When her eyes open...
Ten million women will be thrilled!

PARAMOUNT brings to the screen DOROTHEA WIECK, star of "Maedchen in Uniform", in "CRADLE SONG".

Note: A series of interesting stills of Dorothea Wieck will be available at any Paramount Exchange for free distribution to exhibitors playing this picture.
FIRST DIVISION Promised

...for the 1933-34 Season... Greater Production Investment... Greater Star Strength
...and Greater Box Office Attractions on a par with the best major offerings...

First Division Keeps Its Promises. Here's Proof—

THE CRITICS ROAR!

HOLLYWOOD REPORTER

'OONE YEAR LATER' GREAT; CINCH HIT ANYWHERE

Story-Direction Cast All Click

'OONE YEAR LATER'
Allied Production

Director.........E. Mason Hopper
Original Story....F. Hugh Herbert
Paul Perez
Screen play and dialogue.
F. Hugh Herbert
Additional Dialogue......Will Ahern
Photography..........Faxon Dean,
Tom Galligan

Everything in "One Year Later," an Allied special, joins hands to
make this picture a shining example of entertainment and screen craft.

Story, direction, acting, photography, all work together in perfect
dramatic harmony, with the result that the film is one of the most
honest, striking, original, and gripping things seen in a blue moon.

The story has absolutely every thing; the direction is superb; the
acting is consistently excellent, and the photography is stunning.

H. Hoffman will be on the receiving end of a good many raves for
producing this picture.

Toss your hats in the air, Mr. Motion Picture Exhibitor, and book
this one quick. It is sort of a "Grand Hotel" on a train, but it
strikes no familiar notes.

Mary Brian is the girl and she
does a swell piece of acting in a
difficult role. Russell Hopton de-
serves superlatives for his role as
the consumptive reporter, and Don-
al d Dilloway is heart-breakingly
fine as the condemned boy.

F. Hugh Herbert and Paul Perez
wrote the perfect story; E. Mason
Hopper can take any number of
bows for the direction, and Faxon
Dean and Tom Galligan cover
themselves with glory for the pho-
tography.

You'll get plenty of ticket buy-
ers with this one if you sell it right
by telling your patrons it is one of
the year's best pictures.

MOTION PICTURE HERALD

'OONE YEAR LATER'
(Allied)
Melodrama

Here's a real audience-interesting
picture. Basically melodrama, its
romance is finely appealing. Well
developed comedy easing the dra-
matic tension, the production
catches the attention of the preview
audience and holds it. Illusion
practically forces the audience to
exercise its imagination, and action
predominates over dialogue. The
show is expertly directed, acted
with a rare understanding, and
carries an effective atmosphere of
realism.

The title is catchy; the cast, with
Mary Brian, Russell Hopton and
Donald Dilloway starred, has a big
picture impressiveness.

Particularly important from a patron point of
view is the contrasting of the lives
of a trainload of people with the
three principals as the picture
rushes to its climax.

No exhibitor, big or little, should
worry as to the entertainment or
box office value of "One Year
Later." The fact that it brought
from the preview audience a burst
of appreciative applause is an al-
most sure indication that the show
should click. Its cast, with well-
known players in bit parts, answers
the demand for names. The title
suggests its own showmanship, per-
mitting the development of curious-
ity-stimulating catchlines that
suggest but do not reveal the
story.—McCarthy, Hollywood.

ONE OF FIRST DIVISION'S HIGH INTENSITY GROUP

An M. H. HOFFMAN - ALLIED PRODUCTION

With MARY BRIAN • RUSSELL HOPTON • DONALD
DILLWAY • JACKIE SEAHEL • DE WITT JENNINGS
• PAULINE GARON • MARJORIE BEEBE • AL HILL
• MYRTLE STEDMAN • KIT GUARD • GEORGE IRVING

The World's Leading Independent
FIRST DIVISION EXCHANGES, Inc.
HARRY H. THOMAS, President
Executive Offices: 1600 Broadway
Detroit Louisville Pittsburgh Washington New York
She's got that certain something

eyes...voice...and a skin you love to touch...she's got what it takes...and so have National Scene Trailers...they've got that certain something that actually sells the show...realism...punch...that comes only from samplevues straight from the picture itself...selling your show...dragging them back...creating a desire to come and see more...yes sir...they've got that certain something that makes exhibitors say...

NATIONAL SCREEN SERVICE

...worth more because it sells more
And now "Footlight Parade stands right in the center of the entertainment spotlight"!* Last week at N. Y. Strand "the tremendous world premiere accorded the biggest and brightest of the Warner musicals"* ACTUALLY TOPPED "GOLD DIGGERS" RECEIPTS on both opening night and first day! Rioting crowds swamped police—closed entire Broadway block to traffic—storming to see this "lavish entertainment"... "a worthy successor to 42nd Street and Gold Diggers"!*

* Regina Crewe in N. Y. American  Bland Johansen in N. Y. Mirror  Kate Cameron in N. Y. Daily News
THESE FACTS WILL GET YOU RECORD FIGURES—

"Jimmy Cagney sings and dances!"...
"Gold Diggers' stars are back again!"
..."Stupendous dance spectacle staged UNDER WATER!"..."Same directors and composers as 42nd Street!"..."So different and magnificent you'll wonder that even Warner Bros. could make it!"

20 Stars Including—

JAMES CAGNEY
RUBY KEELER
DICK POWELL
JOAN BLONDELL
The Exhibitor

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October 15, 1933

THE EXHIBITOR

Sackcloth and Ashes

The industry code, as revealed to the assembled film leaders at Washington by Deputy Administrator Sol A. Rosenblatt, is unsatisfactory. There can be no other analysis.

Four major problems are still four major problems, score charges, dual bills, set-up of the zoning and arbitration board and makeup of the code authority. These have not been settled to the satisfaction of the independent exhibitor.

The exhibitor has been handed a few concessions, none important. One of the clauses, banning designated play dates in cases of pictures bought on flat rental, draws laughs. Everyone is still looking for an exhibitor who signs a contract on a flat rental and is told by the distributor to play it on week-ends. Wording of the clause seems to indicate that the exhibitor is getting a break, but it really isn't so.

The independent theatreman thought that the code would settle "the right to buy." It didn't.

The independent theatreman thought that double features would be decided. As the code handles twin bills, it is unsatisfactory, up in the air, allowing major distributors to bar double features by inserting such clauses in their contracts.

No stand was taken on score charges, disregarding the wishes of independent exhibitors everywhere and its fairness.

If the reported set-up of the zoning and code authority is as hinted, this should provide exhibitor leaders with humorous material. Apparently the organizations which have been battling for years for their members have been ignored. In the majority of cases every zone did have at least a semblance of an organization which should have been the authorized body to handle matters of this kind, as was indicated very clearly by President Roosevelt and on a number of occasions by the Deputy Administrator, himself.

From present reports, slated for membership on the Code Authority are Messrs. Kent, Schenck, Warner, R. H. Cochrane, George Schaefer, Al Lichtman, W. Ray Johnston, Charlie O'Reilly, Nathan Yamins, Ed Kuykendahl and M. E. Comerford. Two additional are expected to be named. The NRA reserves the right to appoint three additional representatives without industry affiliation, without voting power.

These men bear high reputations. As a matter of fact, too, and by the same token, no one can expect the Deputy Administrator to appoint leading independent exhibitors to replace the ones representing the present distributors and affiliated operators on this code without creating a great deal of discontent and dissatisfaction on the ground that their interests were not properly represented.

It is regrettable that the Deputy Administrator did not appoint men more representative of the independent theatre owners of the country. It is to be wondered why this did not happen. It is to be wondered, too, why Allied was not given more representation on the board.

There is no denying the fact that Sol A. Rosenblatt has had a tough assignment. These columns have continued to call him No. 1 man for the industry. But the strain of the assignment and the continual bickering and arguments in committee and out of committee have resulted in a code being offered which is unsatisfactory. No one can blame Rosenblatt if he does not present a plan that the industry itself could not arrange. But there was hope in the hearts of the independents that theirs would be a real break.

True that the 10% cancellation clause is a victory for the exhibitor, but to balance that there is the assurance that the distributor has ample source for the protection and collection of all contracts before the cancellation privilege becomes available.

Optional standard contract is included, but the industry didn't argue against this.

Overbuying is outlawed. Technically it has always been outlawed. It is to be seen if the powers given to local zoning boards make a reality of this.

Specials would be offered to distributors' regular accounts. This practice was rarely broken.

As far as arbitration boards for local zones are concerned, there isn't a chance to convince the exhibitors of this country that the membership as outlined is sufficient to give proper returns in view of the human equation, which can't be kept out. The code calls for two distributors, two exhibitor representatives, one affiliated and one unaffiliated. Where will the unaffiliated exhibitor find himself in a lot of cases? The answer is too apparent. And as far as outsiders are concerned, well, ask the industry about its experiences.

Minimum admissions and price reductions are included, but the industry had most of this before the code.

Value of the code and its attendant hearings are apparent. Hotels, restaurants, railroads benefited.

There is no doubt but that if the code goes through in present shape, a lot of theatres will close their doors. Overhead has gone up. Receipts may, but it is questionable.

The exhibitor can see little cause to rejoice. A week ago he was praying. Now he can put on sack-cloth and ashes.

Perhaps, it would be a good idea for exhibitors to make a duplicate of their front door key and send it to the Deputy Administrator inasmuch as he has taken away the last vestige of what they hoped to obtain.

Perhaps, too, after these words are written, there may be some changes for the better. The writer will not give odds.

There is no time like the present for the formation of a solidified exhibitors' organization and the elimination and use of all politicians.
Little Solace for Independent Exhibitors

Seen in Code Submitted by Rosenblatt

Only Slight Revisions Expected by Industry — Major Problems Not Included — Protests Aplenty from Fission-ist Group

The code as submitted by Deputy Administrator Sol A. Rosenblatt to assembled industry leaders last week at Washington will be substantially the code that will regulate the motion picture industry.

This much was certain after a hectic week when saw fusion independents walking out on the code confab. The code had act yet been submitted (at this writing) to President Roosevelt for signature. Until it does, there is some belief that there may be revisions of certain points.

The code, as presented, fails to take action on many industry problems and gives little to the independent exhibitor with which to console himself. Double features, right to buy, score charges, foreign productions are some of the issues untouched by the code. These had been fought for and against during the discussions and their omission from the code came as a surprise.

The independent exhibitor was given a few minor points with which to comfort himself but there was nothing indicated in the code that might be construed as a major triumph.

(See other columns for further details.)

Locally, David Barrist represented the M. P. T. O. in the fusion movement at Washington. The local organization, unofficially, protested against the code, even though no mass meeting has yet been called. It is believed that an organization meeting will follow after Barrist returns from Washington.

An independent fusion movement, signed by the Federation of the Motion Picture Industry, Allied States, (Abram Myers and J. C. Kittier); L. T. O. A. of New York (Melton Weisman and Harry Brandt); Independent M. P. Exhibitors' Code Protective Committee (Mitchell Khuft and Lou Blumenhal); Allied of Michigan (H. M. Richy); T. O. C. C. (Charlie O'Reilly); New England Independent (Nathan Yamins and W. B. Littlefield); I. T. O. of Omaha and Kansas City (Calvin Bard); M. P. T. O. of Eastern Pennsylvania (Dave Barrist); Illinois Allied (Aaron Sperstein); Texas Allied (H. A. Cole); New Jersey Allied (Sidney Samuelson); A. H. Schwartz, Century circuit; Leo Brecher, Leon Rosenblatt caused the walkout.

Salary Investigation

NRA is going to investigate reports that motion-picture stars and movie directors are being paid salaries four or five times that received by the Chief Executive.

At the White House Oct. 11 it was said that Deputy Administrator Rosenblatt, in charge of the motion-picture code, had been requested to learn whether immature persons were receiving unconscionable salaries for the work performed. The investigation also is to include producers and directors.
HIGHLIGHTS OF THE PROPOSED CODE

Here are the highlights of the proposed code as submitted October 4 to industry leaders at Washington by Deputy Administrator Sol A. Rosenblatt:

SUBSTITUTIONS—Stars, directors, plays, books, authors cannot be substituted, where specific mention is made in the contract. However, adaptation, title changes are allowed.

NON-THEATRICALS—Where such opposition is deemed unfair by the local grievance board, it should not be licensed by distributor.

SHORTS WITH FEATURES—Exhibitor should not be forced to buy more shorts than he needs. Basis shall be in proportion that the number of features he buys bears to the total number of features.

CHECKING—Distributor shall not allow checking information to be divulged, except in case of arbitration or grievance dispute.

PRO-RATA OF CONTRACT—In case where distributor does not deliver all pictures and exhibitor has performed his obligations in contract, there shall be a fair adjustment of license fees.

DESIGNATED PLAY DATES—Out as far as outright buy is concerned, but in cases of percentage engagements where exhibitor thinks picture is unsuitable for days in question, local grievance board shall decide, with arrangement being made with distributor to designate another picture.

SPECIALS—These must be offered to regular accounts of distributors first.

SYNOPSIS—In case where contract calls for picture not work of specific author, star, director, etc., contract should carry brief description of general style or character of picture.

BLOCK BOOKING—Cancellation privilege of 10% in cases of block booking.

OVERBUYING—This is banned where attempt is made to curb competition.

REDUCING ADMISSIONS—As contract calls for, with two-for-ones, attempts to reduce prices through subterfuge banned. Prices can be cut, however, where they do not clash with contracts.

PREMIUMS—Where 75% of exhibitors, each with one vote, bar ideas, premiums are out. Ninety days are allowed for present deals to run out, however.

GRIEVANCE BOARDS—Regulatory powers, with representation including two of distributor, two of exhibitor, one outsider.

ADVERTISING—No exhibitor shall advertise ahead of run ahead. Local clearance and zoning board will regulate any complaints. Advertising of product as group is allowed.

LOCAL CLEARANCE AND ZONING BOARDS—Shall consist of one impartial representation, outside of industry. Chairman selected by board. Board should issue zoning schedule.

OPTIONAL STANDARD CONTRACT—Approved, but it must not conflict with code.

ARBITRATION—Approved. Membership of four, two from each branch of industry involved.

LABOR—40-hour week for theatre employees, except executives making over $35 a week, and minimum wages of 25-35 cents according to size of cities. Distribution employees make from $14-$15 weekly minimum depending on size of cities. Operator wages corresponding to those in effect August 23, I. A. T. S. E. scale.

NOT INCLUDED IN CODE—Double features, right to buy, score charges, foreign productions, among others.

BERNY SEAMAN gave out 1,000 pictures of Bing Crosby for “King of Jazz” at the Queen, . . . “Marty” Levine swings in a good second run occasionally. . . . Levine has one section of his lobby looking like a lamp store. . . . Sorry to see Harry May, assistant manager at the Aldine go, but glad to hear he got a much deserved promotion. . . . See John Hendricks is back at the door at the New Rialto. . . . DeFiore tells me his I. M. P. T. O. of Delaware and Eastern Shore of Maryland, is still holding together with co-operative spirit, awaiting action on the permanent NRA code.
Industry Ready to Do Bit in Annual Philadelphia Community Fund Drive

Free Machines Sought
Philadelphia General Hospital may get two free motion picture projectors if plans being worked out by Lewen Pizor, M. P. T. O. head, and Sam Gross, Fox branch manager, are successful.

The local hospital, which takes care of more patients than any in the city, could use the two machines to help relieve the suffering of many of the crippled and sick there.

It is to be hoped that the plan will be successful.

Vine Street Intends To Unionize, Report

Organization Meeting Scheduled Next Week

Vine street intends to unionize.

This much was apparent last week-end when pickets announced to the Vine Street fraternity that a meeting for organization purposes would be held October 16, with a representative of the American Federation of Labor present.

The unionization attempt is an outgrowth of the 50% slashes imposed several months ago during the financial crisis. Union reports were not available, but it is expected that these will be made public at the next meeting.

Several prominent film executives have privately expressed their approval of the unionizing. They claim that only through this method can the long hours imposed on employees be reduced. Inasmuch as many of the local staffs are undermanned, night work becomes a necessity, and the local manager, they say, has no choice, inasmuch as the home office seeks only a minimum of costs.

Names of those leading the union revolt are not available, but it is expected that these will be made public at the next meeting.

There are reports current, too, that unionizing of theatre help is next. The present movement includes all office and shipping forces, in fact anyone but the manager. Whether salesmen are included is indefinite.

Union Sued

When picketing of unions continued Dan Katlin, Chester exhibitor, and Morris Spjel- man, Marcus Hook exhibitor, asked court injunctions against advertising and picketing of a union.

Exhibs alleged that demands had been made that they discharge their non-union operators. Suits were directed against Philip Truiner, president, and Samuel Diamond, secretary, Chester Local, No. 516, M. P. M. O.

It is reported that the houses being picketed are willing to go union if their present operators are allowed into the union and allowed to retain their jobs. This is the stumbling block.

The Media Theatre, Media, is also being picketed, it is understood.

Film Folk Divided Into Committees—Last Year's Total New Low—Expect Different System Will Provide Method for 1933 Record

Once again the United Campaign is going to request the co-operation of all members of the motion picture industry.

From October 30-November 15, the drive for $6,000,000 will be pushed forward. The drive must see a greater return from this business than did the year 1932.

Only $12,000 was credited to the motion picture field last year, partly because the industry didn’t dig down and partly because a large number of contributions from theatrical people had their donations credited to other divisions.

This year the theatrical field is strongly organized. All cards of members belonging to the movie field will be credited to the local industry. This should result in a larger donation from the theatrical divisions.

Local committees have been organized. Trailers will be used.

The drive is one in which all must join. 146 agencies must live on the $6,000,000. It is up to this industry to help.

Here is the Committee:

HARRY T. JORDAN, Chairman
JAY EMANUEL, Co-chairman

CAPTAINS APPOINTED
Abe Einstein
Louis Krouse
David Barrist
Jack Greenberg
Lewen Pizor
George Kline

These will be followed by appointment of Lieutenants by each Captain. There will be from 10 to 15 on each Captain’s team.

DO YOUR BIT! Don’t keep these men waiting when they call on you. They are giving freely of their time and are entitled to your co-operation.

Fourth Time

Jerry Safron
Formerly RKO branch manager here and now district chief on the west coast with Columbia made it four marriages when he eloped with Nancy Cornelius, 22, movie actress recently, and was married in Yuma, Ariz. He got a divorce from Rose Winson, his third wife. Miss Cornelius was a divorcer and was Miss Hollywood in 1927. Safron is an old timer along the street, and his crash into the headlines proved a sensation.

Decision Reserved

District Judge John P. Niells was holding in reserve his decision in the hearing for a bill of particulars in the anti-trust and anti-monopoly suit brought by the Stanley Company of America, Duovac Corporation and General Talking Pictures against the American Telephone & Electric Company, Western Electric and Erri in the United States Court at Wilmington, following arguments heard the first of the month.

Comerford at K. of C. Bazaar

M. E. Comerford, head of the Comerford circuit and a member of the national NRA advisory board for the state, was a principal speaker at the opening of the K. of C. bazaar September 28, at Pittston. 300 attended opening night. Comerford gave an inspiring address, and introduced radio star John Fogarty.

On the dais were Mayor Langan, Captain William A. Clarke, state police; M. E. Comerford, Rt. Rev. Monsignor Boland and John J. McHale, chairman of the K. of C. bazaar.

There has always been a faction in this business that declares that exhibitors often give brother exhibitors worse deals than the exchanges do.

An upset case would seem to substantiate this. While the Colonial, Harrisburg, was playing “Song of Songs” first run, the Hershey Community Theatre advertised, on the same page, COMING SOON—“Song of Songs”, without a play date.

Such a breach of ethics might be expected from chiselling exhibitors but not from the Hershey house. The founder of that great enterprise built his name and reputation on honorable and respected tactics, and therefore this is all the more surprising. Apparently, a too energetic theatre management cared the situation.

This business needs to work together, and the above incident is in direct contrast to co-operative principles.
Censor Elimination Question Due to Be Thrashed Out at Exhibitor Meet

Organization Seeking Further Information on Whys and Wherefores of Slashes—Think Data Should Be Furnished Theatremen

The question of censorship and censor eliminations is scheduled to be an important part of the discussion at the next meeting of the local M P T O.

Irritated because both the censor board and the local exchanges fail to reveal what slashes have been made in current films, the local M. P. T. O. is officially going into the matter to see whether or not exhibitors are entitled to know what has been cut.

An upstate chain has been unsuccessfully trying to get this information for seasons. Argument of the exhibitors is that, if prints are cut, theatremen are entitled to know why, where and how, so that people won't get the idea that sound equipment, projection and theatre operation are slipping. The exhibitors say that the film is leased by them in original state. If any cuts are made because of local regulations, they are entitled to know what they are.

