tabloid Exploitation Ideas

Promotes Swimming Pool for the Children

The children of Charleston, Ill., are going to have a safe swimming pool if Gerald F. Baker, manager of the Fox Lincoln, can make it possible. He is arranging a special morning matinee with an elaborate fun program to which the general admission will be ten cents. All employees will donate their services free and the Charleston Courier will give the show plenty of publicity. All receipts above the actual cost of staging the show will be turned over to the organization backing the construction of the pool.

—Fox's "Now"

* * *

Want-Ad Stunt Makes Good Tie-Up

Following is an interesting stunt put on by the Paramount theater with the co-operation of the Atlanta Georgian. (1) Read through the classified section of The Georgian-American today, Tuesday and Wednesday. (2) Each day cut out the ad which you think is the most attractively worded. (3) When you have what you believe the three prize ads, paste them on a sheet of paper.

—"Weekly Film Review"

---

**Many Happy Returns**

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

May 29

Hugh F. Herbert
Billy Lyser
Charles E. Dwyer
Fox Sales Are Running Ahead To New Records

PATHE REGIONAL CONFABS ENDING ON COAST TODAY

San Francisco—Last of the Pathe regional meets gets under way today and will be devoted to discussions of individual problems with the home office sales executives and division head, J. H. McIntyre. Many of the company's players will be introduced to the men with Mort Harris and Ted Snyder singing several numbers from "Swing High."

"What A Man!" Radio Tieup

Boston—As part of his big exploitation campaign for the Regional Denny feature, "What A Man!" which opens tomorrow at the Park here, Mike Simmons, publicity and advertising chief of Sono Art-World Wide, will give a radio talk tonight over WBZ, the Boston hookup of WJZ.

Moss Returns to Columbia

Los Angeles—Alex Moss has returned as publicity director at Columbia studios with Lon Young as his assistant.

WANTED!

BY EXCHANGE MEN EVERYWHERE

"CONVICT 7 8 6"

THE ALL-TALKING BOX-OFFICE SENSATION OF 1930

A HARRY J. REVIER PRODUCTION

of a story by

MABEL Z. CARROLL and VINCENT VALENTINI

WITH

CULLEN LANDIS

ALL RIGHTS PROTECTED

SYNDICATE PICTURES CORPORATION

W. RAY JOHNSTON

President

723 SEVENTH AVE.

New York

THE FILM DAILY

Thursday, May 29, 1930

Fox Sales Are Running Ahead To New Records

Promotions, Additions, To Fox Sales Personnel

(Continued from Page 1)

increased 90 per cent over the previous three months, Grainger declared, and although the new selling season does not start until June 9, sale of 1930-31 product exceeds the total sales for the 1920-21 season.

Another Radio Tieup

Arranged by Warners

Warners Bros., which recently made a radio connection with National Broadcasting for Saturday evening hookups over 45 stations, has completed arrangements with Columbia Broadcasting for a Wednesday evening program, known as "Hollywood Songs," over 72 stations.

Blubaugh Appointed

Fox Omaha Branch Head

Omaha—Appointment of C. B. Blubaugh, former salesman, as manager of the local Fox exchange has been announced. He succeeds Hugh Rennie.

RKO Regional in "Chi"

Chicago—First of a two-day regional convention of RKO will be held here today. The last of the three special conventions will be held in New York on June 1 and 2, when it is expected that Charles Rozenweig will appoint a New York manager to succeed Cleve Adams. Jack Ellis is temporarily acting as manager of this exchange.

Gish to Aid Reinhardt Direct

Lillian Gish has accepted Max Reinhardt's invitation to help him direct the first multi-lingual film to be made by the recently organized Curtis Meltz Film Productions. The picture will be made at the Elstree studios in England. The actress sails next month.

TEN YEARS AGO TODAY

Sidney Franklin signed by Albert Kaufman to produce four specials yearly.

Jesse L. Lasky signs Penrhyn Stanlaws, noted painter and author, to write and direct specials.