Attitude of the local exchanges is easy to decipher. The distracts are apparently afraid of being penalized by the censor board for publicizing such cuts. But the organization, too, is on record as opposed to publicity for cuts, the Hay's body feels that no news is good news, and cuts, no matter how silly, look worse when set off by themselves.

Censor boards of other states are more sensible, more tolerant and more progressive. They release censor eliminations and the exhibitors of those territories are pleased with this co-operation. In fact, rarely are there complaints against cuts in those states, and when there are, the trouble is always easily settled.

One picture in question show was so badly slashed it almost cheapened the ranking of the downtown house in question. Picture hopped ahead of grade print and general opinion in state as same oft found in fourth or fifth run houses.

The local M. P. T. O. intends to push the matter to the hilt. No one is compting ning how the censors are doing their job but as long as the job is done, the local exhibitors, who claim that receipts are involved, want to know the answers to the questions the patrons ask.

For your convenience, current eliminations of neighboring states are included. Pennsylvania, being the toughest one of them all, could understand why they are also.

FLYING GLOVES—WORLD OF SPORTS. (Rejected. Later passed with following eliminations.) (Second order on appeal.) Eliminate scene where death of prize fighter in ring is indicated. Eliminate scene where actual death in automobile is indicated, of state regulations, they are entitled to know what they are.

Beauty for Sale—Eliminate capitalized word from following conversation: "When she had taken off his clothes," and behind his back, his "EIGHT-THIRT" was missing!" (Word "shirt" to be used instead of "shorts.") Eliminate view of girl lying on raft where posterior is shown, allowing only a very short flash. Eliminate "going into the water between Carol and Frankly where she is sitting on his lap saying, "This is the first time in love.""

One Man's Journey—(Second order on appeal.) Eliminate scene of woman lying on bed in hospital. Eliminate all dialogue between Letty and Bill while seated on the ground and also while standing. Eliminate scene of Letty and Bill in automobile while facing camera, up to point where Bill kisses Letty coming weak. This elimination includes all conversations. Eliminate capitalized words: "For I love him—AND CAN'T BE ASHAMED." Eliminate capitalized words: "She is desperate—BECAUSE SHE IS GOING TO HAVE A BABY!"

Torch Singer—Eliminate dialogue by Sally: "I haven't any husband." Eliminate view of sultry in bed apparently in love. Eliminate dialogue of Michael Gardner: "Marrying her then and there and—"

TARZAN THE FEARLESS—Cut to flash scene of woman's dress having by rope, except lost scene where it is rescued by Tarzan.

This Day and Age—Eliminate words by Toledo: "I like my olives green." Eliminate view of Toledo pursing girl into room, from that point where he says: "What's the matter with you?" and her reply: "I never did anything like this before." Eliminate words by Toledo: "I like my olives green, but I never pick 'em myself. Go home, kid."

Joe Hebrew
Formerly Warner branch manager here and recently attached to Warner Brothers in an executive capacity, has returned to the field after a long absence as an exhibitor. He is reported re-entering the field with a prominent neighborhood house. The local industry wishes him a lot of luck in his new enterprise. He is one of the real old timers in the business.

I Loved a Woman—Eliminate scene of Lorna and Henry coming out of bedroom door. Eliminate capitalized words: "No, but I understand—I WAS JUST ONE OF MANY." Eliminate underlined words: "I'm simply trying to tell you that YOU LOST NOTHING BECAUSE YOU NEVER WERE THE ONLY ONE."

Ladies Must Love—Eliminate scene of Sally Leon on stage with dress up arranging her garter as Bill comes down stairs. Eliminate capitalized words by Sally Leon: "I am not splitting with you so no one—you CANT STAND IT!"

One Man's Journey—(Second order on appeal.) Eliminate scene of woman lying on bed in hospital. Eliminate all dialogue between Letty and Bill while seated on the ground and also while standing. Eliminate scene of Letty and Bill in automobile while facing camera, up to point where Bill kisses Letty coming weak. This elimination includes all conversations. Eliminate capitalized words: "For I love him—AND CAN'T BE ASHAMED." Eliminate capitalized words: "She is desperate—BECAUSE SHE IS GOING TO HAVE A BABY!"

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Carney Situation Up
The local M. P. T. O. is planning serious action on the carnival situation at next meeting.

Sections of the city and territory have had serious carnival opposition all season, cutting into receipts very badly.

The M. P. T. O. plans to get in touch with city officials to take action on the matter. It points out that theatres pay taxes, etc., while the carnies come in, take a lot of money out and then depart.

Further details will be outlined later.

THE SONG OF SONGS—Approved subject to the elimination consented to by the appellant, as follows: "Eliminate scene where artist goes towards model post¬9 in nude and reporting by spokesmen for eliminations ordered by the board which were overflowed by the court as were follows: Eliminate capitalized word of woman in reference to "Song of Solomon": "There aren't been something about it!" Eliminate scene of Baron blowing smoke at picture of nude girl. Eliminate entire scene where artist enters kissing girl, shows effects of his feeling while modeling statue, and scenes of girl showing embarrassment while posing in nude. Eliminate scene where artist goes towards model posing in nude and embraces her and kisses her. Eliminate capitalized words where it gives Lily's aunt one thousand marks after explaining his wish to their. Lily in his letter and his "I HAVE SENT A LETTER TO A THING, I USUALLY GET IT ONE WAY OR ANOTHER."

Eliminate views of Baron performing himself and gazing at picture of nude figure of Lily on his desk. Eliminate views of nude figure of Lily lying into statue, and view versa. The court suggested that the board might have made two other eliminations which the Board did not make.

SEVENTH COMMANDMENT—Eliminate scene in which young man impersonating woman loses every table and tries to attract attention of David. Eliminate all of the dialogue in which he tells David he will dress in certain beautiful clothes for him. Eliminate scene in which man in dress raises his glass and looks passionately at girl companion. Eliminate following dialogue: "To love." Cut to three foot flash scene show David with dissolve girl lying across his lap.

LAST TRAIL—Eliminate capitalized words in following remark made by Mother Wilson to supposedly sensible young male while in her house: "What, two years—and no little ones." "WELL, I KNOWS! THIS HAS BEEN A LUCKY OLD HOME."

HANDLE BARS—In following monologue which appears in several different plays, eliminate the capitalize word THIGH: "Great exercise for strengthening ankles, hips, THIGHS—oh, in fact, great exercise."

FATHE REVIEW No. 7—Eliminate all scenes showing nude woman.

BIG CHANCE—Eliminate following remark: "I'm a pity for you to miss your night of love with me."

Some of the recent productions which were censor-delayed were "Wild Boys of the Road"; "Stage Mother"; "Dinner at Eight," among others.

Locally, the critics haven't been raping the censors but in Pittsburgh, for example, some of the critics have been putting the body on the table. Neither are they passed with few slashes and release of others held up.

Frank Back
C. J. Frank, for many years with Voigt Company, leading lighting fixture company, has returned to that organization after an absence of some time.

He promises the same ready service and cooperation as in the past to his many friends.
HIS WORD IS LAW TO 20 MILLION PEOPLE!
I have just met a man who could have given P. T. Barnum aces and kings and still have beaten him at his own racket!

We folks in show business are inclined to think we have a first mortgage on showmanship and it's a great surprise to us to run up against someone else who can twist the tail of the great God Ballyhoo and make it sit up and do tricks.

Before calling upon Ely Culbertson I expected to find a professor of Mathematics. Instead, I found a man who thinks in newspaper headlines, knows mass psychology as we showmen think we know it, who took a game of cards and built it into a fabulous industry, who gets more fan mail and has more followers than the greatest of movie stars and who has made his word into law for twenty million people.

Culbertson had just returned from Europe after winning the International Bridge Championship played in London for the Charles M. Schwab Cup. Every day during the tournament the front pages of American newspapers had carried the returns, like box-scores for the World Series. It was hot news! ... just as hot to more people than the outcome of a heavyweight championship. During the tournament there were two short-wave broadcasts from London picked up and re-broadcast over the great NBC red network. It was hot news for Radio and its millions of tuners-in. In addition, almost 400 newspapers throughout the country were running the cabled syndicate articles of Mr. and Mrs. Culbertson while the 600,000 pupils of the 4,000 Culbertson licensed teachers formed the greatest cheering section any sports event ever had.

On Mr. Culbertson's desk were photographs of the scenes at Selfridge's, London's greatest department store, where the match was held. More than 27,000 people paid admission to sit outside a glass enclosure and watch the world's greatest bridge player perform while in the store's auditorium a giant electrical scoreboard recorded every card, play by play. Publicity! ... yes, publicity on a grand scale, world-wide in scope and front page in results ... but the touch of showmanship genius lay in the periscopes! Yes, they installed a flock of them, like the World War trench periscopes and rented them out so that the kibitzers in the back rows could look over the heads of those in front and get the thrill of a ringside seat. Surely you saw pictures, hundreds of newspapers published them.

It's amazing what this man can do with the drop of a card. During the Culbertson-Lenz match the whole world was held in suspense for six weeks. Millions, reaching for the milk bottle and the morning paper every day, read that front page story of the evening's play in their pyjamas before glancing at the so-called important headlines of a cock-eyed world.

Culbertson has injected that same showmanship into his series of short features "My Bridge Experiences" which RKO-Radio now has ready. Primarily they are comedies ... and they're crammed with laughs ... but you get the same suspense and dramatic kick when Culbertson plays a card as you would watching "Queen Bess" nose in, a 20 to 1 shot in the big Futurity. Whether you're a bridge player or not, you'll be on the edge of your seat when Culbertson makes a three-spot turn handsprings and do the work of a quartet of kings.

When you play these Culbertson pictures, go after them as you would your biggest feature. You're picking your own pocket if you don't ... for this country has a ready-made audience of twenty million players ... and to those twenty million Culbertson's word is law! They read him, quote him and they'll pay at the box-office to see him. They form a big chunk of the population you should pull into your theatre ... and nothing but Culbertson will do it! Bridge is here ... and there's an old Indiana political maxim that fits the situation, "If you can't lick 'em ... join 'em".
Gentlemen:

Editor,

The majority of spots. Jesse Lasky can let himself go wild over artistic and Fox.

will be little or no profit for the theatres playing it which is a critics' picture and which we can safely call die worse than ordinary program fare.

critics give them raves and when the shows play, they get a kick out of reading raves of certain types of to the patrons—"Why don't you try me"?

not mamby pampy photographic triumphs that whisper either.

to the general mass of theatremen.

when the returns are in, there I am safe in saying that to letters to which writer will sign name. Names

to 219 N. Broad Street, Philadelphia, Pa.

of foreign-made premiums.

your valued publication will be interested to know the following facts:

after all, critics don't make or break a picture. All I hope Mr. Lasky reads THE EXHIBITOR and sees his interest.

one of Charles Laughton are

United Artists Has a Variety

The total exports of all foreign countries into this country constitute less than 0.2% of our annual business, yet we permit foreign manufacturers to dump shoddy goods into this country, made by labor that gets 37c a day. This situation is best compared to a small sleuthing gallery type of theatre opening in the midst of a half dozen legitimate motion picture theatres and charging 10c or 15c admission while the others charge 25c to 40c. You know the results very well.

Attempts to justify the importation of cheap foreign goods from China and Japan (where all foreign premiums come from) are not based on facts. Japan does not owe us any War Debts.

There is no patent on foreign premiums. Any exhibi- tor can go to New York and buy from a score or more of jobbers and importers any foreign premium deal for 7c to 8c. The "Buy American Movement" started by "The Saturday Evening Post" over a year ago is growing by leaps and bounds, winning the support of union labor, patriotic and fraternal organizations, newspapers, and other publications and millions of Americans who believe that our first consideration should be the 19,000,000 unemployed in this country and not foreign workers 7000 miles away. As Arthur Brisbane, in the Philadelphia "Record" of October 10th, declared, "Unless you buy goods made in America you are spend- ing money to keep some foreigner on a payroll."

We trust you will carry this in the next issue of your valued paper.

Yours very truly,

QUALITY PREMIUM DISTRIBUTORS, Inc.

Shapiro Replies

Oaklyn, N. J., October 11, 1933.

J. Emanuel Publishing Co.

Dear Mr. Emanuel:

I would appreciate the courtesy of your paper in pub- lishing this letter.

It is to be regretted that you permitted in your paper a letter as indelent and important as that written by Herbert J. Elliott in reference to the Fern Rock Theatre. It would have been so easy for you to ascertain the facts and if you then desired to publish that letter you could have, at the same time, published the reply.

William Goldman was praised from the speakers' table of the Delaware Safety Council luncheon at the Hotel duPont, Wilmington, by Walter Dug Smith, president of the Council, for his co-operation and the co-operation of the Wilmington theatre managers in the exploita- tion of the safety campaign, particularly for the use of the Queen Theatre for a Sunday safety meeting. Lew Black, manager, Aldine, and Benny Seamon, manager, Queen, were in- vited guests.

Except for the fact that the exhibitors, for whom I have the greatest regard, may not know what transcended and may think that there may be some, even the slight- est reason for that letter I would not trouble you or myself by answering it.

What actually happened was that a responsible real estate broker offered the Fern Rock Theatre to me for sale or rent and introduced me to the president of the bank which owned it. The president informed me that the bank was operating the theatre with Mr. Elliott as employee, gave me the information as to the income and expense. According to his information all the in- come was received by the bank and all disbursements made by it.

I still prefer to take the word of the president of the bank to that of Mr. Elliott, particularly considering Mr. Elliott's action with the Palm Theatre so well known to the trade.

If Mr. Elliott desires to continue further with this argument I suggest that he is to pick three reputable exhibitors and I will be willing to pay any fine which they may impose on me. If he can produce an old lease or, as he claims, he has a new lease with a guar- anted rental.

As per my conversation with the president today he had informed me that Mr. Elliott is still working on a salary and the bank still pays all bills and keeps all receipts and that the above Theatre could be purchased at the price which was offered to me at my last meeting with the same people.

Very truly yours,

DAVID SHAPIRO.

United Artists Has a Variety

Shots from "Bitter Sweet," "Henry the Eighth," and one of Charles Laughton are presented.

"The Kennel Murder Case" Is Approaching

William Powell, Mary Astor and a feature cast are current in the Warner show.

Guts Wanted

Editor,

Jay Emanuel Publications, Inc.

219 N. Broad Street, Philadelphia, Pa.

What is the use of a theatre, or a showman, if he is not a good critic?

As an exhibitor and also a theatre-goer I certainly get a kick out of reading raves of certain types of pictures appearing on local screens. It seems that the critics give them raves and when the shows play, they die worse than ordinary program fare.

I am referring to this because of "Berkeley Square," which was one of my biggest hits and which I added as a box office selloff. I do not doubt that a large number of people in Berkeley Square, or any other picture, would think I am safe in saying that when the returns are in, there will be little or no profit for the theatres playing it or Fox.

It seems a shame that a smart production man like Joe Lasky can let himself go wild over artistic and directorial successes and fail to deliver money shows to the general mass of theatremen.

Since he has been with Fox he has made "Warrior's Husband," "Zoo In Budapest," "Power and Glory," and "Berkeley Square." I doubt whether the most rabid fans of these pictures will be as wild over them as the critics, back at the廉洁, over them.

But I think it is the exhibitors who lose most in this case, as they may impose on me. If he can produce an old lease or, as he claims, he has a new lease with a guar- anted rental.

As per my conversation with the president today he had informed me that Mr. Elliott is still working on a salary and the bank still pays all bills and keeps all receipts, and the above Theatre could be purchased at the price which was offered to me at my last meeting with the same people.

Very truly yours,

DAVID SHAPIRO.
It's personal—
but you can read it!

CLASS OF SERVICE

This is a full-rate
telegram or Cable-
gram unless its de-
ferred character is in-
cluded by a suitable
above or preced-
ing the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown is the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

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SB 1 97 NL= HOLLYWOOD CALIF 20 1933 SEPT 21AM 3 21=
COLUMBIA PICTURES CORP= 729 SEVENTH AVE NYK=

I ENJOYED DIRECTING MANS CASTLE MORE THAN ANY PICTURE I HAVE EVER MADE AND JUDGING BY FIRST CUT WHICH I HAVE JUST SEEN RESULT IS MOST GRATIFYING STOP MANS CASTLE REPRESENTS JUST ABOUT THE BEST JOB OF CASTING IN TALKING PICTURES SO FAR STOP SWERLING SCRIPT IS GREAT JOE AUGUSTS PHOTOGRAPHY SUPERB GOSSON SETS COULD NOT BE IMPROVED STOP I OWE SINCERE THANKS TO SPENCER TRACY LORETTA YOUNG GLENDA FARRELL WALTER CONNOLLY ARTHUR HOHL AND MARJORIE RAMBEAU FOR MAGNIFICENT PERFORMANCES=

FRANK BORZAGE..
MORRIS FISHMAN, well known film salesman, is now connected with Tony Lucches at Gold Medal. He covers Harrisburg and Williamsport block. Morris reports a growing respect among all exhibitors for Gold Medal and Majestic offerings.

CAPITAL EXCHANGE is now strictly a Gabriel proposition. The Behall end of it is now working on an outside proposition. Irving, Doc, Jack, and Vicky are all feeling well.

One of the Harris clan was in the Ledger dog day parade and made out well. If anyone wants an experienced motion picture operator he can get in touch with this office. The applicant will move anywhere.

EARLE SWEIGERT hopped down to Washington for a world's series game. The Manor, Croydon, is back in the hands of its owners. Charlie Perry was pretty busy this week finishing up the campaign for "The Bowery." Rialto, West Chester, is closing.

FIRE PREVENTION WEEK brought drills and cleaner exchanges along the street. Everyone cleaned up for a change. Jack Greenberg was the fireman in charge for the division.

BEN KASSOY, the Quality premium executive, reports an increased interest in some of the new deals being offered.

Everyone cleaned up for a change. Jack Greenberg was the fireman in charge for the division.

EARLE SWEIGERT has been pretty busy these days. Paramount, incidentally, has a load of big numbers waiting to be released among them "I'm No Angel," "Duck Soup," "Way of Love," and others. S-W is still shaking up the managerial list. Local printing companies are believed adjusting their prices.ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ｏｎ．ο
NRA Rivalry Hot in Wilmington March

Three theatre organizations, Warners, Loew's and DeFiore's Park, were represented in the NRA parade in Wilmington, October 3. Floats of Warner's and Loew's outfits each won prizes.

Manager George Jones, Loew's, was out to win first prize, having brought down a swanky float used in the New York NRA parade on which five thinly clad blonde girls posed. However, Lew Black and Berny Seaman got busy the morning of the parade and put up a float that compared well with the Loew's outfit. They had the following characters represented on the float: Tarzan, Mickey Mouse, "Gold Digger," Mary Pickford, cameraman, Tom Mix, Ushers in their new winter uniforms headed the float with the assistant managers, John Parker, Arcadia; Edward Debeny, Aldine, and W. C. Highfield, Queen, leading them. Whole Warner outfit also got position in the Home theatre organization.

Spink's Short Plug

Charlie Spink at Fay's, dressed up an empty window near the theatre to plug the Sily Symphonies and Mickey Mouses, which play the house alternately. There is a mechanical figure there as well.

School Rule

Local exhibs point out that the local school district's rule against distribution of plugs for movies in schools seems unfair when some pictures are so well adapted to school co-operation. Most exhibs do not ask co-operation unless the picture is worthy. Same situation doesn't exist in outlying spots.

Comerford houses in Wyoming Valley have gone NRA in a big way. Head of the Comerford theatres was among those present at the Wilkes-Barre and Plymouth theatres, reviewing the demonstrations and speaking for the newsreel. Float of the Comerford theatres, pictured above, was designed and built by John J. Reilly, Comerford art shops, Wilkes-Barre. It shows M. E. Comerford and President Roosevelt at either side of the announcement, "Comerford Theatres 100% NRA."

Whitman Uses Ferries

Walt Whitman Theatre cashed in on the ferry commuting trade when house planted a fellow in a rowboat near the Camden end of the ferries plugging the Fox shows at the house. First time it was done, one timers say. Fellow sat in a boat bearing a banner plugging the house and shows, and it drew comment couldn't help be seen.

For "Missing Persons"

"Bill" Gallagher, manager, Warner's Arcadia, Wilmington, finally issued a tabloid form flier, newspaper style, with several stories about missing persons of Wilmington, taken from old newspaper and police files, for the "Bureau of Missing Persons."
“Bowery” Gets Big Sendoff in Harrisburg

“The Bowery,” which opened a week’s run at Loew’s Regent Theatre, Harrisburg, October 13, was exploited to the limit of the ability of Manager Charlie McLeary and his assistant, Bob Etchberger.

One of the main attractions was an old-fashioned merry-go-round, which appeared in the streets, playing popular airs of the Gay Nineties, for three days prior to the opening of the picture and the first two days of its showing. A monkey, dangling at the end of a chain held by the organ grinder, gave the desired atmosphere.

Other street attractions included two plump maidens clad in the attire of Bowery girls—balloon sleeves, bustles and all. On each of the heavy white stockings they were wearing a week, “See The Bowery” at Loew’s.” A song truck traveled the city streets a day prior to the opening and for three succeeding days.

During the week preceding the opening, Loew patrons were attracted by banners at advantageous points throughout the theatre and stenciled signs covering the stairways.

At a high school football game on the Saturday preceding the opening of the picture, several thousand heralds, called “Loew’s Bowery Gazette,” were distributed. These heralds were copied after the old, popular “Police Gazette.” A fleet of Penn-Harris Taxicabs carried special bumper cards a week prior to the opening and during the entire run of the picture. A feature of the exploitation was a newsboys’ parade over city streets to the theatre Saturday morning when they were the guests of Manager McLeary. In addition to this splendid exploitation, Manager McLeary ran an art contest for the kiddies in connection with Walt Disney's masterpiece, “The Three Little Pigs,” which opened for a week’s run in conjunction with “The Bowery.”

Front of the Aldine showing the splendid electric light billing devoted to Walt Disney’s Silly Symphony “The Pied Piper,” “Bitter Sweet,” the feature, is also being distributed by U. A.

For “Missing Persons”

For “Bureau of Missing Persons” at the Victoria Theatre, Harrisburg, Manager Jack O’Rear had a poster display in the lobby which created unusual interest. It consisted of police “fliers” or photographs with descriptions of missing persons for whom police are searching. Maj. Lynn G. Adams, Superintendent of the Pennsylvania State police, co-operated.

Dress Tieup

Harrisburg’s leading department store and Manager Charles McLeary, Loew’s Regent Theatre, Harrisburg, are co-operating in a newspaper advertising plan.

In a quarter-page ad, appearing in all Harrisburg newspapers, is a cut of the motion picture press playing the leading role in the feature picture running at Loew’s. The store announces that it has in stock a “faithful copy” of the frock or other clothing worn by the actress.

In Programs

At the opening wrestling exhibition of the fall and winter season at Zembo Mosque, Harrisburg, Nick Todorov, former assistant manager, Loew’s Regent Theatre, Harrisburg, distributed among the 1500 fans a publication entitled, “Wrestling News.” In addition to wrestling notes, the sheet carried a number of ads, including those of the Colonial, Victoria and Loew’s Regent Theatres, Harrisburg.
Full Speed Ahead

Emanuel Cohen

Now that Paramount has sufficient cash surplus, according to Ralph Kohn, treasurer of the corporation, to finance its productions for the 1933-34 season without borrowing a dollar, one is tempted to query how come? However, the speedy recovery of the corporation is not due to miracles, but to the common sense business methods of many men, among them Emanuel Cohen, vice-president in charge of production.

Cohen is just a quiet spoken, mild mannered man, with a particular aptitude for business. So strong is this business trait, that for the year and half he has been at the helm, he has not found time to grant one single interview. And when one finds out that he is at his desk in the studio at nine in the morning and often doesn't leave until seven or eight o'clock, one can rightly say that he uses that palatial palace merely as night's lodging. He is all business.

And when one finds out that he is at his desk in the studio at nine in the morning and often doesn't leave until seven or eight o'clock, one can rightly say that he uses that palatial palace merely as night's lodging. He is all business.

Cohen is a firm believer in the NRA. It is his claim that the code will undoubtedly help the picture business. Already, he pointed out, that this was in evidence in the increased business. Among the things that he accomplished, in the reorganization, were the building up of the morale of the entire organization. He provided for the freeing of the creative minds, in the production department. This brought about individual enthusiasm among the directors, writers and players.

He organized an editorial board and production staff. On the board were: A. M. Botsford and Russell Holman, both of whom had been with Paramount for years; George Palmer Putnam, publisher; Merritt Hulburt, former associate editor of the Saturday Evening Post; Jeff Lazarus, for years in the theatre end of the industry. No material today is a possible purchase until it is passed upon by this board. The buying of stories has become a company matter and not an individual one as heretofore. Even the story board cannot purchase. That power lies with the production staff, which Cohen personally supervises.

Every detail of the industry is arranged for well in advance, with the result that there is little wasted time, once the shooting of picture is under way. Directors are given free reign once a picture has been chosen. It is up to them.

And with Paramount producing at ace speed, exhibitors should bear in mind that the days of theatre acquisitions are over.

“The Sweetheart of Sigma Chi”

26 Sigma Chis took part in Monogram’s “The Sweetheart of Sigma Chi.” Buster Crabbe, Mary Carlisle, Charles Starrett, Florence Lake and Ted Fio-Rito and orchestra have leading parts in the musical special.

National Takes Exhibitors

National Screen has taken over Exhibitors Screen Service accounts. National Screen Service is now serving Exhibitors Screen Service accounts as well as its own in the matter of trailers.

 Heard In

NEW HIGH RECORDS for the past few years are being recorded at the Rialto and Capitol. . . . Both houses have been packing them. . . . Keystone and Park also report a steady increase in business. . . . Keystone will be used for annual newspaper cooking school this year. . . . Comerford is planning to build a new theatre at Milford. . . . He will have the present torn down and the new one built on the same site. . . . Rialto has joined the Capitol in offering lower prices for balcony seats. . . . New prices for balcony now in effect are $5 in the afternoon and $5 at night. . . . Main floor sells at $5 and 40.

CAPITOL made use of the county fair, held about 25 miles from the city, to do some circusing in that section. . . . Use of the small neon co-operative signs by the Capitol seems to be widespread as merchants all over the city are using them. . . . Seems to have struck popular favor here.

Met RCA

Met Theatre, seating 4,000, has been equipped with new RCA Victor High Fidelity sound apparatus. House has been taken over by the Lulu Temple, Ancient Arabic Order Noble of the Mystic Shrine.

“The Avenger” Is On Its Way Here

LINCOLN AND TRENT won considerable attention with lavish lobby displays earning it an Autumn Festival of Hits. . . . Trent has steadily increased patronage due to the "pop" scale of prices. . . . Capitol boosted prices with 60c as the top and business was not so brisk.

STATE AND ORPHEUM remain closed despite lobby announcements that houses would be opened weeks ago. . . . George B. TenEyck, former operator of the Orpheum and Gayety theatres, plans to open a restaurant. . . . The Palace (RKO) remains closed.

Corporation Applications
Colonial Amusement Company, Inc., Phoenixville; to own, operate and have motion pictures; Lewen Pizor, Jennie P. or and Rosalie Coane, all Philadelphia, and Herman Coane, Phoenixville, incorporators.
Norrihampton Theatre Company, Inc., Philadelphia; to operate and control a theatre; James P. Clark and Jack H. Greenberg, both Philadelphia, and Dorothy Dennis, Stonyhurst.
Lyric Theatre Minersville, Inc., of Minersville; to own and have motion pictures; Lewen Pizor, Dorothy Pizor and Ruth Pepper, all Philadelphia.
Brunswick Theatre Corporation, 2011 Frankford Avenue, Philadelphia; to establish, maintain and control a theatre; Sadie M. Morris, David Waclitel and Anna Rosenthal, all Philadelphia.
Berwick Theatre Company, Scranton; conduct of theatres; T. L. Hoban, Ann Coleman and L. F. Casey, all Scranton.

"The Wolf Dog" Is On Its Way
Boots Mallory, Rin Tin Tin, Frankie Darrow and a headline cast are seen in the Mascot serial, distributed by Gold Medal, and one of the best serials yet released by that company.
Heard on Vine St.

Two exhibitors stood on the street corner and discussed the difficulty of getting passes for the Locust, where "Berkeley Square" is playing.

"It must be doing good business," said one.

"Maybe they don't want us to see it before we play it," said the other. Maybe.

Exhibitors Don't Want Arbitration, It Appears

Upstate Folk Think 'You Chase Me' Tactics Easier

Reports from a few spots upstate indicate that arbitration isn't a welcome factor in this business. The upstate theatremen don't like the idea of hiking down to Philly for arbitration cases, and what is more surprising, don't want any new contract. Furthermore, they don't like to reveal, before the board, what deals they have been getting. The exhibs in question would rather adopt a "Sue me" attitude in question of disputes. They feel that they would have a better chance in courts in a lot of cases, and at any rate, it would prove inconvenient for the exchanges as well.

This business is certainly hard to figure.

Monogram Has Four Specials in New Lineup

Several of '33-'34 List Already Completed

Monogram announces twenty pictures for production the season of 1933-34.

Pictures on the current program will be based on popular magazine stories and successful books and will have two or more well known players in the cast. Four will be specials.

New Monogram program will consist of the following pictures:

"The Avenger," based on the novel by John Goodwin with dialogue by Tristram Tupper, Ralph Forbes and Adrienne Ames are featured. "Broken Dreams" from Olga Printzlau's story "Two Little Arms," directed by Robert Vignola. Cast includes Randolph Scott, Martha Sleeper, Beryl Mercer, Joseph Cawthorn and Buster Phelps. "The Sweetheart of Sigma Chi" based on the famous song is Monogram's first musical romance and was produced with the aid and approval of the Sigma Chi fraternity. Twenty-six Sigma Chis appear in the cast, headed by Buster Crabbe, who plays the lead. Mary Carlisle, Charles Starrett, Florence Lake and Ted Fio Rito and his orchestra take part.

"Midshipman Jack" Is a Naval Attempt

Bruce Cabot, Betty Furness, Frankie Albertson may be seen in the Radio picture.

“Flaming Gold” Is a Man’s Picture

Mae Clarke, William Boyd, Pat O’Brien are in the RKO release.

"What Price Innocence" Goes Over


WITH THE PASSING of summer many of the little theatres scattered throughout the county are either reopening after being closed entirely or are enlarging on their operating schedule. Latest to be added to the list was Glen Theatre, Chalmers F. Sechrist, manager, which was closed entirely. . . . Admissions at the York Fair, one of the largest in the state, were reduced this year. . . . October picture harvest is in full swing here and Cleon Miller has done himself proud by his artistic means of calling the celebration to attention.

Eberson Heads Service

National Theatre Supply Company has placed John Eberson in charge of the new Theatre Reconstruction Studio. Aim is to tender theatre owners a uniformed remodeling service and advice covering the practical rearrangement, artistic decoration, improved sight lines, and correct accoustics of their theatres.
Columbia Has Some Names To Sell

Wallace Ford, Mary Carlisle and Helen Twelvetrees are starring in forthcoming Columbia pictures.

Heard In

LEHIGH VALLEY

Andy Anderson
Makes Out Well

By Jack

ACCORDING to Northampton County court news Columbia Pictures Corporation of New York City has started proceedings for the collection of a claim of $3,230.30 from J. C. Beilin, individually and trading as the Palace Theatre.

... New policy at the Colonial went into effect October 2 with the doors opening at 12:30 and 6:30, thereby permitting two complete shows each afternoon and evening. ... Nile, in the same block and but a few doors west, is running one matinee and two evening performances. ... Stage appearances of "Buddy", movie-star dog from Hollywood were postponed.

Andy Anderson isn't letting Lehigh Valleyites forget that the New Roxy (Northampton) is a new enterprise under new management. ... During the month of October is mailing numerous courtesy invitations throughout the territory. ... Accompanying letter expresses the anticipated pleasure of meeting guests personally and the amiable Andy is doing lobby duty in a big way. ... For "Peg O' My Heart" hand bill folders portrayed a large heart with a small semi-loose door with the caption, "Peg and Michael will open the door to Your Heart."

"Female" Presents a New Chatterton

Ruth Chatterton and George Brent may be seen in the Warner show.

Sunday Injunction

A preliminary injunction restraining the Huntingdon County commissioners from printing and distributing ballots in the county for a referendum on the Sunday Sports Act, passed by the 1933 Legislature, was granted September 30 by Judge Thomas F. Bailey, Huntingdon.

October 23 was set as the date for a further hearing to determine whether the injunction will be made permanent. Arguments were not heard on the preliminary order, which was granted on petition of officers of the Huntingdon County Sunday School Association.

HORLACHER IS THE OLDEST DELIVERY SERVICE
ONLY CAPABLE, BONDED DRIVERS ARE USED
REGARDLESS OF RAIN OR SNOW, DELIVERY IS PROMPT
LEADING EXHIBITORS HAVE BEEN CLIENTS FOR YEARS
AFTER 15 YEARS IT STANDS WITH UNEXCELLED RECORD
COURTESY HAS BEEN A DOMINANT PRINCIPLE ALWAYS
HEAVY INSURANCE COVERS ALL DIVISIONS OF THE BUSINESS
EVERY EFFORT IS ALWAYS MADE FOR GREATER EFFICIENCY
REAL SERVICE HAS BEEN THE REASON FOR PROGRESS

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

NEW YORK WASHINGTON NEW HAVEN
BOSTON SCRANTON BALTIMORE
Settlement Looms

Victoria Amusement Company versus various film companies.

Reports indicate satisfactory deal is being worked out.

Heard In

ROSSTOWN
Sally Rand
At Earle

WITH SALLY RAND, the fan dancer, at the Earl, the whole town has been agog. . . .

Leave it to Artie Cohen to sell the fan dance aplenty. . . . Ben Serkovich, the demon p. a. also is handling the World’s Fair sensation. . . . Pete Maggurro has the McIntyre, Cooldale. . . . Andy Anderson is managing the Roxy, Hampton.

MET opened after a big bally. . . . So has the Orpheum. . . . So has the Rivoli, West 52nd Street. . . . Exhibitors still look for houses to operate. . . . Aimee McPherson was no box office smash here, either. . . . Philkino Theatre is still open.

SHILLINGTON is open again. . . . John Krimsky, of “Emperor Jones” fame, flew to Philly for the opening. . . . M. E. Comerford is chairman of the state recovery board. . . . Mike O’Tolfo is secretary. . . . Publicity men have been busy. . . . Metromen are getting set for the opening of “Dinner At Eight” at the Chestnut.

MORT BLUMENSTOCK was a visitor at the local Warner offices. . . . M. E. Comerford has been appointed member of the M. P. T. O. A. code group to which members may go for industry code information.

EUROPA had a world premiere of French film “Two Orphans.” . . . With Moe Verbin closing the box office for a couple of hours to lend more dignity to the opening. . . . What with “Footlight Parade,” “Bovary,” coming into town, the box offices should bulge.

LUKE GRING is making out nicely at the Erlen. . . . Lloyd Seiber has been a busy man these days at the State. . . . So has George Fishman at the Roosevelt. . . . Masterpiece has some new westerns in. . . . If theatres demand the open air type of entertainment. . . . Jack Ross is at the Ogontz. . . . Al Blumberg has been at the Stanton. . . . A. Klein is at the Logan. . . . Steve Blust is at the Stanley.

Two Film Men Mourned

Two film men passed away during the last fortnight.

Harry Savage, Atlantic City exhibitor, died recently while Ben Sugarman, formerly a salesman, also passed away after a long illness.

Death of both men came as a shock to the industry for they were both very well known.

Savage, owner and operator of the Aldine, died October 5, aged 55. Born in Virginia, Savage came to Atlantic City 20 years ago, and after four years as an employee of the AC gas company, opened the elite, a small picture house, on the site of the present Earle. Four years later, with R. W. Brown as partner, he took over the Royal, now known as the Aldine, assuming sole control shortly after. Eleven years ago he retired when John Fisher took a ten-year lease on the house, but got back into active harness at expiration of the lease last December. He leaves a widow, a son and a daughter. The son, U. Franklin Savage, will continue to manage the Aldine.

And others are following. . . . Joe Conway at the Egyptian, repeated it months ago. . . . Give him credit.

ROTHROCK AND RUBINSKY have the Tremont, Tremont. . . . J. Zatlin is buying for the Castle Theatre Corporation. . . . Mrs. Feldman has the Susquehanna. . . . Jack Cohen is buying and booking. . . . Fred Emgard has the Muney Strand. . . . Lyman Medes is operating the Laurel, Laurel Springs.

Schlaifer and Segal have the Dixie Rose, Manayunk. . . . H. Allen has the Wyalusing, Wyalusing. . . . George Kilpatrick has taken the Main Street, Phillipsburg. . . . Comerford interests contemplate a new house in Milton.

Bijou has been razed. . . . W. E. Schmidt is operating the Temple, Berwick, with a legit policy for the Palace.

NINETEEN YEARS AGO. . . . American Feature Film Exchange moved to larger quarters at 251 North 13th Street under direction of A. P. Lombard, proprietor. . . . Metropolitan Opera House Company was suing Philadelphia Central Amusement Company for five months’ rental and electric light bill for use of Metropolitan Opera House, Broad and Poplar streets, amounting to $29,819.79. . . . 40th and Market Streets was near completion.

Judge Martin declared it purely a matter of police power of the State enacted. . . . Theatre managers are still talking about “Strangers Return” and “What Price Innocence.” . . . There’s a bit of romance in local theatre circles. . . . Leon Barton, newspaper contact man for the Warner houses, and Miss Jennie Wagner, former newspaper woman, were married recently.

FULTON OPERA HOUSE, one of the oldest theatres in the United States, has been redecorated inside and out. . . . Theatre bears the name of Robert Fulton, inventor of the steamboat and behind its walls the Conestoga Indians made their last stand.

May at Imperial

Harry May, assistant and acting manager, Wilmington, for several years, has at last stepped up to managership, having been transferred to the Imperial here. May was assistant to Lew Black, Aldine, Wilmington, when transferred. Prior to that he was acting manager at the Arcadia for a time. Edward Debeny steps into his shoes at the Aldine.

Eddie Cantor Will Be Here Soon

Some scenes in connection with “Roman Scandals,” with Eddie and Ruth Etting, Rubinoff and a shot from “The Bowery,” UA distrib. is setting new records for repeat runs. . . .

Both the Locust and Stanley went for it . . .
Heard In

M. E. Comerford

Very Busy

M. E. COMERFORD busier than the proverbial one-arm paperhanger. . . . Chairman of the N. R. A. board in northeastern Pennsylvania territory, film magnate confines with hundreds of people in all walks of life day and night. . . . Robert Sternberg, who served as district manager in the Pottsville-Wilkes-Barre territory under the Paramount district managerial reign of George C. Walsh, reached into Scranton for two competent managers to guide the destinies of Boston, Mass., palaces of amusement. . . . Jack Goodwin, popular skipper at the Ritz, has deserted this sector to assume the important post as manager of Scully’s Square Theatre, Boston. . . . Accompanying Goodwin to Boston was Eddie Dowling, who resigned the manager’s position at the Granada, Olyphant, to become head of a Boston film center. . . . Eddie Murtagh, one of the first young men to come here when Paramount took over the Comerford houses, succeeds Goodwin as Ritz manager. Leaves the Bell, suburban East Scranton picture house, to boss the Ritz.

RALPH FRITZ, who served as assistant to Dowling at the Granada, has been promoted to the manager’s job. . . . Jack Moran, assistant to Goodwin at the Ritz, stays on as first assistant to Manager Murtagh. . . . Old Gem theatre, South Scranton, has been converted into a night club. . . . Another bit of stiff competition will be the Scranton "Times" big industrial exhibition at the Watres armory. . . . The Strand manager is out hustling new subscriptions in the Scranton Y. M. C. A. membership drive and he is putting his shoulder to the wheel in putting the Scranton Kiwanis football game between Bucknell and Western Maryland over in a financial way. . . . Columbia’s "Lady For A Day" scored heavily at the Strand.

Hotel PRESIDENT

48th Street, West of Broadway
NEW YORK

Just Around the Corner from the Center of the Motion Picture Industry
400 ROOMS
All with Bath, Shower, Radio
From $2.50 Daily

Single . . . . $2.50, $3.00, $3.50
Double . . . . $3.50, $4.00, $4.50, $5.00

Special Weekly Rates
Five minutes’ walk to Fifty Theatres
J. S. SUITS, Manager

Don’t Overlook It

There are a few pictures coming through that may be made to look like real box office gems. Trouble is that some of the shows are lost in the shuffle and don’t appear to be valuable until the exhibitor plays it. One of these is "One Sunday Afternoon." Shows doesn’t shape up as much but is real audience entertainment. Smart showmen will catch it before playing it and get the most out of it.