National Assn. names directorship for various divisions.

Metro tenders banquet at Astor ending annual sales meet.
THE BOOK OF THE YEAR!

THE BUY OF THE YEAR!
## SUMMARY

### Paramount's Greater

<table>
<thead>
<tr>
<th>HAROLD LLOYD</th>
<th>THE TWO BLACK CROWS</th>
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<tbody>
<tr>
<td>in “Feet First”</td>
<td>in “Anybody's War”</td>
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<tr>
<td>Produced by Harold Lloyd Corp.</td>
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<tr>
<td>Paramount Release</td>
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<tr>
<th>GARY COOPER</th>
<th>MAURICE CHEVALIER</th>
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<tr>
<td>in “THE SPOILERS” with Betty Compson</td>
<td>in “The Little Café”</td>
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<tr>
<th>THE MARX BROTHERS (Stars of “The Cooconuts”)</th>
<th>“MANSLAUGHTER”</th>
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<tr>
<td>in “Animal Crackers”</td>
<td>with Claudette Colbert, Fredric March</td>
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<tr>
<th>ERNST LUBITSCHS</th>
<th>“ROSE OF THE RANCHO”</th>
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<tr>
<td>“MONTE CARLO” Jeanette MacDonald, Jack Buchanan, ZaSu Pitts</td>
<td>Famous Belasco success with Gary Cooper. All-Technicolor</td>
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<tr>
<th>FOLLOW THRU</th>
<th>“DANCING MOTHERS”</th>
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<tr>
<td>with Nancy Carroll, Buddy Rogers All-Technicolor</td>
<td>From creator of “The Devil's Holiday”</td>
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<tr>
<th>FIGHTING CARAVANS</th>
<th>“SCARAB MURDER CASE”</th>
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<tr>
<td>Zane Grey’s “Covered Wagon”</td>
<td>William Powell as “Philo Vance”</td>
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<tr>
<td>Gary Cooper, Ernesi Torrence</td>
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<tr>
<th>TOM SAWYER</th>
<th>“THE RIGHT TO LOVE”</th>
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<tr>
<td>Jackie Coogan, Junior Durkin</td>
<td>Another “Sarah and Son” with Ruth Chatterton</td>
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<tr>
<th>HEADS UP</th>
<th>“SKIPPY”</th>
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<tr>
<td>Famous Musical with Buddy Rogers, Helen Kane, others</td>
<td>Famous kid classic</td>
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<tr>
<th>MOROCCO</th>
<th>“LADIES' MAN”</th>
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<tr>
<td>“Beau Geste” Talking “Beau Geste” with Gary Cooper, Marlene Dietrich</td>
<td>Cosmopolitan Magazine sensation with William Powell</td>
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<tr>
<td>with Gary Cooper, Marlene Dietrich</td>
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<tr>
<th>THE GENERAL</th>
<th>“KID BOOTS”</th>
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<tbody>
<tr>
<td>Mighty drama with Walter Huston, Kay Francis</td>
<td>Ziegfeld’s popular smash with Jack Oakie</td>
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<tr>
<th>THE SEA GOD</th>
<th>“LET'S GO NATIVE”</th>
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<tbody>
<tr>
<td>Undersea thriller with Richard Arlen, Fay Wray</td>
<td>Successor to “Sweetie” starring Jack Oakie, Jeanette MacDonald</td>
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<tr>
<th>HUCKLEBERRY FINN</th>
<th>“RODEO ROMANCE”</th>
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<tbody>
<tr>
<td>All-star kid cast</td>
<td>Western romance with Nancy Carroll, Richard Arlen</td>
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<tr>
<th>LAUGHTER</th>
<th>“QUEEN HIGH”</th>
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<tbody>
<tr>
<td>Mighty melodrama with Nancy Carroll, Fredric March</td>
<td>Musical comedy whirlwind with Stanley Smith, Charles Ruggles, Victor Moore, Frank Morgan</td>
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<tr>
<th>WITH BYRD AT THE SOUTH POLE</th>
<th>“THE ROYAL FAMILY”</th>
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<tr>
<td>Greatest natural drama ever produced</td>
<td>with Ruth Chatterton, Fredric March</td>
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<tr>
<th>GRUMPY</th>
<th>“HONEYMOON LANE”</th>
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<tbody>
<tr>
<td>Stage hit with Cyril Maude, Phillips Holmes, others</td>
<td>Ran in New York solid year. Starring Eddie Dowling</td>
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<tr>
<th>THE SILENT ENEMY</th>
<th>“THE SILENT ENEMY”</th>
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<td>$2 outdoor ace</td>
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NEW SHOW WORLD 1930-31