Public Protection with

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories

Sentry Safety Controls Corp. 10th St. and Allegheny Ave. Philadelphia, Penna.
FOR THE PURPOSE of “taking a walk,” “Jim” Perchert, former fire chief of Shippensburg, has resigned his position as ticket taker at the Victory Theatre, Shippensburg. G. Floyd Hopkins, head of the Wilmer and Victoria theatres, is having a streak of bad fortune. It was found necessary, while inspecting the State Theatre, Harrisburg, in anticipation of its reopening, to repair the organ. Friends of C. M. Gibble, now selling automobiles, hope his sales have not been so great that he will refuse to return as pilot of the State. While in Philadelphia C. M. visited our old friend and admirer, “Don” Ross, former manager, Loew’s, Harrisburg, at the Aldine Theatre. Charlie McLeary had a heck of a time to find a hurdy-gurdy for use in exploiting “The Bowery.” Seems most everyone forgot the hurdy-gurdy and little monkey who used to dance and play music for use in exploiting “The Bowery.”

CRITICISM concerning the alleged failure of downtown theatres in Harrisburg to show film hits is answered by C. Floyd Hopkins, head of the Wilmer and Victoria, with the announcement of his semi-split week policy at the Colonial and Victoria. So many good pictures are being made, according to Hopkins, that it is the only way to solve the problem. Members of the school patrols of the public and parochial schools of Harrisburg attended their first Saturday morning show of the season at Loew’s Regent, Harrisburg, as the guests of Manager McLeary, October 7. These youths are treated to a show or two every month at Loew’s, the Colonial or Victoria. Strand, Carlisle, presented stage shows in addition to the regular screen programs, Friday and Saturday.

STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

1. That the names of the publishers, managing editor are:
   Managing Editor—Jay Emanuel, 219 North Broad Street, Philadelphia.

2. That the owners are:
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3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent, or more of the total amount of debentures, mortgage, or other securities are: Belle Emanuel, 5219 Wynnewald Avenue, Philadelphia; Joseph Birmingham, 219 North Broad Street, Philadelphia.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant’s full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in the capacity other than that of a bona fide owner; and this affiant has no reason to believe that any interest direct or indirect in the said stock, bonds, or other securities than as so stated by her.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is
   (This information is required from daily publications only.)

   SWORN to and subscribed before me this 20th day of September, 1933.

   (My commission expires March 11, 1937.)

   (Seal) ELSIE LICHTMAN.

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... best hotel I know! Near everything, just 200 feet from Broadway. Modern, hospitable, and comfortable. Like the Manager, like the rates — $2.50 single, $3.50 double, for a room with bath!

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45th St. • W. of Broadway • New York
WILLIAM MADLUNG, Mgr.
IT'S BIG!

"One Year Later"

An M. H. HOFFMAN—Allied Production

WITH

MARY BRIAN

Donald Dilloway

Russell Hopton - Jackie Searle
Pauline Garon - Pat O'Malley
Will and Gladys Ahern
Marjorie Beebe and others.

HOLLYWOOD REPORTER Says:
One of the most honest, striking, original and gripping things seen in a blue moon—a "Grand Hotel" on a train—one of the year's best pictures.

MOTION PICTURE HERALD Says:
Well developed comedy eases the dramatic tension—has a big picture impressiveness—no exhibitor should worry as to the entertainment or box office value.

The story behind the headlines—Fiction so close to truth that we recognize it and gasp.
BUT IT IS GOOD ENTERTAINMENT EVERYWHERE

THE SWEETHEART OF SIGMA CHI

MARY CARLISLE, BUSTER CRABBE, CHAS. STARRETT, FLORENCE LAKE

TED FIO RITTO
HIS ORCHESTRA

DISTRIBUTED BY

Nov 1'37 pg. 2

Cute independent plot & comedy of campus with some musical numbers and clever gags. "But It Is Good Entertainment..." make it a winner for any audience. Plan to show it in your theater. A clever, well written picture. Larry Edmunds (Hollywood Reporter)
BAIT

FOR 20 MILLION PEOPLE!
Can you imagine this? The other day an exhibitor said to one of our salesmen, “I’m afraid to play those Culbertson pictures . . . they may teach my customers to play Bridge and keep 'em away from my theatre”. . . how’s that for an excuse to pick your own pocket?

There are only twenty million bridge players in the country and that’s about one-third of the adult population of every man’s town, and a lot of 'em are staying away from the theatre right now!

When you go fishin’ you’ve got to have bait, don’t you?

You buy star pictures because you know they’ve a following . . . you buy popular novel pictures because they’ve been read and people want to see what the characters look like! In other ads we’ve told you a lot of interesting and surprising things about this fellow Ely Culbertson . . . bridge wizard and showman. Showed you where and why he gets more fan mail than a Hollywood queen . . . told you about his 4,000 teachers and their 600,000 pupils . . . showed you why he commands the front page of every newspaper, why one of his books sells more copies than the ten “best seller” authors.

—It’s because twenty million people are interested in him, what he says, what he does that they’ll lay their dough on the line to see him. Those are the folks that right now are dealing out the cards . . . the ones you want to pull into your theatre . . . and Mister. Ely Culbertson and his “My Bridge Experiences” are the bait! Bring those people in six times and you’ll be just six times better off than you are right now . . . and, besides, you’ve got a pretty good chance of convincing them that yours is a right nice opera house and that the movies after all are a nice change from staying home every night.

Well, we’ve told our story . . . RKO-Radio has the pictures ready . . . six of 'em, honeys! Funny, thrilling and darned good entertainment for everyone. When you book 'em, give 'em the works . . . advertise 'em as you would your biggest feature. There’s a real showman’s campaign book ready, filled with ads, publicity, stunts . . . we’ve posters, lobby displays, novelties galore to lure 'em in. This ain’t no side-show—it’s a circus!

Yes, sir, they’re playing bridge right now! “If you can’t lick ’em . . . join ’em.”
BE KIND

TO THEIR EARS

or else...

IT'S twenty to one (and that's no sport's bet) the house with old type sound doesn't even begin to approach the attendance of the house down the street with a brand new High Fidelity System.

And that stands to reason. Six years ago the show business was for the eye only. When sound came in, anything was good...at first. But now, it's different. Folks come to see and hear. And they're not taking nor liking sound that's frayed at the edges.

High Fidelity Sound means new life for your house ...new patronage and new profits. Hardly a week goes by without an enthusiastic report bearing us out on this...reports of exhibitors who claim that purely from a box office standpoint, their High Fidelity Equipment is the best paying investment they have.

This we pass along to you with the reminder that times are on the up and up. More recreation for workers and more money...better product and new headliners all mean bigger crowds willing to stand in line to pay you money, IF you give them sound in tune with the times...IF you give them

HIGH FIDELITY SOUND

PHOTOPHONE DIVISION

RCA VICTOR CO. Inc.
Camden, New Jersey

Right you are! Please have your representative get in touch with me immediately with facts and figures about a High Fidelity installation in my theatre.

Name: ---------------------------------------------
Address: -----------------------------------------
City: ___________________ State: ____________
NEW YORK CRITICS RAVE
AS THOUSANDS POUR
INTO 'ROXY’S' MAMMOTH
RADIO CITY MUSIC HALL

"A masterpiece! Worth whatever price they
charge to see it." — Regina Crewe, N Y American

"Don’t miss it! Extraordinary fun! You’ll applaud
Laughton with cheers." — Bland Johaneson, Daily Mirror

"Magnificent! Superb entertainment! Brilliantly
constructed!" — Rose Pelswick, Evening Journal

"Handsome! Striking! Brilliantly depicted!
Admirably told! Here is acting in its richest and
grandest manner!" — Richard Watts, Herald Tribune

"A never-to-be-forgotten performance!" —
Kate Cameron, Daily News

“Nothing less than triumphant! Laughton’s
performance one to cheer about!” — Wm. Boehnel, World-Telegram

"Nothing so entertaining, so completely grand!
Deserves all superlatives at command of movie
gazer!" — Martin Dickstein, Brooklyn Eagle

"Laughton never more effective! As beautiful a
group of women as ever surrounded a tyrant!"
— John S. Cohen, Evening Sun

"Directed with rare skill! Will make motion
picture history!" — Thornton Delehanty, Evening Post
IN THE WORLD OPENS
NESS IN ITS HISTORY!

S LAUGHTON
LIFE OF HENRY VIII

Presented by
LONDON FILMS
Directed by
ALEXANDER KORDA

UNITED ARTISTS

Nov 1'33 pg. 7
The Exhibitor
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Blaming the Leaders

The story has been told. Into the hinterlands begin to seep tales of what might have been, of errors in generalship, of mistakes leaders made, of opportunities independents lost.

It is the same old story. Disgruntled exhibitors are grinding axes, preparing to lay the blame upon the shoulders of the men who tried and didn't succeed, largely for the reason that those who scoff were not ready to aid when help was needed.

How many exhibitors reading this department can honestly tell themselves that they have given of time, effort and money to build up an organization? How many can say that they have earned the right to criticize because they, too, have worked side by side with the leaders? How many have done their utmost to build strong exhibitor units? Answer these questions before scoffing.

Blame the leaders—an old slogan in this business. Blame the men who gave of time, of money, of effort to turn in a good job when they knew that regardless of what was accomplished a great number of exhibitors would find fault.

The story of Washington, as far as the independent exhibitor is concerned, is a tale of failure of organization. True, there were units which made some show of strength, but there was no national body representing all the independents, all the unaffiliated exhibitors. Clashes between factions took place. A fusion was organized too late to do good.

Blame the leaders—a cry heard in this business since it started. Blame the men who tried. With this sort of panning, too, came sinister stories of how this one or that one is taken care of, of selling out. Ridiculous! Perhaps one or two did, the human element must enter to keep their organizations together, to keep alive that fire that eventually either must burn out or leap forth into a flame that will sweep all unorganized exhibitors into one solid theatreman's unit.

It is never too late. Regardless of how exhibitors feel about the code, they will get nowhere by barking. True, if they have been wronged they are entitled to redress, but while they are doing this, another more important problem is at hand.

What this industry needs is a firm, national organization—one that will command the respect of the industry.

Who is the man to lead it—to organize it—who, indeed, can eventually become the leader of the unorganized independent exhibitors of this country?

There could be no better basis for an exhibitor organization than the very structure on which the political and representative bodies of this country have been built, congressional districts. Perhaps in the men mentioned above there is someone who will come forth and formulate, with the aid of present exhibitor groups, a national body, based on the Congress of these United States. Who shall it be?

Dissipated Playing Time

A PROMINENT theatre executive has analyzed playing time and finds that after allowing for summer slumps, Lenten period, the two weeks before Xmas and bad weather days, an exhibitor in a six-day town has 119 good days left in which to make a profit and an exhibitor in a seven-day town has 171.

This shows all the more how important proper booking is to an exhibitor. This year, since most of the major film companies ask week-end dates, wise booking on the part of the exhibitor becomes a necessity.

In New York City, values placed on the days of the week are apportioned on the basis of 10/10ths, with each of the weekdays counting for 1/10th, with 2/10ths for Saturday and 3/10ths for Sunday. In a six-day town, a basis worked out many years ago and still in effect places a valuation of 100 points on the week with 15 points for each weekday and 25 points for Saturday.

This is an indication of how exchanges value week-end playing time. The privilege to run his theatre as he desires is a right of the exhibitor. By demanding week-end dates distributors have placed a premium on proper booking. If the code offers no protection against the inroads of the distributor upon the sanctity of the exhibitor's booking privilege, the theatreman should think twice before he gives away the most vital possession he owns, week-end playing time and proper booking.

If an exhibitor is paying 25% for a week-end play-date he is really paying more. The theatreman should think twice before he signs away his right to regulate his policies. When an exhibitor retains his privilege of booking, without exchange restriction, he is protecting himself and the distributor.

Play a good picture longer and minimize playing time on the poorer ones! Dissipated playing time is unfair to the poorer ones!

Play a good picture longer and minimize playing time on the poorer ones!
Trade Awaits Signing of Code for Industry by President Roosevelt

Code Authority Believed Selected — New Committee Rules Likely to Affect Final Draft—Allied Active Against Tentative Agreement

THE EXHIBITOR

THE EXHIBITOR will send copies of the completed code to all SUBSCRIBERS immediately. The entire code will appear in the first issue of THE EXHIBITOR following publication.

The motion picture industry was waiting for the code to be signed by President Franklin D. Roosevelt this week. Expectation was that this would happen within the next few days.

Following more than a month of hectic Washington conferences, the most complete code yet placed before NRA officials was placed in the hands of General Johnson for scrutiny before being delivered to the President.

Some startling developments were rumored in connection with the code this week but at this writing nothing unusual had happened. General belief was that the code would be signed with few changes, if any.

A turn about face had taken place in some exhibitor ranks with those who had contested the code now believing that everything would work out all right.

Sol Rosenblatt, deputy administrator, speaking in Georgia, said that he thought state and local grievance boards would be appointed within ten days or two weeks. These would be chosen by the code authority and NRA officials.

The Allied protest meeting in Chicago, it appears, has been made a basis for a new and greater Allied organization, with a bulletin from that group asserting that exhibitors in territories where organizations have fallen down will be acquainted with all facts regarding the code. A committee to further the fight against the code was appointed.

Early this week Sol Rosenblatt, deputy administrator, addressed the Southeastern Theatre Owners' Association at Atlanta.

Six basic principles announced last week by the NRA committee and one from the Department of Justice included coercion, inaccurate advertising, attacking competitors, price discrimination, commercial bribery, breach of contract and a general provision relating to return of goods, trading stamps, etc. These were to be included in all codes. These are called unfair trade practices.

The Code Authority, as indicated at this writing, was said to include Sidney Kent, Nicholas Schenck, M. H. Aylesworth, Harry Warner, George Schaefer, R. H. Cochran, Nat Yannis, Ed Kuykendahl, W. Ray Johnston and Charles O'Reilly. It will meet in New York. This body will be supplemented by NRA officials.

Major film companies were believed to have signed the code last week-end, all members of the Hays organization. Exhibitor units which signed early were Independent Theatre Owners of Southern California, M. P. T. O. of Eastern Missouri and Southern Illinois; M. P. T. O. of Arkansas, Mississippi and Tennessee and the M. P. T. O. A.

Arthur D. Whiteside has assumed charge of the amusement industries, including the film business, under a new NRA setup to enforce the codes. This is for administrative purposes only. Each division will comprise a unit in itself, with legal, technical, industrial, labor and consumer advisors. A compliance division was also organized. Sol Rosenblatt, however, will report directly to the administrator.

Conferences on labor between Gabriel Hess, Louis Nizer and Pat Casey, chairman, producers' labor committee, took place last week in Washington.

After the third draft was announced, with few changes, Sol Rosenblatt met with independent fusionist leaders.

The film code, it was generally agreed by all concerned, was the most complex of all submitted to Administrator Hugh Johnson.
“A SMASH! Has everything a picture should have! One of those pictures that should exploit itself even more than all the tricks of showmanship could. Certain to bang off a swell tune in any box-office!”
— HOLLYWOOD REPORTER

“An uproarious affair! On entertainment value or any other way you look at it, this looks in the bag!”
— FILM DAILY

“Tab this as a record wrecker. A cinch to sell! They’ve handed you everything!”
— MOTION PICTURE HERALD
What it Means

SCHENCK presents

I. ZANUCK

ACTION

RAFT • JACKIE COOPER

ERY

AT THE RIVOLI, NEW YORK

THE REVIEWS! THE BOX-OFFICE REPORTS!

Directed by RAOUl WALSH

Nov 1‘33 pg. 11

“Gorgeous, stirring show...a gold standard money-maker... grand entertainment. Sets a prosperity pace for production merit and box-office sensations!”
— MOTION PICTURE DAILY

“Gets the new company away to a grand start! A money magnet at any theatre!”
— VARIETY

“A knockout show with all money-making ingredients, including pathos, comedy, brilliant direction, exquisite mounting. Story great!”
— SHOWMAN’S ROUND TABLE

CHENCK presents I. ZANUCK ACTION

WITH THIS UNITED ARTISTS RELEASE
BRENT’S $1,000

Exhibs who know are tittering over the reported salary demands of George Brent, dissatisfied with $1000 per. The $1000 should look good, but apparently doesn’t. Brent ought to visit some exhibitors and find out what they think of such salaries. Then perhaps he’d be glad to work at such a small sum until he really means something at the b. o.

HEARD IN

WILMINGTON

Everyone Is Very Busy

BUSINESS seems to be picking up. . . . "The Bowery," Loew’s, was doing a land-office business. . . . Lew Black had a good crowd for "Too Much Harmony" and Bill Gallagher was starting off nicely with the new Edward G. Robinson picture. . . . New Rialto with Fox pictures is getting some of the downtown’s business cream now.

TURN TO CLASSIFIED—and SAVE.

LEW BLACK had a collection of "has been" vamps pictured in a “Do You Remember” come on reader that appeared in the Evening Journal for “Torch Singer.” . . . George Jones, Loew manager, had three different advertisements on the theatre page one day. . . . New Rialto management advertising Fox first run pictures now says the following: “A strictly independent theatre operated by Wilmingtonians.” . . . A. J. DeFiore, manager, Park, has painted up his front. . . . Miss Florence Parisi, his cashier, was due to quit the box office for married life with one Peter George, October 30.

DE FIORE, president, Independent Motion Picture Theatre Owners of Delaware and the Eastern Shore of Maryland, was preparing to go to Washington to make one more effort to find out when he and other second run exhibitors were going to get MGMs.

“BILL” GALLAGHER plugged heavily for "I Loved a Woman." . . . He placed several 3 sheet locations; had two column newspaper ads and 24 sheet displays in the lobby, and a cut-out of Robinson and Kay Francis. . . . I notice Gallagher making friendly contacts. . . . Lew Black had lighted stills placed attractively. . . . Morton (correct) Levine, manager, Grand Opera House, is getting nice Saturday business out of the kiddies.

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Industry Begins to Contribute to 1933 United Campaign Drive for $6,000,000

Donnelly with Wolf

The combination of Frank Donnelly and Frank Wolf has meant a lot to local houses using vaudeville. Donnelly is a 15 year vet, having been a Keith agent for many years. He discovered Eddie Quillan, Chuck Reisner, the Creole Fashion Plate, Walter Huston and others, and his wide association guarantees smart booking for all types of houses.

Houses being booked by the Wolf-Donnelly combination include Aldine, Atlantic City; Criterion, Bridgeton; Arcade, Salisbury, Md.; and Gates, Portsmouth, Va., among others.

Wilmington Shifts

With the transfer of Harry May, former manager, Aldine, Wilmington, to the Imperial, Philadelphia, as manager, several shifts were made with promotions among Wilmington Warner service men. Edman Devenue, who was assistant manager at the Grand Opera House, is promoted to assistant manager of the Aldine. Merritt Pragg, doorman, Opera House is made assistant manager, and Lewis A. Hayden, former doorman of Arcadia, is transferred to doorman at the Opera House. Pragg, who takes a step upward has held several positions with the Warner company.

Big Push Extends from October 30-November 15—Teams Already Organized — Everyone Should Do His Part in Charity Aid

The motion picture industry has already begun to do its bit for the 1933 United Campaign Fund.

Want to Lease?—Exhibs All Looking for Houses

Realty Market Hot as Urge Gets Stronger

Want to lease your theatre?

Then there should be no trouble finding a lessee or a buyer. If inquiries into this office indicate anything, then exhibitors of this territory are in the market for more houses.

According to those who are in the know, there are several houses in the sector which can be had (not the Mac West influence), if the banks holding the mortgages reveal which ones are on the block.

Real estate men, exhibs and outsiders all want theatres, but apparently business must be picking up—there just aren’t any.

Donnelly was assistant manager at the Grand Opera House, is promoted to assistant manager of the Opera House. Pragg, who takes a step upward has held several positions with the Warner company.

146 agencies will benefit from the $6,000,000 which must be raised by the teams now out in the field.

The entertainment division has been well organized. Teams have already started to collect from every branch of the film business.

It is up to this industry to do its share and set a new high mark that will establish it as one of the real co-operative units in the business. When the solicitors come around they need co-operation.

The motion picture industry must do its part.

Strand Conveyed

Strand Theatre, northeast corner Germantown Avenue and Venango Street, 17 feet 8 inches on Germantown Avenue with depth of 130 feet to Elder Street, where the frontage is 147 feet, assessed at $150,000, has been conveyed by the Strand Realty Company to the City National Bank, administrator and trustee of the estate of the late Jennie Effinger Gegenheimer, subject to a mortgage of $118,000. Deed bears revenue stamps worth $90.

Sound Suit Continues

Testimony in the suit of Frank L. Dyer, of Ventnor, N. J., against the Sound Studios, Inc., of New York, was concluded in the United States District Court, Wilmington, and is now waiting arguments. Suit involves a long-playing moving picture phonograph record patent of the plaintiff which the latter charges the defendant infringed upon.

Hebrew Takes Boulevard

Joe Hebrew, formerly Warner Brothers exchange chief here, and connected with that company in an executive capacity up to several months ago, has taken over the Boulevard Theatre, Brookline.

Sentry Sues

Sentry Safety Control Corporation, through its attorneys, has started suit against the management of Keith’s Theatre to compel them to stop using Vigilant safety devices in the above theatre. Safety claims there is an infringement on its patent.

Effect of Repeal to Be Watched

Local exhibitors will watch the effect of repeal on the box office. It is not believed that the repeal okay will affect the theatres much, as beer failed to make much of an inroad into the returns.

The same thing holds true now as always: Give them a good picture and business will be okay.
An Open Letter to the Censor Board of Pennsylvania

Gentlemen:

The motion picture industry can not find you responsible for the antiquated and narrow minded laws of the state of Pennsylvania which make motion picture film subject to censorship by the body of which you are the members. You were not responsible for the introduction of a type of censorship which has become a decided stench in the nostrils of intelligent citizens.

But the motion picture industry does hold you liable to account for that kind of censorship which is causing losses of thousands annually to theatremen who have to play pictures so heavily slashed that their value to patrons is greatly diminished.

It is no state secret that your appointment to the censor board is based on qualifications more political than anything else. What are your other qualifications?

Are you in contact with the real desires of the movie-going public?

Do you maintain that the citizens of Pennsylvania have minds inferior to those of other states that inflict no censorship upon the public?

Do you undersand the psychology of the movie mind? Do you bear the interests of the theatre owners at heart? Do you realize that their investments of millions are endangered by unintelligent censorship?

Are you ready to admit that the censorship prevalent in the state of Pennsylvania is the laughing stock of intelligent Pennsylvanians?

Are you willing to concede that by your type of censorship you are giving evidence of your inability to do your job satisfactorily?

Fitness is an essential for any post. No butcher can ever become a superintendent of a hospital. And no butchers can remain censors in the state of Pennsylvania.

You have been fortunate in that the representatives of the distributors in this territory are extremely lax in their responsibilities to both exhibitors and patrons. They probably feel that when they have sold a picture, their part of the bargain ends. They also feel that if they should protest against excessive cutting they may be penalized. Of this there is no doubt.

Pictures that are receiving praise from critics and are making money at box offices in other states receive adverse criticism here as well as little attention from the public. There can only be one answer, excessive cutting.

There are many complaints from the public every day. Newspapers in various parts of the state, representing their readers as well as the movie-going public, also join in a denunciation of excessive cutting.

The motion picture industry is interested in seeing that nothing is foisted on the public that will deteriorate their morals. The industry wants a clean screen, but does not want a type of censorship that is not only a reflection on the intelligence of their patrons, but which also reflects itself at the box office.

THE EXHIBITOR asks you to look upon your work from the eye of the theatreman and the public.

It asks that you give censorship that is intelligent, not a brand that is bigoted; it asks that you retain the respect of the motion picture industry and the public by fairness.

The motion picture industry wants a square deal.

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**Small Towns Exempt**

Towns of 2500 or less are exempt from the labor provisions in NRA codes, according to a Washington ruling. Rule applies to merchants employing less than five people in their stores.

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**New Victor Reel**

Advertising department of RCA Victor Company has just completed the production of a three-reel talking motion picture entitled, "His Master's Voice—The Story of Radio Headquarters." The new picture, which was made with the Photophone High Fidelity recording system, is a dramatic presentation of the history of the phonograph, radio and of the RCA Victor Company.

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**Censor Test**

A censor test loomed in Kansas over U's "Love, Honor and O Baby." Show was cut, and U announced its intention of taking the matter to court. Result will be watched with interest.
that indescribable ... intangible ... incandescent glow without which no personality can capture popular imagination ...

Katharine Hepburn has it in magnificent degree ... It is the life-blood of the box-office ... food for showmen ...

And National Scene Trailers give it to you in every talking trailer because National Scene Trailers are made with actual scenes and actual dialogue from the picture itself ...

Samplevues of the glamorous ... shining box-office personalities that make the picture what it is ...

That's how
**GUEST COLUMNIST**

Are They Very Lousey?

(This column is YOUR column in YOUR district. If your activities or news of your theatre are not reported here, there is only one way to overcome it. Send in news of what you are doing when you do it. It is our purpose to make each and every column a real record of each district. Help us by cooperating. Send that NEWS in NOW.)

**MORRIS MILLER**, the ex-S-Wer, is Europe bound on a swift steamer. The Clara Kraftsow-Ester Diamond combination got a ride in an out-of-state car the other day. There’s a law against that. When Lenny Schlesinger, the bachelor, was ill, who comforted him? A prominent exhibitor has a Vine Street lassie all hot. Sam Schwartz, the censor chief, has been Hollywooding it. Foxite Ethel Freedman repeated with the same young man. Once more and it will be serious.

**BIRTHDAY GREETINGS** to Jack Greenberg, the socialite. Sick was Bill Herchberger for a spell. Secretary Beatrice Lewis, Harry Biben office, was seen with that same young man. This looks serious.

**AN AUTOIST** tried to attract the attention of Esther Diamond on her way to lunch. Result: a bumped fender when the autoist lost control. It was a nice occasion and a record. 25 years with one wife is a complete surprise. It was a nice occasion and a record. Sam Kanter, the Ridge manager, celebrated his 25th wedding anniversary recently.

**HARRY HIRSH**, Spruce Theatre, and a member of the well known Hirsh family, celebrated his 25th wedding anniversary recently. Surprise party was toled by his brother-in-law for more than 30 people, a complete surprise. It was a nice occasion and a record. 25 years with one wife is a record.

**Price War Looms in Entire Coal Sector**

Mahanoy City Break May Spread Elsewhere.

A price war in Mahanoy City is threatening to spread throughout the entire region. The three houses in the town are engaged in slashing scales, with the Victoria dropping from 40 cents to 25. Repeat runs, following the town, are getting 35 cents.

It is felt that unless something is done to check it the war may affect all houses in the territory.

**Showmen Keeping Eyes on Blue Law Voting**

State showmen will be watching the vote on the blue law repeal, November 7, with interest. At that time, the Sunday baseball and football issues will be up for consideration, with both sides making a fight for victory.

Theatremen are not taking an active part in the campaign, but feel that the result will be used as a guide for an open Sunday later on. The public expression will be watched with interest.

**Schneck, Goldwyn Resign**

Joseph M. Schneck and Samuel Goldwyn have resigned from the Hays coast body.

**Organization Meeting Finds About 50 Present**

Unionization of Vine Street workers was still a possibility after a meeting held October 16, when approximately 50 men attended.

No women were present. The body was composed of several men now attached to Vine Street exchanges and others unattached.

The second meeting of the Motion Picture Employees Beneficial and Protective Association will be held at the Grand Fraternity Hall, 1220 Arch Street, at a date to be set later. All expectant members are asked to be on hand for the meeting as some important news is to be given them.

**Money to Invest**

A responsible party, with knowledge of the business, is ready to invest a considerable amount in an attractive theatre proposition. Is ready to investigate any and all propositions. Suggests a lease or partnership in return for investment. Theaters desiring to remodel or renovate may find a possibility in such a deal. All inquiries kept confidential.

**Heard In**

**MID-JERSEY**

Abe Franks Promises Dinner

JOHN BODLEY, Gaiety, Trenton, is not only a good manager but is also becoming a producer. Abe Franks, Park, Trenton, is still running a race with Simon Meyer, Criterion, Moorestown, as to who is best dressed man on Vine Street. Pleasnick has his waxed mustache, Mt. Hollyite, is now at Bordentown and seems to be a very busy man. Among the openings in South Jersey are the Opera House, Woodstown, Y. M. C. A., Carney’s Point and remodeled Laurel Springs.

**RCA Expands**

A case of widespread interest to the motion picture business was decided in the Common Pleas Court of Luzerne County at Wilkes-Barre when a jury returned a verdict for RCA Photophone Company against Robert Schmidt, constable of White Haven, and others, plaintiff claiming that apparatus was leased and not subject to levy. Verdict was subject to a lien of $1,612.50 to the American Legion.

**RCA Wins**

Case tried before Judge A. Alfred Valentine, was an action in replevin to recover sound equipment, valued at $2,000, after a levy had been made upon it for rent. American Legion, White Haven, rented a portion of its property to Henry Ginsburg for a movie theatre. When rent in arrears amounted to $5,000, according to the allegations, the levy was ordered, so that the Legion might collect.

**RCA Expands**

Maintenance of the large volume of Photophone High Fidelity business has necessitated the appointment of five additional Photophone sales representatives to serve exhibitors in the various territories. H. M. Messier has been assigned to Connecticut and lower New York State; L. C. Montgomery to the Houston, Texas territory; A. C. Winters to northeastern Pennsylvania and Southwestern New York, with headquarters at Lansdowne.
Edith O’Keeffe has been writing to friends in the territory. He visited the World’s Fair and admired movie lots on the coast. Quite a trip. Ben Kassoy, Quality Premium, is gratified because of the upturn. He says that the Quality deals are responsible.

What with the Games these Saturdays, the Vine Street laddies are turning to football. The Engel family has been enriched with a new car. There is a lad on the street who is getting a lot of fellows angry at him. It isn’t so much the borrowing that hurts, but the manner in which he forgets to acknowledge the obligations. Take this hint.

Harry Bodkin has a new car. It seems he plants trees himself and saves money on the seeds. With the savings he bought a car. Now he does a lot of planting with the car’s aid. When the season opened at Convention Hall, among those enjoying the wrestlers were William Goldman, Lou Davidoff, Abe Einstein, William Prizer, Charlie Beylin, Harry Levine, Len Schlesinger, Dave Shapiro. An exhibitor in the gallery expressed the opinion that he would like to get in the ring with Lenny Schlesinger. But the latter must be too busy.

J. T. Weiss and Sam Sherman are heads of the new publicity service, Eagle Publicity Service, recently started with offices in the Flint Building. Weiss was recently with Metropolitan Printing.

When an ex-convict tried to rob the National Penn Printing Company plant he was caught. A companion escaped. Some-time tip-off of the police. Harry Denbow lost a goodly sum matching pennies, left only five for Clara. James Clark went to New York recently. So did Pop Korson and Ed Boreth of Masterpiece. Paramount picture. Earle also hopped over to New York recently. So did Pop Korson and Ed Boreth of Masterpiece. Exhib Ramsey of Stewartstown was a visitor on the street.

Leon Behal claims the interview championship of the world. 40 calls in one day. Which is some record if it is a record. Sam Palen of the “Record” is pretty busy these days. And Barney Cohen, the old maestro, was out of sight recently due to illness. He was laid up for ten days. Salesmen Mike Levinson is busy on FD product these days.

When two groups of operators were quibbling, an injunction entered. Keystone State, Moving Picture Operators Association, Local No. 1, brought an action against International Projectionists and Stage Employees of Pa., Philip Normando, president and business agent, and Harry Norden, treasurer. There had been some trouble between the two units before the injunction started.

HARRY WEISBORD is managing the Mickey Mouse Premium Company, distributing the Mickey Mouse watch. He reports good sales with it.

BARNEY COHEN is dickering for Nutmeg state post. The Beckett boys are now sponsoring a basketball club. Games are played at Moosie Hall. They invite the street to come up and see the games. Bernard Beckett, another brother, is now active in the store.

Sam Rosen and Jack Shaeffer are interested in the distribution of the Seltzer “American Explorer” and “Broadway Snapshots” reels. The single reels are novelties and one of the former played the Boyd recently. In addition, they expect to have other product soon. Salesman Howard Smery is fresh in his company’s drive. The local Sam Gross office is still pretty far down in the list, a novelty for the local unit. “We’ve got a job, it shall be done,” says Sam.

Masterpiece has “Neighbor’s Wives,” with Dorothy Mackall and Tom Moore, and “Secret Sinners,” with Sue Carol and Nick Stuart, besides a lot of new westerns. The exchange expects to have an important announcement soon.

First Division has a large part of its product already in the house. In addition to “Tarzan, the Fearless,” such attractions as “One Year Later,” “A Man of Sentiment,” “Dance, Girl, Dance,” “The Sweetheart of Sigma Chi,” “Broken Dreams,” “In the Money” are in the newer release group. “The Sweethart of Sigma Chi” in pre-release runs, has been getting the money.

Gold Medal is hitting its pace now. With many new features in the house and more coming in every week, in the house today’s newest product from Majestic are “Sin of Nora Moran,” with Zita Johann, and “Curtain at Eight,” with Dorothy Mackall, C. Aubrey Smith and Paul Cavanaugh. In addition, “The Big Bluff,” with Reginald Denny, is in from Tower, with another due soon. In addition, three new features with big names are due in. Last, but not least, there is a big special on its way in “Enlighten Thy Daughter,” which exhibitors will remember as one of the money makers of silent days. Song hits from the show are “Don’t Keep Me in the Dark,” “Romancing With You,” “Just to Be Alone With You.”...

The exchange expects to have an important announcement soon. "The Sweethart of Sigma Chi" in pre-release runs, has been getting the money.

This column is YOUR column in YOUR district. If your activities or news of your theatre are not reported here, there is another way to overcome it. Send in news of what you are doing when you do it. It is our purpose to make each and every column a real record of each district. Help us by cooperating. Send that News is now.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
Hitler Effect

Because of the current Hitler agitation, a local house contemplated changing its name. Europa, which built up its name after seasons of effective selling of a foreign picture policy, favored change to Playhouse, mainly because the Europa sounds German to a large part of the patrons. The house patronage fell off after a German picture was shown recently, with the management receiving inside tips that the rumors were around that a silent boycott was on. Because of this, the house wanted to change its name, but didn't.

Delaware Charters

Warner Bros., First National Pictures (Philippines) Inc., deal in motion pictures of all kinds.

Tri-State Theatre Corporation, Business of theatrical proprietors, $10,000.

Evans Theatre Corporation, Business of theatre proprietors, 100 shares, no par value.

Motion Picture Foundation of the United States of America, Inc., stock, publicly distributed, relating to the making, exhibiting and displaying of motion pictures.

Tiffany Productions of California, Inc., Ltd., to change name to Cornhardt Pictures Corporation of California, Ltd., New York City.

When "Dinner at Eight" opened a meal was given to the local scribes, after which the picture was thrown on. Show boasts the MGM galaxy of stars and opened to good hands.

Harrowgate has reopened. So has the Hip, Pottstown. And the Park, Allentown, is a Long and Edwards possession.

Upfal has a new heating system. While the Avenue invited gold star mothers to attend the showing of "Pilgrimage."

Max Rudnick is putting burlesk into the Shubert. He is a former New York exhibitor and the opening of the Shubert means the closing of the Earle, Atlantic City, as far as Eddy Corcoran is concerned. He will be in town to help put over Paramount's "I'm No Angel" when the Western epic opens.

Park, Allentown, and Park, Copley, have been taken over by Long and Edwards.

Among those who are Havana-ward are Herb Elliott and the Mrs. They are expected back soon.

Sixteen in Canada

Canada has gone for Wide Range Sound in a substantial way with twenty-one installations already contracted for with the Northern Electric Company, the distributing and servicing organization for the Western Electric Sound System in the Dominion. Sixteen installations have already been completed.

Corporation Applications

The Met Company, Philadelphia; establishes and controls a theatre; Louis Xeroen and B. Borg, both of Philadelphia, and T. Forhyr, attorneys at law, incorporators.

S. P. R. N. Theatre Company, Philadelphia; run, manage and control theatre or theatres; J. C. Nirdlinger and S. P. R. Nirdlinger, both of Merion, and John G. Nixon, New York, incorporators.

New Garden Amusement Company, Philadelphia; erecting, purchasing, acquiring and controlling theatres; Barlow and Joseph Hurt and Jacob Hornick, all of Philadelphia, incorporators.

"Footlight" Sendoff

Local S-AW crowd didn't waste any time in giving "Footlight Parade" a big send-off, special trailer plugged the show, and a lively bally went through the house. Increased ad space in the dailies helped too.

"In the Money"

"In the Money" is the new title of "Cross Streets," invincible picture and a First Division release.

Cast includes Lois Wilson, Warren Hymer, Skeets Gallagher, Sally Starr, Junior Coughlin, Arthur Hoyt, Louise Beaver. The director is Frank Strayer.

Sports Issue Up

Postponement on October 23 until the November term of court of a hearing on a recent order preventing Huntingdon County commissioners from printing ballots by which the voters were to determine whether to allow Sunday sports on the Sabbath, means that Huntingdon County voters will be deprived of the opportunity to vote on the Sunday sports issue in November.

The privilege to decide the issue was taken from the voters when Judge Thomas E. Bailey, of the Huntingdon County Courts, announced that the hearing was continued. He made no comment.

Lose Tax Pleas

Fourteen decisions refusing appeals brought by the Stanley Company of America, were filed last week by the Board of Tax Appeals at Washington.

One upheld the Commissioner of Internal Revenue in assessing $62,995 for 1926 income taxes. The company claimed dividends from the Atlantic City Vaudeville Company were illegally included in taxable income.

The others were for small tax claims for 1922 and 1923 in which the company charged failure to allow proper depreciation on Philadelphia theatre property.

The "Mail Man" had its world premiere at Fay's. C. C. Spink was managing.

November 19 was Motion Picture Day. C. C. Pettitjohn said the activities of Will Hay's would save producers and distributors $14,000. Leon Behal won a contest.
GET BACK TO BUSINESS!

For weeks and months, the industry's leaders met, conferred and confabbed and now the answer is ready—the Code is here!

While you and you and you busied yourself thinking about the Code; expressing your opinion and estimating; fearfully, the additional burden it would fasten upon your overhead, you probably forgot about your box-office. Product was dated in, played and—well, it wasn't your fault if there was a slight profit. What are you going to do now?

The Code is here! So what? Our industry like every other is expected to bend a little in the government's effort to distribute the consumer's buying power over a greater number of people. You have had to increase your personnel and overhead. Whether the proportionate increase in your receipts will correspond favorably with the corrective additions to your overhead is the potent factor to consider.

And yet mere consideration will not avail you anything unless it is consummated and executed profitably. If the NRA will rehabilitate the panic minds; if the NRA will automatically eliminate the pettiness of some exhibitors; if the NRA will serve as a supplemental force of education by reason of forcing showmen to get right down to business and stay there, then the Code will be more than welcome, regardless of its additional cost to you.

A whole magazine, filled in six-point type could not possibly list the business atrocities suffered at the hands of some gentlemen who, only because of circumstances, are exhibitors. This is not the gallows. We don't want your head but we are trying, to the best of our ability, to convince you how utterly important it is for you to emulate the leaders and associates in other industries in their business-like methods of attracting more business to off-set the additional cost incurred by the Code's regulations.

How much longer will you and you and you continue to have standing accessory orders? How much longer will you let a money-maker slide in and out without extracting every prospective dime? Sure, they're not all profit-makers but haven't you reached that point where you can't recognize the difference any more? The writer has observed several tests attempted for the purpose of arousing exhibitors to interest themselves in something which did not cost them anything. All that was necessary was to send a postal card or letter. Do you think they wrote? No! They were not suspicious about it, but I-a-x-y. These tear-bag jerks will never see the handwriting on the wall until their heads bounce into it—when concrete meets concrete.

We are not harbingers of adversity. We don't pat you on the shoulder. You're supposed to be good but we are so sincerely interested in the success of your theatre and the future of your welfare that we have the perspicacity to call a spade—a spade.

A business man should be familiar with his merchandise; know its value and recognize the demand, whether a natural one or created by artificial means. Can you truthfully answer yes to the classification? If you don't think movies are merchandise you have another thought coming because as long as people will shop for entertainment just as long will your attractions be merchandise.

In conclusion, may we better illustrate by an actual condition what we mean by merchandising values, demand, etc. In an important keypoint in the East, an independent second-run theatre has on four occasions, within six weeks, used three times the newspaper space of the first run on the same pictures. Now, either the first run is underselling or the subsequent run is over-selling. The latter is not wrong! Why? Originally booked for three days, the second-run has continued the showing an additional three days and longer.

What is it all about? Anyway, the Code is here. Go out and sell your shows!
“The Bowery”

“THE BOWERY” lends itself to so many merchandising and exploitation possibilities that I’ll wager even “dead” exhibitors will come to life on this one. It is as near a box-office natural from every standpoint as theatremen could hope for.

Hal Horne’s corps with Lieutenant Greenthal prepared and executed so many excellent ideas that it almost becomes a difficult assignment to suggest something UA may have missed. But—here it is.