STAR HITS

4
RICHARD ARLEN

2
GEORGE BANCROFT

4
CLARA BOW

2
NANCY CARROLL

3
RUTH CHATTERTON
CLIVE BROOK

3
JACK OAKIE

2
WILLIAM POWELL

3
CHARLES "BUDDY" ROGERS

SHORT FEATURES

104
PARAMOUNT SOUND NEWS

12
PARAMOUNT PICTORIALS

104
PARAMOUNT ACTS
(1 reel each)

26
PARAMOUNT COMEDIES
(2 reels each)

18
PARAMOUNT SCREEN SONGS
(1 reel)

18
PARAMOUNT TALKARTOONS
(1 reel)

Additional productions,
meeting the audience demands of the day, will be announced and released during the season. Watch for them. A minimum of 70 Paramount feature pictures will be released in the Greater New Show World of 1930-31.
PARAMOUNT PRESENTS

1. A mighty line-up of super-specials, proclaiming and proving the perfection of the greater talking picture.

2. The cream of the popular stars of the day and the largest list of box office supporting players in the business.

3. A complete, diversified program of quality shorts, changing your shorts problem to a pleasure.

4. A record of 18 years of unchallenged leadership. A trade mark which is a living symbol of quality and fair dealing to exhibitors and the public. A showmanlike grasp of the ultra-modern talking picture, and the brains and resources to put it on the screen, without a peer in the show business!

THE SIGN OF A SMART SHOWMAN

PARAMOUNT
GREATER NEW SHOW WORLD
1930 - 1931
First National Expansion Outlined At Meeting

PATH E STOCKHOLDERS

DEMAND ACCOUNTING

(Continued from Page 1)
sists of Richard A. Rowland, chair-
ing; Franklin L. Becker, Stanley C.
Robert W. Daniel and W. V. A.
Waterman, follows:

"The present management's letter states
that none of the members of the undersigned
committee is the holder of record pre-
ferred stock and that the total number of preferred
shares held by these two directors did not exceed
1,000 shares. However, the committee states that
with respect to stockholders, the facts relating to
the preferred shareholders are entailed in an explanation from
the president. The committee as to the purpose of
the amounts held, and the stockholders' share the
notices at the annual meeting were an indication of their inter-
rest and confidence in the company.

"The management's letter gravely charges
the Presidium with its irregularities, stating
that Mr. Kennedy was president in
1929 and 1930. The Presidium
with stating that Mr. Kennedy announced
his resignation as president of the company's
announced retirement from the executive
management of the corporation, and with stating that Mr.
Kennedy was president in
1929 and 1930. No contradiction or explanation
of these statements has been given. In the public
press Kenneth Kennedy was quoted as
'I have quite the picture business and I am going
to retire," and this statement has ever appeared in the press.

"The management's letter states that if the
statements made by Mr. Kennedy at the annual
management's meeting called for April
30, 1930, that the present condition and
prospects of the company are highly unfa-
factory; that the company encountered grave
difficulties in obtaining an outlet for its pic-
tures and in obtaining funds to carry out its
program of producing and distributing pro-
cinemas. These state-
ments prompted the formation of the
Protective Committee. The stockholders are
advised that Mr. Kennedy's state-
ments correctly reflect the position of the
Present management.