If I were you I would hire a hurdy-gurdy or a monkey grinder’s organ if obtainable to supply the music for the stunt. Get an appropriate costume designed for the man, viz: padded shoulders, long coat, loud pants, ancient straw with the wind-string attached to the lapel hold, etc. Then secure the figure of a girl. A muslin sewed outfit is okeh to the lapel hole, etc. Then secure the figure appropriate costume for the man, viz: dresses, skirts, trousers, etc. As the music plays, the ballyhoo toes of the figure tie an elastic string which is attached or nailed to the tip of the man’s shoes. As the music plays, the ballyhoo man dances with the stuffed girl partner to the amusement of those gathered to watch the performance. The figure sways uncontrollably and the gestures are so manipulated by the male dancer that he waltzes her around anyhow he wants to.

This business was used in a vaudeville act several years ago and was a showstopper. If people paying an admission will roar at it, passersby will be favorably impressed by the gyrations of the couple. While the lookers-on are watching, the organ-grinder unfurls a window shade upon which the show announcement is painted in white. The ballyhoo should not be stationary but move from corner to corner, at intersections where most people cross.

“I’m No Angel”

WHEN YOU DATE Mae West’s “I’m No Angel” please don’t let this gold nugget gather dust. Sure you’ll do business. You can’t help that but what you can do is to stimulate a little more definite interest to the point where this picture will hang up a new record. Paramount’s h. o., under Robert M. Gillham, has done a sweet job on the new record. Paramount’s h. o., under Robert M. Gillham, has done a sweet job on the new record. Paramount’s h. o., under Robert M. Gillham, has done a sweet job on the new record. Paramount’s h. o., under Robert M. Gillham, has done a sweet job on the new record. Paramount’s h. o., under Robert M. Gillham, has done a sweet job on the new record.

If you never exploited a picture in your theatre, she may be staggering and ready to go. Yet Carole Lombard is featured above him. Laughton turns in a performance which is incomparable, despite his English accent. Yet Carole Lombard is featured above him. Laughton turns in a performance which is incomparable, despite his English accent. Yet Carole Lombard is featured above him. Laughton turns in a performance which is incomparable, despite his English accent. Yet Carole Lombard is featured above him. Laughton turns in a performance which is incomparable, despite his English accent.

IF I WERE YOU I would immediately visit the local Chamber of Commerce for the purpose of arranging a limited exhibit which would visually describe the changes in your own city from 1833 to 1933. These are relics of some kind around which will attract a great deal of attention and perhaps publicity. For instance, the front pages of your dailies, a hundred years ago, have little or nothing to do with retailizing. The lobby display gives me something I want to pass on to you.

Read this department before beginning your campaigns on these shows. There may be something that will mean added dollars to your box office.

Supplementary selling ideas on four current pictures are advanced in this issue.

They include new slants on “I’m No Angel” “The Bowery” “The World Changes” “White Woman”

IF I WERE YOU I would immediately visit the local Chamber of Commerce for the purpose of arranging a limited exhibit which would visually describe the changes in your own city from 1833 to 1933. There are relics of some kind around which will attract a great deal of attention and perhaps publicity. For instance, the front pages of your dailies, a hundred years ago, have little or nothing to do with retailizing. The lobby display gives me something I want to pass on to you.

Paramount’s plan to offer prizes to exhibitors who play the picture the most number of times suggest that the idea be supplemented, locally, this way.

Read this department before beginning your campaigns on these shows. There may be something that will mean added dollars to your box office.
The Private Letter to Mr. Bill Box-Office*

(WillB. Okay devotes some attention to advertising and adjectives. Do you agree with him in his analysis of that problem?)

WHAT'S THE MATTER with your newspaper advertising? Have you discovered that the returns in ticket-buys is not in proportion to its cost? Well, don't blame it on printer's ink. Too many fortunes have been created solely upon the use of newspaper columns and by the same token fortunes have been wasted.

WHAT'S THE DIFFERENCE or where is the difference?

WELL THE COST of advertising space is about a hundred times as much as editorial or news. By that, I mean, that a $50 reporter writes three columns a day in a metropolitan daily the space is worth $600. In other words, $7.50 per day writer fills $600 worth of space, comparatively. Is the text in your ad written one hundred times as interesting as the news copy? You have the added advantage of using illustrations, mats, etc., which are not in the editorial columns.

ASIDE FROM THESE CONSIDERATIONS have you adjectived them to death? Have you been foolish enough to retain in their entirety, the text of press-book ads? Don't you know that using the word "best" is a holy sin in advertising. There never was anything which warranted "best" or "greatest" and that using the word "best" is a holy sin in advertising. There never was anything which warranted "best" or "greatest" and even if there was you can not always predetermine or force public opinion.

I HAVE IN MY FILES the text of a newspaper advertisement which was inserted by a mid-west agency. Why did I keep it? Because the purpose of the message is to safeguard the value of honest advertisers who have labored for years, to maintain the faith. Every tricky, over-reaching advertisement that appears in public print is just so much distortion and exaggeration.

IT SPEAKS NOT ONLY for the advertising fraternity but should symbolize the ideals of your printed messages. It was headed: "American Advertising Must Mend Its Ethics or Lose Public Confidence."

Here it is:

"Publicity pages are today toting over-heavy loads of hokum and bombast. The trail of the trickster is becoming an easy highway upon which unscrupulous advertisers are rushing to elusive Yukons. "A great work is being undone; the precious achievement of honest advertisers who have labored for years, by means of expensive public print to build up enduring faith in worthy American products, is being garbled and debauched by ballyhoosers. "Quackery in advertising is being allowed to revive the old discredited patent medicine humbuggery, because self-deceived advertisers are still stupid enough to believe that a generous share of the public can be fooled all of the time.

The spirit of Barnum survives in such extravaganzas as these:

...cigarettes that are boisterously proclaimed panacea for physical and social ills...
...soaps that are supposed to quickly transform ugly faces into visions of beauty...
...foods that are advertised as cures for every disease known to man...
...tooth-pastes claimed to magically convert old bone into new pearl...
...cosmetics sure to metamorphose prunes into personalities...
...raw moving pictures furiously flaunted as 'absolutely the greatest and grandest moral triumphs of the age'...

...inferior automobiles that are contended to be relatively better in all details than real cars...
...scarce propaganda which uses fake fear as an impelling factor...
...cheap imitations heralded as the world's best...
...and last, but not least, the purchased testimonial, a new form of genteel bribery, by which the cupidity of notoriety-seeking endorsers is exploited to a public not so gullible as some wiseacres assume it to be.

"IT MAY BE A TRUISM that the more ridiculous some things are made to appear, the more they will be talked about. And besides, silly advertising is expensive. There's no way to achieve paltry results. And the tragedy of it is that it really deceives few except the fogged palate. He shouts only in high key. All of his fleas are elephants. And his small facts become fallacies by distortion and exaggeration.

"The misuse of superlatives is a crime in advertising.

"And let it be set down here that radio continuity carries its full share of the offending buffoonery.

"This modernistic hocus-pocus is not a 'holy experiment.' Though it may have temporary successes, it is a costly way to achieve paltry results. And the tragedy of it is that it really deceives few except the fogged advertiser himself.

"SUCH SUBSTANTIAL INSTITUTIONS as those which produce Campbell's soups, Packard automobiles, Goodyear tires, Fisher bodies, Swift's bacon, Sheaffer pens, Heinz beans, Gruen watches, Quaker Oats, Ford cars, Mimeographs, Kodaks, Coca Cola, Jello—the list might be made tiresomely long—have never attempted to shanghai public consideration with a bait of buncombe; and they have done thorough going jobs without extravagant expenditures.

"The American public needs no defense against the implied indictment of its intelligence by the cheap methods of misled advertisers. It laughs in its ample pockets. It's not the kind of attention that creates the desire to possess.

"The American public needs no defense against the implied indictment of its intelligence by the cheap methods of misled advertisers. It laughs in its ample pockets. It's not the kind of attention that creates the desire to possess.

"But these things would be little concern of ours did they not tend to bring all advertising into disrepute. The first task of sound American business is to maintain the faith. Every tricky, over-reaching advertisement that appears in public print is just so much drag to progress—and harm to all honest advertising. Advertising must be believed. It is too fine and useful a force in the world today to be trusted to bunglers.

"And besides, silly advertising is expensive. There's a better way.

"American advertising must 'debunk' itself or lose public confidence.

IN MY NEXT LETTER I intend to send you some of the fundamentals of advertising that every showman should know, whether he has a publicity man or not. You can not criticize unless it is constructive but without knowing the limitations of type and newspaper procedure, you can't say anything at all. You may see something wrong with the lay-out but why? I'll tell you about it in my next letter.

Your friend,

(Signed) Everything WILLB OKAY.
WHAT SHOCKED THE CENSORS

The National Council on Freedom from Censorship Reveals What Happened in One State When a Governing Body Decided to Delete Films

REVEALING for the first time the dialogue and scenes that the New York State censors delete from moving pictures under the licensing law as “obscene, indecent, immoral, sacrilegious” or as tending “to corrupt morals or incite to crime,” the National Council on Freedom from Censorship, organized two years ago by the American Civil Liberties Union, has published “What Shocked the Censors!”, a full record of the cuts made in 1932 and through March, 1933. These deletions, according to the Council are characteristic of the work of censors in the five other states where they function: Kansas, Maryland, Ohio, Pennsylvania, and Virginia.

CENSORS deleted parts of 355 feature films or over a third of all submitted, the booklet indicates. The deletions, according to charts prepared by the Council, have to do 44 per cent. with sex; 29 per cent. with violence; 16 per cent. with crime; 5 per cent. with government; and 3 per cent. with religion.

"THE UNDERLYING MORAL COMPLICATIONS are two-fold," says Prof. Eduard C. Lindeman, New York School of Social Work in his introduction, "in the first place, the censor does not permit sex, crime, or violence to become too attractive or gruesome, and in the second place, he wishes to protect government and religion from direct attacks and indirect calumnies."

THE NATIONAL COUNCIL, says Hatcher Hughes, chairman, in his foreword to the booklet, was determined to find out just what the censors were doing. It was no easy task. The censors had worked secretly, behind closed doors, for ten years, and they were modestly reluctant to change their ways. They refused to give the public they protected an opportunity "to voice any intelligent praise or criticism, or in fact, to make any appraisal whatsoever of this 'protection.'" Through a bill introduced at Albany, through correspondence with the Board of Regents and the Commissioner of Education, the National Council urged its point of view that "if the censors accurately reflect current standards of morality and decency they have nothing to lose by a public inspection of their work. If they do not, then as public servants, they should welcome correction." At last in May, 1933, mimeographed copies of the records of movie deletions were sent to the National Council.

THE EVIL OF CENSORSHIP lies not so much in the elimination of isolated scenes and dialogue, according to the booklet, but in its superficiality and arbitrary inconsistancy. Censorship, says National Council, puts a premium on sentimental, fuddy pictures and impedes honest, intelligent treatment of fundamental and controversial problems. Comparison of what is cut with what is left untouched in other films or even the same film is suggested as a means of showing the capriciousness of the censors.

"SEX SUBJECTS are censored not where immoral relations are shown, as they often are," according to the booklet, "but where they are shown in a favorable or too jocular light." Typical cuts in dialogue are such expressions as "want you," "left my youth in the capitals of Europe," "is she kept," "spend the night with me," "those blondes light up the old place," "mistress," "birth control," and "prostitute." Kisses must not last more than four feet of film. Scenes were censored showing unmarried couples living together, the key to a young lady’s apartment in the possession of a man not her husband, a wedding ring on the finger of an unmarried girl. Nudity seems usually to be regarded as indecent or obscene. In the records of the popular pictures of Bali and the South Sea Islands the phrase "eliminate all views of child where sex is displayed" appears repeatedly.

CRIME AND VIOLENCE are censored when the film deals with the "technique of crime and the actual commission of criminal or violent acts. Labels on bottles indicating criminal use, such as poison, veronal, chloroform or ether are cut out." All scenes in which money and gems, the plunder of crime, are being divided are censored. Machine guns and revolvers are commonly frowned on except in war pictures.

"THE CENSORS ARE DETERMINED," says the booklet, "that corruption in public life shall not be suggested in the movies. Inefficiency and negligence by public officials appear to be actually under the ban. A lawyer’s denunciation of ‘man made laws’ and their administration was censored; references to ‘framing the jury’ or ‘fixing the judge’ were likewise deleted. A scene in which a mayor shakes hands with a racketeer was eliminated altogether with the words, ‘If, I want you to know that we appreciate this little party you’re throwing for us tonight.’ Portrayals of the third degree are censored."

The council notes as examples of cuts relating to religion the elimination of scenes showing the Bible being thrown on the floor of a church and its pages used for cigarette papers. The scene of a girl reading a novel behind her Bible in a synagogue was deleted from a Jewish film.

The National Committee numbers thirty-seven authors, lawyers, editors and liberals including James Branch Cabell, Henry Seidel Canby, Marc Connelly, Morris L. Ernst, Paul Green, Sidney Howard, H. L. Mencken, Prof. Henry Raymond Mussey, Lewis Mumford, George Jean Nathan, Eugene O’Neil and Dr. Ira S. Wire.

Five states, Kansas, Maryland, Ohio, New York, Pennsylvania and Virginia have Censor Boards. In addition, there are many local bodies which govern the showing of films.

The American Civil Liberties Union is actively interested in this problem, which is of extreme interest to exhibitors of those states as well as others. The above review of censorship should interest all theatemen.

The deletions in one state are similar to those in the others.
Record

There can be programs too long for patrons. Philkino Theatre tried an experiment, began at 12.01 Monday morning, ran until 5.45, with approximately 42 reels of film being run off. This included several films from English, American, Russian, etc., and many shorts. 100 patrons dwindled down to about 16 just before the closing time, but when a single reel was thrown on, 15 left. One person was still watching the show, but upon investigation he was seen to be sleeping. This disqualified him. House was prepared to run until 10 A. M. if necessary to beat the record.

Thornton in Business

John Thornton, formerly with Educational, now has a candy manufacturing company of his own, operating it with his wife. It is The Betty Candies, 6040 Market Street, very popular in West Philadelphia. The candies are famed for their quality and Thornton will be glad to take care of his film friends, especially with the holiday season approaching.

FRANK DONNELLY and FRANK WOLF

Now Booking—

THE MET COMPANY, Inc.

BROAD AT GIRARD

PHILADELPHIA

October 20th, 1933.

| Heads: Donnelly & Wolf,
| 257 Real Estate Trust Bldg.,
| Broad and Chestnut Sts.,

Gentlemen:

May I at this time compliment you on the show you booked for the MET, for our opening week.

It unquestionably pleased our audiences.

With kindest regards, I am

very truly yours,

EDGAR WOLF - MANAGER

Stages Show TO FIT Your Budget!

Turn to the CLASSIFIED page if you want to effect real savings, get real service, and be pleased. The new CLASSIFIED page is YOUR page, and the firms represented on it have reputations of many years' standing. If you need their service, you are getting the best in the field.

UNDER THE TERMS of a lease filed October 27 with Recorder of Deeds Thomas J. McDonnell, Comerford-Publix Company will operate the Orient Theatre, Dunmore, for a period of five years at the rental of $37,500 for the full period. With the lease was filed a mortgage from Joseph E. Golo, the owner, to the Comerford Company, to cover a loan of $12,500. Change from Mon-

Read CLASSIFIED

With this issue THE EXHIBITOR inaugurates a new service for exhibitors in the form of a Classified Page. Turn to it now and read the list of representative firms and organizations that can take care of every need a theatremen may have. The companies listed are ready to give you the best at their command, and that, it is needless to explain, means the best in the field.

“Dance” Opens

“Dance, Girl, Dance,” a Chesterfield picture and a First Division release, opened at the Mayfair Theatre, New York, last week.
Rashi Descendant

According to a statement recently issued by the Descendants of Rashi Association, Mike Landow, Universal branch manager, is a member of that aristocracy. The Landau (Landows) are descended from David, King of Israel, of royal blood and privileged to marry into families of Prince Edward, Alfonso.

It seems Rabbi Solomon Rashi, a Bible commentator of 1033 A.D., started it all.

Friends are congratulating Mike on his royal blood. Now Vine street has a real prince on its hands.

Heard In

LEHIGH VALLEY
Van Working
And Foreman Here

By Jack

(This column is YOUR column in YOUR district. If your activities or news of your way to overcome it. Send in news of what you are doing when you do it. It is our purpose to make each and every column a real record of each district. Help us by cooperating. Send that NEWS in NOW.)

JACK VAN has been on the jump getting ready for the re-opening of Wilmer and Vincent's State theatre, Allentown. . . . Jovial Jack has had a vacation in Florida, New England States and other points of interest. . . . New sound equipment has been installed. . . . Transit, N. Apter, manager, has 15 cent rate from 10 A.M. to 2 P.M. . . . Guest nights and free passes for the kiddies; Strand, Paul Allendar, manager, runs continuous from 1 to 11: Walter Hurley opens Colonial doors at 12:30; Earle is still dark.

OSCAR FOREMAN is the new manager of the College, Bethlehem (Universal Chain), succeeding Jerry Cooper. . . . Phil Wolfson formerly located here, now at the Easton Transit. . . . Foreman came to Bethlehem from the Fox Theatre, Bordentown, N.J., and is busy making friends in the new district.

Richard Shamus at the Colonial, cashed in on news shots of the Columbia-Lehigh game. . . . Harry Gammett, manager, Globo, gave away 250 "Golden Harvest" tickets in a tie-up with the South Side Business Men's Association. . . . George C. Meeser, Nazareth handed out fifty beautiful table lamps to patrons of the Broad Street Theatre. . . . Couple of after-school kiddie matinees were well attended. . . . Saturday matinees at the New Roxy, Northampton, were changed to 1.30 P.M., October 21, because this is a 3 1/2 hour show including the serial "Fighting With Kit Carson," of the new slogan is, "Where Perfect Sound Is Always Found." . . . Andy Anderson is the manager.

Monogram Costs Up

Monogram costs are up. At a meeting held last week at Cleveland, 100% increase in negative costs was okayed, with a minimum of $100,000 for each special.

Bierbauer Active

State, Wilmer and Vincent theatre, Harrisburg, which was closed for the summer, re-opened October 23 with a stage show and motion pictures. Charles Bierbauer, veteran theatreman, whose affiliation with Wilmer and Vincent interests dates back nearly thirty years is manager. He succeeds C. M. Gibble. E. Gerald Wollaston, for many years ticket taker at the Colonial and Victoria Theatres of the Wilmer and Vincent chain, Harrisburg, was appointed assistant manager of the State the day following its re-opening.

Although the headquarters of Manager Bierbauer will be in Harrisburg, he will supervise operations at all Wilmer and Vincent theatres in Pennsylvania. He plans to move his family to Harrisburg.

CLEON MILLER'S campaign on "What Price Innocence" was successful. . . . He had them standing every night. . . . Miller capitalized on the fact that the story of Lionel Barrymore's latest picture, "One Man's Journey," was written by a native Yorker. . . . Records featuring Bing Crosby's songs in his "Too Much Harmony," were used in the Strand. . . . Paul Rhodes, assistant manager at the Capitol, who has been acting manager since Miller was transferred to the Strand, is laid up with a broken leg.

Some New Faces in the U Lineup

WITH THE semi-annual Warner Club party in the offing, it was a little tough getting any news out of the York boys this week. . . . All they could talk about was the good time they were expecting, with the result that I became enthused and decided to accompany them to the Quaker City. . . . York district turned enmass for the affair, sending three bus loads of enthusiastic employees to Philadelphia.

HARRY TRAVIS has joined the York district, taking the place of Cleon Miller, as manager at the Capitol, vacated when Miller was transferred to the Strand after Paul Costello was transferred to Philadelphia. . . . Travis hails from Memphis, Tenn., and from what I have seen of him, should make a hit with the York theatregoers.

"Henry the Eighth" Is Due Soon

Charles Laughton takes the cake and everything else in the United Artists' release of "Henry the Eighth."
Picked from the top ranks of the big hit names of radio, stage and screen... for your box-office... a brilliant array of names, never equalled in a program of comedy short features... splendid fulfillment of E. W. Hammons' promise of a line of comedies you can exploit with pride and profit.

**NAMES in Short Features!**

**NO COMPANY EVER OFFERED YOU MORE IN ONE SEASON'S COMEDIES**

---

**Educational Pictures**

**Two Reels**
- STAR COMEDY SPECIALS
- ANDY CLYDE COMEDIES
- MORAN & MACK COMEDIES
- CORONET COMEDIES
- FROLICS OF YOUTH
- MERMAID COMEDIES
- TOM HOWARD COMEDIES

**One Reel**
- TERRY-TOONS
- SONG HIT STORIES
- AS A DOG THINKS
- BABY BURLESKS
- THE TREASURE CHEST
- ROMANTIC JOURNEYS
- BATTLE FOR LIFE

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Distributed in U.S.A. by
C. FLOYD HOPKINS, Harrisburg, district representative (Wilmer and Vincent) underwent a tonsil operation last week at the Harrisburg Hospital. His condition is reported to be satisfactory. Lee Levy, city manager for Wilmer and Vincent, Allentown, and former manager of the Victoria, Harrisburg, was a guest of Manager Charles Bierbauer at the re-opening of the State, Harrisburg. Lee’s Allentown theatres re-opened simultaneously with the Harrisburg theatre. You should have seen Manager Bierbauer, resplendently in tuxedo, at the State re-opening. His assistant, Gerry Wollaston, and Francis Deverter were doing their stuff in fine fashion also.

Floyd Hopkins
Has Operation

IT WOULD DO the heart of any exhibitor good to see the Strand, Steelton, where R. M. Houser is the head man. There’s a wide-awake manager, Houser. He seems to know just what his fellow Steeltonians want to see on the screen. Royal Theatre, Hummelstown, had one of its best nights of the year for “She Done Him Wrong.” Grand, Harrisburg, ran two features, October 25.

WANT SERVICE—See CLASSIFIED page.

MOVING PICTURES of “The Ministry of Jesus,” taken from “The Passion Play,” were presented at Ewourth Methodist Church, Harrisburg, October 19. Pennsylvania Engineers’ Society was entertained in Harrisburg, October 24, with a motion picture of Baltimore’s “Fair of the Iron Horse.” Motion pictures taken by Boy Scouts and Rabbi Philip David Bookstaber on their recent trip to the Holy Land and the Scout jamboree, Hungary, were shown at a recent meeting of the Olpeh Sholom Temple Brotherhood, Harrisburg.

REAL RESULTS—See CLASSIFIED page.

MAE QUIRK, who manages the Victoria, Mt. Carmel, is establishing a new record. Her house is one of the cleanest in the territory and she is a smart show woman, to use another term for showman. She deserves a lot of credit. Oscar Athoff, Mahanoy City, is also an enterprising exhibitor. Uses a lot of ballyhoo stunts and exploitation ideas.

HARRISBURG LEGIT
Coincident with the re-opening of the State, Wilmer and Vincent theatre, Harrisburg, October 23, Majestic (Wilmer and Vincent), Harrisburg, re-opened October 25, with the stage drama, “Roy Blaz,” starring Walter Hampden. J. D. O’Rear, manager of the Victoria Theatre, Harrisburg, another Wilmer and Vincent motion picture house, is to manage the Majestic throughout the season.

While O’Rear is taking care of the managerial duties at the Majestic, Harry Lambert, manager of the Colonial, will manage both the Colonial and the Victoria houses.

REAL RESULTS—See CLASSIFIED page.

COPYRIGHT ACTION
Frank Fogel, representing the Copyright Protection Bureau, has brought action in United States District Court in Scranton against Ed Nanwicz, John Nanwicz, and Mrs. John Nanwicz, Dreamland Theatre, Eynon, on a charge of holding over film on four actions under the Pyramid brand. The Pyramid brand will be personally inspected by the exchange and will not be released unless up to a high standard. This is Korson’s personal guarantee.

Turn to Classified—and Save.

MIDSHIPMAN JACK Is a Naval Story

Radio offers Bruce Cabot, Frankie Albertson, Betty Furness and others in the show.

MASTERPIECE LINEUP Ready for Exhibitors

36 Features Available in New Season, Korson Says

Masterpiece Film Attractions is ready with its 1933-1934 line-up.

Announcement of completion of all deals was made this week by Louis “Pop” Korson, president. 36 pictures will be included in the new season total.

These are summarized as follows:

Twelve westerns, six from Buddy Roosevelt and six from Buffalo Bill, Jr.; twelve action pictures, from Mayfair; and twelve melodramas six directed by Edwin Carewe and six released under the Pyramid brand.

The Pyramid brand will be personally inspected by the exchange and will not be released unless up to a high standard. This is Korson’s personal guarantee.

Cast and names of stories will be announced later.

Goldsmith Prexy
Dr. Alfred N. Goldsmith is president of the Society of Motion Picture Engineers.
READING THEATRES are beginning to feel the spur of cooler weather, as well as some of the benefits of the NRA. . . . Reports are heard of more activity in vaudeville. . . . Rajah Theatre is not only to be wired for sound, with a good system, with William O. Heckman as manager, but it is to combine vaudeville and pictures . . . Astor is showing vaudeville.

ALFRED NOWITSKY, manager, State, got some good publicity by serving as first aid to a couple of matrimonial conspirators on his payroll, and converting the plot into a good news story. . . . Ruth Swartz, one of his usherettes, and Ralph Wentzel, another employee, were the couple planning to wed, and after the ceremony they were called to the stage at the end of the last evening show and presented with a lot of handsome gifts.

DARK for the entire summer, Wilmer & Vincent's large Capitol, Reading, has been put in a vaudeville-picture hookup with other Pennsylvania and Southern theatres in the W-V system, with William O. Heckman in charge. . . . Embassy Theatre, general manager of the Wilmer & Vincent houses here, announces the appointment of Floyd Stoker, New York City man, as Capitol manager.

RAJAH THEATRE, Reading, opened October 26 with William O. Heckman again in charge Monday to Wednesday, inclusive, will be reserved for road show dates and other rentals . . . House has been equipped with Western Electric, and considerable money has been spent on other improvements by Rajah Temple, Mystic Shriners, the owners and operators.

PLANS to reduce the dues of Reading Local of the American Federation of Musicians, numbering many theatre orchestra members, fell through when the local decided to stick to the old rate, $7.50 a year.

MURRAY LIVINGSTON, whose "Barrel of Fun," was a big Friday night attraction at the State Theatre, Reading, for a recording-breaking period last season, is again dispensing prizes. . . Up in Lebanon the Academy of Music, pictures and stage shows, was host to all the newsboys in that city. . . . Tamaqua's Victoria Theatre is presenting stage attractions with feature pictures.

WITH SEVEN DOWN-TOWN houses now open, better business in theatres here is in sight. . . . Embassy, Park, Loew's, and State are showing pictures only. . . . Astor and Capitol, the latter just re-opened, are presenting films and vaudeville, and at Rajah, Pangents vaudeville and news reels, together with shorts, are being presented. . . . Rajah charges 50 cents top, Capitol prices being 10, 20 and 30. . . . Things are picking up for musicians also. . . . Ben Roits, formerly musical director at the Palace, New York, is directing the Rajah orchestra of nine men.

O'Leary Hors de Combat

J. J. O'Leary, Comerford executive, tripped on a carpet while in the Scranton offices of the company. A bone was broken.

"The House on 56th Street" Has Interest

Gene Raymond, Kay Francis, Ricardo Cortez are favored in the Warner picture.

"Inquirer" Pays Goldman Tribute on "Buy Now" Move

Claims Honor for City as Pioneer in Drive

The Philadelphia Inquirer recently came out giving credit to William Goldman, general manager, Stanley Warner, for the start of the "Buy Now" movement.

It said:

"When Philadelphia Was the Pioneer

It is interesting and instructive to note that the plans for the "Buy Now" campaign of General Johnson are almost identical with those that were put out by public-spirited Philadelphians more than a year ago. At that time William Goldman, general manager of the Stanley-Warner Company, the Motion Picture Theatre Owners of America and the Film Board of Trade called a meeting which was held at the Royal Theatre to inaugurate a buying campaign. It was followed by a general meeting of representatives of all industries at the Mayor's office. Mayor Jamison issued a proclamation, department stores and other merchants joined in the movement, and the results were quite gratifying. Now General Johnson is doing the same thing, and one may hope that it will be a success.

The purpose in referring to it at this time is to point out the fact that Philadelphia was the pioneer in a movement which eventually spread to every city and hamlet in the United States. It was just another of the city's "firsts" which are a cause of pride to all our citizens. When William Goldman started this campaign he expected results, but the rapidity with which it spread to all parts of the country surprised everyone. The screen talks aloud, delivered in theatres everywhere, reached not less than 50,000,000 persons. It proved to be unparalleled publicity.

There is no good reason why the second campaign under the direction of General Johnson should not be still more successful. The underlying conditions are better now and people are in the mood to co-operate.

"Henry the Eighth"

United Artists turned host Sunday night when "The Private Life of Henry the Eighth," with Charles Laughton, was unveiled.

Laughton turns in what probably can be called the best individual performance thus far this season as Henry the Eighth, and delighted the crowd with the manner in which he acted the part. The show is built for the masses and the proper exploitation should turn it into a good record at the box office. It is the sort of picture that must be seen before selling.
THEY CAN'T PUT ME IN JAIL!

"You're Social Register, honey... but I'm Cash Register"... The little Napoleon who fleeced a nation with phoney bonds thought he was above the law till a tony blonde sold him short.

The country's been reading a lot about how the "financial wizards" work with other people's money... here's the "low down" on "high finance" in a story that strikes almost everybody in their empty safe deposit box!

with GEORGE E. STONE
PHILLIPS HOLMES
FAY WRAY
**Better Management**

A Review of How Showmen are Selling Their Pictures

**For "Lady"**

Virginia Theatre, Atlantic City, had a tie-up for "Lady For A Day," from Columbia. Obtained an "Apple Annie," contacted the manager, arranged an itinerary similar to that worked here, crashed front pages and pictures opened to good business. Sidney Poppay, manager, did the work assisted by J. Shearer, assistant.

**Community Good Will**

Elks Theatre, Middletown, turned over a percentage of the week's receipts to help the town purchase a community ambulance for use by the town and neighboring communities. Fire companies sold tickets. Called benefit week of good will.

**Varbalow's Herald**

Sam Varbalow got out a special herald plugging "What Price Innocence." Took picture strips in press books and used them on one throwaway. Novel idea and stronger because in majority of spots picture strip can't be placed. Reverse side had facsimile of newspaper page plugging "Tugboat Annie."

**Read CLASSIFIED**

With this issue THE EXHIBITOR inaugurates a new service for exhibitors in the form of a Classified Page. Turn to it now and read the list of representative firms and organizations that can take care of every need a theatremen may have. The companies listed are ready to give you the best at their command, and that, it is needless to explain, means the best in the field.

**Wilmington Hot for Novelty Heralds**

Wilmington theatre managers are now going in stronger for distribution of circulars, folders, window cards, and other non-newspaper advertising than in many years—so much so that newspaper advertising men and solicitors are sitting up and taking notice and wondering what is coming next.

The latest big move in the circular advertisement plan is being made by the Warner Brothers, operators of four theatres in full time basis and one on part time. In miniature newspaper form, 15,000 folders carrying advertisements for all Warner theatres in Wilmington are being distributed over the city and surrounding areas on a wide scale. They carry no other advertising, but all the usual ballyhoo of the screen offerings of the four theatres, and also the Savoy, which is open only two days a week. Local managers say that it is no move to cut out newspaper advertising. It has been noticed that other theatres have been following this practice for some time. A. B. Seligman, manager, Strand, has been circulating the northern section of the city each week for some time. New Rialto, for some time, depended entirely upon such advertising, and even now, with Fox first run films, continues newspaper advertising. George Jones, manager, Loew's, who is the staunchest believer in newspaper publicity in Wilmington, got out several thousand "Bowery Gazettes" for "The Bowery."

**Turn to CLASSIFIED—and SAVE.**

**Fox Host**

Eight hundred patients of the Philadelphia General Hospital were guests of Fox at a special showing of "State Fair." One of the patients, a 70-year-old lady, bedfast for the past 27 years, came out for the event, according to Kathryn Nightlinger, Medical Annex. Some 50 patients who had been confined to the hospital during the past 25 or 30 years and who had never in their lives seen a film, witnessed the picture, their first.

**REAL RESULTS—See CLASSIFIED page.**

**Air Bally**

Two Wilmington theatre managers worked out ballyhos and hook-ups with the Junior League's air circus. George Jones, manager, Loew's Parkway, playing "Night Flight," spurned "Friday 13th" superstition and had 13 couples, air pilots, parachute jumpers and Junior Leaguers attend a preview of the film on Friday night, October 13. Following day, just before the beginning of the air circus, a flyer had to leap in parachute for his life, and the plane crashed down into the roof of an East Wilmington home. "Bill" Gallagher, manager, Stanley-Warner's Arcadia, had a ballyhoo "cameraman" on the scene giving publicity to "Headline Shooters."

**WANT SERVICE—See CLASSIFIED page.**

**Earle Goes Strong on Names and Exploitation**

Earle Theatre, under the leadership of Joe Feldman, with Arte Cohen handling exploitation, is going strong on names and exploitation.

House has such attractions as Guy Lombardo, Jack Benny, Jans and Whalen, Lita Grey Chapman, George White Scandals, Cotton Club Revue due on the stage, with the film lineup bringing in "Tillie and Gus," "Aggie Appleby," "Love, Honor and O Baby," "Meet the Baron" and others.

For the "Midshipman Jack"-Waring's Pennsylvania tie-up, Cohen distributed 40,000 cigarette novelties at the Penn-Navy game, and had hundreds of windows on the radio tie-up.

House has been doing tie-ups aplenty, with Cohen handling it.

**WANT SERVICE—See CLASSIFIED page.**

**Inviting Police**

"Bill" Gallagher, manager, Arcadia, Wilmington, upon showing the first sound pictures of the Urschel kidnappers' trial invited members of the Wilmington police department, through Superintendent Black, to see the show.

**Itchy-Scratchy**

Here is a display of "Itchy-Scratchy," at the local Victoria. Masterpiece distributes the show and Bennie Harris went north to hunt the bears. After several weeks of exploring he found these two and effected a deal with them whereby they were to be used in a bally in return for publicity. And thus another accomplishment was marked up.
8,000 Kids Break Wilkes-Barre Records

Perhaps the biggest theatre party ever staged in Wilkes-Barre, resulted from a tie-up of Al Cox, manager, Capitol, with a jeweler and two afternoon dailies, The Evening News and The Times-Leader.

More than 8,000 kiddies were present, four times as many as had been anticipated. Eddie Morris, one of the enterprising jewelers of the anthracite metropolis, recently returned from a European business trip and honeymoon. He announced in four-column spreads that he wanted to prove to the world that, although he was married only six weeks, he had the greatest family in existence. “His” children in Wyoming Valley were asked to come to the Capitol as his guests at a special party Saturday morning at 9:30. Capitol had arranged a special program for the gala occasion.

It was announced that doors would open at 9 A.M. An hour before show time it was apparent that a first-class riot was in the making. After the theatre had been jammed to the doors and more remained on the outside than were in, a hurried call was sent to the Orpheum and arrangements were made for the showing of the regular program there to take care of part of the overflow. The newspapers that had been generous in their space in the promotion carried stories and photos in their Saturday editions, giving the week’s program a grand sendoff.

Even Al Cox, a demon for promotion, admitted that it was a great publicity stunt; in fact, one of the best he ever attempted. Just to prove that he could take it, Al sent down to the Home For Children Monday afternoon and had 52 youngsters up for the regular supper show.

TURN TO CLASSIFIED—and SAVE.

Readers Up
The Evening Journal and Every Evening, Wilmington’s only afternoon newspaper, has loosened up in its policy on readers by giving all theatre advertisers reader space. This has been in effect ever since the New Rialto began showing first run Fox films.

Good Will

George Sobel organized a ball club, plugging the Park Theatre during the summer, and is now dickering for a home grounds for a Park Theatre basketball team. The boys plug the Park, the house gives a benefit show, everyone is satisfied and Manager George is all smiles. The ball club won the North Penn championship, with plenty crowds out. The theatre was plugged at all games. Cost the house very little. It’s an idea worth copying.

ST. CHARLES
AN ENTIRE BLOCK ON THE BOARDWALK
ATLANTIC CITY
A Smart Hotel in America’s Smartest Resort

Atlantic City—Healthful—Restful—Affording complete relaxation as welcome after intensive work—Where the St. Charles offers the maximum in hotel comfort and service—Spacious Sun Deck occupying one entire block overlooking Boardwalk and Sea—Ocean view Lounge.

Ideal Convention Facilities Rates Greatly Reduced.

HORLACHER IS THE OLDEST DELIVERY SERVICE
ONLY CAPABLE, BONDED DRIVERS ARE USED
REGARDLESS OF RAIN OR SNOW DELIVERY IS PROMPT
LEADING EXHIBITORS HAVE BEEN CLIENTS FOR YEARS
AFTER 15 YEARS IT STANDS WITH UNEXCELLED RECORD
COURTESY HAS BEEN A DOMINANT PRINCIPLE ALWAYS
EASY INSURANCE COVERS ALL DIVISIONS OF THE BUSINESS
EVERY EFFORT IS ALWAYS MADE FOR GREATER EFFICIENCY
REAL SERVICE HAS BEEN THE REASON FOR PROGRESS

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

NEW YORK, WASHINGTON, NEW HAVEN
BOSTON, SCRANTON, BALTIMORE
Wilmington theatre managers seem to have had the same experience as those of other cities in discovering for themselves that Walt Disney's Silly Symphony "Three Little Pigs" had acquired a tremendous drawing power through radio and mass psychology and not through industry ballyhoo. As it stands now, there is a strong belief in the city that the short has as much drawing power as any main feature.

George Jones, manager, Loew's Parkway, has just finished a second run week with the short run on the program with "Night Flight." He would have shown it a second week if he could have held it over.

Jones showed the picture first in July. He heard numerous comments about it from his audience then, but in that he had no advance ballyhoo which put it above any of the other Disney shorts, he made no special play on it. During September, A. J. DeFiore, manager, Park, showed it second run. He was in the same boat. He just put it on as another short because it was booked as such. In the meantime the "Big Bad Wolf" song began to spread over the country. Jones got the picture back. Pushed it hard, almost on a level with "Night Flight," and had the best week he had had since "Tugboat Annie."

When "Footlight Parade" opened at the AC Stanley, general manager Copelan put over quite a campaign. One sheets were plentiful, an attractive looking front helped, and a rolling chair parade also was a novelty.

It was a neat sendoff for the Warner show.

For the second time Hightstown residents are to vote on the question of Sunday movies and other forms of amusements. Last spring the voters defeated the effort for Sunday amusements in a very close vote... William C. Hunt, who operates the Centre and Gayety Theatres, has re-opened the Orpheum as a popular-price house, with 10c and 15c admission, 10c for children. ... William Keegan is managing the house.

"Footlight" at Shore

When "Footlight Parade" opened at the AC Stanley, general manager Copelan put over quite a campaign. One sheets were plentiful, an attractive looking front helped, and a rolling chair parade also was a novelty.

It was a neat sendoff for the Warner show.

"Tarzan, the Fearless" distributed here by First Division, is doing a whale of a business in all spots. It has a cast including Buster Crabbe and others, and is a combination of an eight reel feature with eight episodes to follow. It has clicked mightily in ace houses.
Hopkins Helps

Southernaires, Negro radio concert artists, appeared at the National Theatre, Wilmington, under the auspices of the Bethel A. M. E. Church, through the co-operation of City Councilman Hopkins, owner.

Morton Levine, manager, Grand Opera House, Wilmington, had a tie-up with the Texaco Company for "Flaming Gold."

Turn to the CLASSIFIED page if you want to effect real savings, get real service, and be pleased. The new CLASSIFIED page is YOUR page, and the firms represented on it have reputations of many years' standing. If you need their service, you are getting the best in the field.

- Official Letter Service to the Motion Picture Industry
- Accurate List of all Theatres and Executives

WM. Z. PORTER
Advertising and Letter Service
1307 Vine Street
Bell, Loom 4182
Keystar, Rax 2579

ON MY WAY TO NEW YORK AND THE PICCADILLY

.. best hotel I know!
Near everything, just 200 feet from Broadway. Modern, hospitable, and comfortable. Like the Manager, like the rates—$2.50 single, $3.50 double, for a room with bath!

THE HOTEL - PICCADILLY
45th St. • W. of Broadway • New York
WILLIAM MADLUNG, Mgr.

FOR BETTER ADVERTISING METHODS DEAL WITH

NATIONAL-KLINE POSTER CO
1305-07 VINE STREET

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

AT YOUR SERVICE DAY AND NIGHT

PHILADELPHIA  NEW YORK  WASHINGTON  BALTIMORE

NATIONAL-PENN PRINTING CO
123 VINE STREET

PRINTING
POSTERS, PROGRAMS,
WINDOW CARDS,
THROWOUTS, ETC.

SIMON LIBROS  GEO. H. KLINE  OSCAR LIBROS
A benefit show was sponsored at the Strand Theatre, Steelton, by the West Side Hose Company, Steelton.

For "Bombshell"

Ten thousand heralds, published in tabloid form, were distributed at the doors of as many homes in Harrisburg and neighboring towns, under the direction of Manager Charles McLeary, Loew's Regent, Harrisburg, and his assistant, "Bob" Etchberger, to advertise "Bombshell," at Loew's.

A sound truck cruised the city; large signs were placed in leading stores, and radio programs were broadcast as part of Loew's exploitation of "Bombshell."