"Because of Mr. Kennedy's position in the
company and because of his intimate knowl-
dge of its affairs, his statements to the stockholders have
weight and authority wholly lacking in the present ex-post-facto
explanations of the company's secretary in his
letter of May 26, 1930.

"The present management's letter, dated
May 1, 1930, states that the annual stat-
ment for 1929 shows that for the first time in the
three years the corporation operated at a
profit. The annual report of the corpora-
tion for the year ended December 31, 1929, bears
out the figures on the Boardwalk soon after check-
ing into the Ambassador.

The convention got a whole front page break in "The Atlantic City Press" Tuesday. Arthur Brilliant, exploitation manager for the At-
lantic City zone and his cohorts ar-
range the toup.

Bill Heenan, Philly manager for First
Nash, broke the monotony of the
convention train ride to A. C. by
making the trip via auto.

Paul Krieger, Cincy manager for the
First Nationalists, has won the
label of the convention's Beau Brum-
nel.

Clade Ecel's address at the opening
session convinced the War-
ners that he could sell parts in
Florida if he wanted to try.

Sam Morris reiterated his battle
stamp, "It can be done," at the
initial meeting.

The Warner gang were impressed with
the sincerity of Lewis War-
ner's talk in which he dealt with the
future of the company.

Joe Hebrew of Philly, division
manager for Warners, gave the
conventioners a comprehensive picture
of the situation in his territory.

Teddy Hammer and John Lac-
well, home officials, took their
meals on the run owing to the
circumstances of the convention.

Joe Ashby of Denver holds the
record convention for being the
shortest man.

F. J. A. McCarthy, Buffalo-
dian, has a schedule calling for a five-
mile walk each day. And carries
a speedometer along so he doesn't
cheat himself.

Marty Solomon is now officiating in
St. Louis and, to hear some of his "best" friends tell it, Kansas City.

The Executor of the Last Will and Testament
of
JAMES OLIVER CURWOOD
will take appropriate action against unauthorized
use of his books, stories, and scenarios.

DETROIT AND SECURITY TRUST COMPANY
Fort Street opposite Post Office  •  Detroit
LEADER

...THE TITAN GOAL
RADIO'S BOOK OF MIRACLES OUT SOON
Her speech is a model for all American actresses. A personal triumph for Lillian Gish, her playing is a model for high comedienne. Lillian Gish's first talkie performance is truly distinguished.
—Photoplay Magazine

Robust love drama with all kinds of "it". Full of action, skilfully directed and acted with zest.
—Film Daily

Miss Del Rio is more glamorous than ever. Thoroughly entertaining. Good for the deluxers and the neighborhood houses.
—Billboard

"The Bad One" is entertaining. A spontaneous comedy.
—San Francisco Examiner

Abounds in lively comedy, romance and moments of vivid drama.
—San Francisco Call Bulletin

Del Rio retains all the "What Price Glory" fire without its vulgarity. Fitzmaurice has directed delightfully. A treat.
—Photoplay Magazine

Joseph M. Schenck presents
LILLIAN GISH
"ONE ROMANTIC NIGHT"
with
ROD LA ROCQUE
MARIE DRESSLER
CONRAD NAGEL
O. P. HEGGIE
Directed by PAUL L. STEIN

Her speech is a model for all American actresses. A personal triumph for Lillian Gish, her playing is a model for high comedienne. Lillian Gish's first talkie performance is truly distinguished.
—Photoplay Magazine

Amusing romantic comedy drama produced with names for the marquee light. Lillian Gish comes through okay in her first talker.
—Film Daily

Lillian Gish's performance quite captivating. I liked her immensely "One Romantic Night" is, I must say, a pleasant picture.
—Exhibitors Herald

One of the year's most satisfying photoplays.
—Montreal Daily Star

Rates among the substantial contributions of the talking screen.
—Detroit Evening Times

Joseph M. Schenck presents
DOLORES DEL RIO
in
"THE BAD ONE"
with
EDMUND LOWE
A GEORGE FITZMAURICE Production
Supervising Producer, John W. Considine, Jr.