Manager McLeary is convinced that the radio offers an excellent means of advertising pictures.

REAL RESULTS—See CLASSIFIED page.

Break

One of those things that comes to a theatre exhibitor only once in a life-time happened to Manager Jack O'Rear, Victoria, Harrisburg, while the "Torch Singer" was playing at the Victoria. Rosa Ponselle, in Harrisburg, to sing at the State Education Building, went to the Victoria, accompanied by her secretary, to see the "Torch Singer."

To the pleasant surprise of Manager O'Rear, Harrisburg newspaper, the following day, carried front-page stories telling of the visit of the famous singer to the Victoria Theatre.

TURN TO CLASSIFIED—and SAVE.

Wynne Theatre distributes cards plugging half month attractions at street corners. When lights go red, cars stop, cards are thrown in. Al Cohen manages the S-W theatre.

Heard In

WILLIAMSPORT
Managers Want Break in Daillies

MANAGERS are still fighting to get a break in the local dailies. . . . For some time the papers have refused to give any free space about the shows and efforts are being put forth now to have them use something at least once a week. . . . Sunday paper uses a small amount of prepared copy. . . . Linn and Girton claimed they had to walk the alleys until a stage show brought in as an extra attraction finished its run.

CAPITOL is observing its fifth birthday this week. . . . All theatres joined in making the mummers' parade here last Monday a success. . . . Some of the managers gave cash prizes and others free tickets. Capitol was host to the football teams in this section recently.

Stage Wedding Suit

Warner theatre interests in Reading are named as defendants in a suit brought by a young Reading couple married on the stage of the Astor Theatre last May.

Suit was brought to recover over $700, estimated valuation of a complete outfit of household furniture which the couple, who went through the ceremony with a big houseful of witnesses, claimed had been promised them by Al Sindingler, then manager of the Astor.

Couple got a trip to New York City, all expenses paid, promised them, but they charge that the household furniture outfit was not delivered.
In the back of your head!

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

**What will it cost?**

**Must I close down?**

**Who's an expert on it?**

I would like information on . . . ✓

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**Tear Out and Mail!**

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

Jay Emanuel Publications Incorporated
219 North Broad Street

Buffalo—Albany—New York—Washington
The smart theatre owner will find listed here numerous services which will interest him during the successful operation of his showhouse. Each Company is an authority in its field and through long experience has proved reliable and trustworthy.

**AIR CONDITIONING**

**COOLING SYSTEMS**
for Every Need & Every Purse

Without Any Obligation or Expense to You Our Engineers Will Be Glad to Advise or Survey

**TYPOHON**
Air Conditioning Co.
233 West 42nd Street New York
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**QUALITY PREMIUM DISTRIBUTORS, INC.**
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The Sensation of the Day!
22-KARAT GOLD DINNER SET

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NAT LEVINE Presents
MASTER MASCOT SERIALS
The Acknowledged Leaders in Value

Now Being Released
"THE WOLF DOG"
with FRANKIE DARROW
RIN-TIN-TIN, JR.
Distributed in Philadelphia by
GOLD MEDAL FILM CO.
A. LUCCHESI, Pres.

**TICKETS AND REGISTERS**

**SERVICE and REPAIRS**
WITH OFFICIAL FACTORY PARTS
New Low Prices
Whether a Minor Adjustment or a Complete Overhauling

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Six Saving Features of the New Silent Automatic Ticket Register!

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Remodeling » Building

LATEST COMPLETED
ROXY RIDGE
Northampton Philadelphia Penna.
Pennsylvania

**DAVID SUPOWITZ**
REGISTERED ARCHITECT
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OSCAR NEUFELD, Mgr. Theatre Dept.

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"Built on Merit"
340 W. 41st St., New York
ACCOUSTICAL TREATMENTS RIGGING

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**ERPI SERVICE**
Western Electric Sound System
An essential in maintaining theatre operation on a profitable basis.
In the Philadelphia Territory call WALNUT 1940
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Decorators of More Than 500 Theatres

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307 REAL ESTATE TRUST BLDG. Philadelphia -- PENnypacker 0792

Tell Our Advertisers
"I saw it in THE EXHIBITOR"!

**VAUDEVILLE AGENCIES**

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HARRY BIBEN
(603-4 COLONIAL BUILDING)
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**Hitch Your Theatre to a Star Booker!**

**EDWARD SHERMAN**
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Now Booking Stage Shows at STEEL PIER, Atlantic City, CARMAN, Phila., HIPPODROME, Baltimore and others.
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The Most Complete Independent Supply House in the Territory
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"I saw it in THE EXHIBITOR"!
Thirty Days Old—
One Million Sold!

That’s what the Movie-Goers think of our Sensationally NEW

Princess Anne Dinner Set
(Companion Set to “Alice Ann glow”)

In TEN Striking Patterns—Including the Beautiful

- 22-Karat Gold
Each Piece Stamped “22 KARAT GOLD”

and

- Platinum Beauty
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Each of the above theatres completed a Dinner Set last year.
Out Next Week!

Terrific Anti-Climaxes

8 Reels 8
4 Brothers 4
44 Girls 44

The Four Marx Bros.
In "Duck Soup"
Directed by Leo McCarey
A Paramount Picture

Songs by Groucho
Music by Chico
No Words by Harpo
Looks by Zeppo

If it's a Paramount Picture it's the best show in town!
FIRST DIVISION...

is doing things and going places!

"THE SWEETHEART of SIGMA CHI"
with MARY CARLISLE - BUSTER CRABBE - CHAS. STARRETT - FLORENCE LAKE
TED FIORITO and HIS ORCHESTRA
OFFERING A LOCAL ANGLE EVERYWHERE. 6 million copies of the song; 10 national tie-ups and a box-office attraction that made the Hollywood Reporter call it "a winner for any program."
And VARIETY says, "Crack independent product and worthy of comparison with screen musicals costing many times more. Sig Chi is smart and showmanly... Should register strongly at the box office... Direction clean-cut and aids the story tremendously"
Now Playing MAYFAIR THEATRE on Broadway

"BROKEN DREAMS"
with RANDOLPH SCOTT - MARTHA SLEEPER - and a Strong Cast
Now Playing LOEW CIRCUIT in New York

"ONE YEAR LATER"
with MARY BRIAN - RUSSELL HOPTON - JACKIE SEARLE - DE WITT JENNINGS
DONALD DILLAWAY - PAULINE GARON - and a Strong Cast
Now Playing LOEW CIRCUIT in New York

Pictures that cost money to make ...
...and that will make you money!

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FIRST DIVISION EXCHANGES, Inc.

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BUFFALO - ALBANY - NEW YORK - PHILADELPHIA - WASHINGTON
CLEVELAND - CINCINNATI - DETROIT - LOUISVILLE - PITTSBURGH - BOSTON
Mr. Exhibitor:

You can skip over everything else in this issue . . . the biggest story in the book is on the last page . . . and I'll stake my reputation on it.

Bob Lynch
Metro-Goldwyn-Mayer

P. S.—You'll use a "Baer" to chase away the big bad wolf.
A Hit Everywhere

WASHINGTON
MIAMI
NEW ORLEANS
ATLANTA

And All Points South, East, North and West!

Presented by JOHN KRIMSKY
and
GIFFORD COCHRAN
Directed by DUDLEY MURPHY

PAUL ROBESON IN "EMPEROR JONES"
A Record Breaker

KEITHS—BOSTON
RIVOLI—NEW YORK
PARAMOUNT—BROOKLYN
KEITHS—BALTIMORE

Smashing Box-office Records to New Highs!

EUGENE O’NEILL’S REIGNS SUPREME!
— and now the Critics

**N. Y. Daily News:**

(3½ Stars) . . . "A new star has risen and is shining brightly on the Music Hall screen since yesterday, when Margaret Sullavan appeared in Universal's 'Only Yesterday.'"

**N. Y. Daily Mirror:**

"This beautiful, sensitive love story is played by one of the finest casts ever assembled for a single film. Among the 95 established players who appear in it you will find a new star of genuine brilliance. She is Margaret Sullavan, who gives a performance of such lustrous beauty it will thrill you and of such simple sincerity it will break your heart."

**N. Y. American:**

"Margaret Sullavan scores heavily ... 'Only Yesterday' possesses quality in production and has its moments of affecting beauty ... The picture is distinguished by the effective prettending of Margaret Sullavan, the light charm of Billie Burke and the presence of John Boles, who does just a bit better than ever before."

**N. Y. Journal:**

"There were any number of handkerchiefs in evidence at the Music Hall yesterday. For 'Only Yesterday' is a picture to induce sobs from those who like their movies tearful...Margaret Sullavan makes her screen debut and establishes herself as an emotional actress."

**N. Y. World-Telegram:**

"Still another picture which comes under the head of 'drop everything and see it at once' attractions is 'Only Yesterday' . . . A beautifully tender, sweet and charming love story, it features a new star, who most certainly demonstrates here that she is one of the finest actresses the screen has yet lured away from the stage."

**N. Y. Post:**

"Margaret Sullavan managed . . . to extort loud and anguished sobs from yesterday's audience... 'Only Yesterday' belongs among the superior Hollywood productions."
N. Y. Sun:
"The dramatic critics had better stop praising these newcomers — if they wish to keep them to have and to hold. Bless their discerning hearts, they have praised Margaret Sullavan straight into talkie stardom."

N. Y. Herald Tribune:
"As the tragic and lovelorn heroine of the shrewdly devised sentimental orgy called 'Only Yesterday,' Margaret Sullavan plays with such forthright sympathy, wise reticence and honest feeling that she not only assures the economicsuccess of the picture, but establishes herself with some definiteness as one of the cinematic people to be watched."

N. Y. Times:
"Margaret Sullavan gives a sterling performance . . . This romantic drama is imbued with genuinely affecting sentiment and occasional interludes of gentle humor."

GREATEST PRODUCTION FOR UNIVERSAL

MARGARET SULLAVAN
JOHN BOLES

Billie Burke, Edna May Oliver, Reginald Denny, Benita Hume, Onslow Stevens, Jimmie Butler and many others. Produced by Carl Laemmle, Jr. Suggested by the book by Frederick Lewis Allen. Presented by Carl Laemmle.
Product Announcement for 1933-34

I. E. Chadwick Pictures

Completed...

WINE, WOMEN AND SONG
With Lilyan Tashman—Lew Cody

Coming...

THE MELTING POT by ISRAEL ZANGWILL
THE UNCHASTENED WOMAN
One Title to Be Announced Later

Action Pictures

BOX OFFICE TITLES:

Calling All Cars
Wanted—Dead or Alive
Radio Dragnet
In the Dead of Night
Vicious Circle
Yellow Cargo
Secret Sinners
Her Forgotten Past
Rescue Squad

Badge of Honor
What’s Your Racket?
It Happened at Midnight
Forgotten Wives
Neighbor’s Wives
Shady Street
One Against Eleven
Crashed in Mid-Air
Night Lights

Top-Notch Westerns

6 with BUFFALO BILL, JR.
6 with BUDDY ROOSEVELT
2 with TOM TYLER

Masterpiece Film Attractions

1329 VINE STREET

L. KORSON, President
A Question of Salaries

Regardless of what publicity may be put upon the so-called high salaries of stars, what they receive is not the trouble. The sore spot in the situation rests in the fact that a lot of pseudo-names are drawing down big money and are not delivering at the box office. No one can dispute the fact that if Wallace Beery is an insurance against a poor picture going completely floppo at the box office, then Beery is worth a big salary. Likewise, if the name of Mae West is an absolute guarantee of lucrative returns regardless of everything else, she deserves a princely salary.

But if Mary Blank doesn't mean a thing at the box office even if she appears regularly in good stories, surrounded by good casts, then Mary Blank doesn't deserve any more than a featured player.

The trouble is not all in the stars' salaries. Studio officials who turn out consistent pictures of mediocre quality, supervisors who are responsible for product that does not appeal to mass audiences, all others with high sounding titles who don't do a thing to make good box office pictures are all a part of the Hollywood picture of waste.

Whether there will be an investigation of Hollywood salaries by the NRA is still a question. But it of waste.

The exhibitors really believe that times are getting better. Wearing off of the NRA impetus will be met by the understanding that things are really improving.

The pictures seem alive, more down to earth, human. They seem influenced by the fact that real, solid entertainment is a necessity, not only for the financial reason, but because the public demands that type of picture.

It is to be noticed, too, that the light, flimsy, arty type of show isn't doing the business usually credited to it. That is a signal that as long as the country is coming back to fundamentals, so are all standards of entertainment.

When an exhibitor plays a picture that makes money for him, he forgets about the weak sisters. When the public goes to a show it really enjoys, it forgives the theatreman for all the poor fare he has had to foist upon them. And when the distributor sees the returns on the big hits he forgets all about the poor results on the lesser attractions. It works all the way around.

Keep it up.

The Checkup

Too many times an exhibitor gets an availability notice with no other information than the name of the picture. Ofttimes, a print is rushed from the coast and dated in before the exchange is able to supply information about the show. It is because of such occurrences that THE CHECKUP appears this issue. It will continue as a regular feature.

THE CHECKUP offers a concise and easy method of checking up on a feature's worth. Turn to it. It is a guide that will prove of real value. It appears because exhibitors have asked for such a medium.
MRS. SI LEWIS, formerly Lilian Rubin, entertained the Paramount girls, Miss Dorothy Burreson and Esther Diamond, also, at luncheon and bridge. . . . Boardwalkites were Ethel Freedman, Kathryn Harris. . . . At a masque ball was seen Miss Rita Kandel, of Atlantic. . . . At a night club was seen Ted Aber, the Paramounteer.

JESS LEVINE, the Universalite, drives his son, Stanley, to college every Monday A.M. . . . Harry Ringler, Universal operator, is a boy scout. . . . Miss Hilda Harris, U, was an AC visitor. . . . The V. R. Carrick license is again V-30, same as last year.

MISS MILJRED PFEIFER, secretary to John Jackson, Lebanon exhibitor, became Mrs. Ray Scheetz, October 21. . . . Film salesmen report she keeps the key to the pretzel box in the Jackson safe.

VINCE O’DONNELL and MISS MARY McCLAY, his fiancese, were badly injured when a car skidded and rammed into a tree. . . . Other members of the party were also injured. . . . However, both of them have practically recovered, and from now on intend to avoid all such accidents. . . . Fellow RKOians as well as everyone else were glad to hear of their recovery.

IT’S A GIRL at the E. M. Orowitzes. . . . She will be called Evelyn. . . . Weighed eight pounds. . . . And mother and child doing nicely.

BIG JOHN GREENBERG, the bumpoiff man, turned he-man, smoked a cigarette. . . . Astonished were her associates, Clara, others. . . . Running for municipal judge on the Socialist ticket was Simon Libros, Miss Greenberg’s executive, who made a good showing without making any campaign.

HANDMADE SUITS are the fashion. . . . Ask the Meadowcroft sisters (Universal and RKO). . . . The medical note on Miss Rose Frank was incorrect. . . . It wasn’t her appendix that “began to rot” at “RCAF” Engel is now the Beau Brummel of the street. . . . Heaven help the sailors. . . . Joe Azzarzango spent the week-end in Pleasantville. . . . That’s not news. . . . Maybe he plants trees. . . . Page Harry Bodkin, the veteran.

SENIOR SAM DEMBOW hopped to California for a visit. . . . The Eddie Sherman baby is growing by leaps and bounds. . . . But hasn’t seen one of Eddie’s high class stage shows yet. . . . Morris Gerson went to Chicago.

AL KAYE went around on crutches for a while; bad knee. . . . But it is better now. . . . Brother of Frank McMamee, RKO manager here, Hugh, ran for municipal judge in Cleveland. . . . He has been active in political affairs there for some time, being a member of the state legislature.

Wide Range Installations

Recent Wide Range orders taken recently by Philadelphia office are as follows: Erlon Theatre, Great Northern, Royal; Strand, Doxestown; Palace, Bethlehem; State, Bethlehem; Keswick, Glenisle; Orient, Dunmore.

THE local industry was unanimous in one decision last week, that the resignation of William Goldman as managing director of the Philadelphia division of Warner Brothers’ theatre organization removes from the local picture a real showman, a shrewd operator and as fair an exhibitor as has ever been seen in this area, especially to those who have had direct dealings with him.

William Goldman was more than an operator. He was a constructive force in this business. In charge of a vast chain, with a power that comes from might, he refused to make use of it, played the game fair, earned the good will and esteem of competitor and friend alike, and retires from the local scene with a reputation that can hardly be duplicated.

I first met Bill Goldman five years ago, when the old Stanley Company was virtually dismantled. In the past five years, I have come to know Bill as a real friend, a hard task master but a man who can be depended upon to give everyone a square deal, always demanding loyalty as the first requisite.

He worked with the local M. P. T. O. did a lot to restore its reputation in the area, proved a civic leader and worked for a Greater Philadelphia, began the “Buy Now” movement that is sweeping the country, and always was a smart business man, a showman and a square shooter.

His handling of the Warner division under his command need not be described here. It is enough to say that Warners rode through the depression. The showing of the Philadelphia unit had a lot to do with it. I guess the best thing that can be said about Bill Goldman is that he was a constructive force in the industry. Expressions of regret from independents, in particular, were many. Few realized his popularity until news of his resignation came around.

There is no doubt in the minds of the local industry that he will remain somewhere in the business where his high principles can be continued. No matter where he goes, the industry will profit from it.

William Goldman may leave Philadelphia but the friends he made here will keep his friendship forever. He is that kind of a fellow.

JAY EMANUEL.

MADE A NIGHT ROUND of the Warner houses on the eve of the Goldman resignation and found a somewhat upset bunch. . . . They all had plenty of good words of praise for Goldman. Bill Ambler, a friend of this Aldine stumbled over something unusual. . . . Right in front of the theatre billboard stood a pretty blonde dressed in a freak red and white costume, with swastika designs painted on her cheeks, reading a pamphlet which came from a small cart of similar pamphlets in a child’s express wagon.

“Aha,” Lew Black’s up to some ballyhoo again, I think, but to my surprise the unfortunate miss had nothing to do with “Ann Vickers,” that Lew was playing, but rather was a school sorority girl being hazed and taking it nobly on the chin. . . . Inside found Lew with his mind centered on protecting his “Peggy.”

FOUND “MORTY” LEVINE on a “sweet” job—filling up his candy machine. . . . However, he let me in on a little secret plan he has for “The Bowery.”

BLAIR, Kiallo, tells me he’s doing good with Fox films first run. . . . Boys in the neighborhood, DeFiore, Park; Seligman, Strand; and Schindler, Avenue, are waiting for these films that will not be played downtown second run.

BERNY SEAMON without the Savoy to worry about any more, selling the Queen Theatre now on price and quality with reversed block 3 sheets. . . . Berny, being a bachelor, I wondered why four baby shoes were hanging up in his office, but learned they belonged to the “lost and found” bureau. . . . George Jones was getting ready to go strong at Loew’s Parkway with “Christopher Bean.”

He had an album full of signatures for the Dressler congratulations jubilee of national scope. . . . Jonesy got a lot of publicity space on the newboy parade for “Big Bowery,” and put out 10,000 tabloid for “Bombshell.” . . . Bill Gallagher, Arcadia, gave a theatre party for the football teams of DuPont and Wilmington High Schools for “Saturday’s Millions.”

BOX OFFICE of the New Rialto, where first run Fox films are now being shown in Wilmington, has been shifted.

“Record” Hit

The remarkable success of the Amusement Directory begun by the Philadelphia “Record” is a tribute to the worth of that sterling newspaper as a medium for exhibitor advertisers.

Started several weeks ago, the idea spread rapidly until now about 150 theatres are using the daily classified directory.

The “Record” deserves a hand for being a pioneer in the field and also retaining its original members, besides adding daily.

Exhibitors are more than satisfied with the results. Theatre men who are still absent from the list would do well to follow the leader, to better business.
Resignation of William Goldman, Warner Chief Here, Surprises Trade

**The Code**

At this writing, November 13, the code was still a Washington mystery.

Administrator Johnson was due back in Washington this week, with the hope that his return from a trip would speed up matters. It is known that there will be some changes from the third revision, although nothing has been announced.

Meanwhile, Allied is continuing its progressive work, the latest bombast being a statement against certain exhibitor leaders. The Allied statement points out that Allied has been continually working for a fair code and speaks of "mysterious intimations that unless some leaders got in line their organizations would not be represented on the various local boards provided for in the draft."

Allied, last week, dismissed Lester F. Martin, business manager of Allied of Iowa and Nebraska, on a charge of disloyalty.

Reports of Nathan Yamin signing the code was denied by him.

**Movie Industry Falling Down on Job in Drive**

**Returns Indicate Trade Isn't Doing Its Share**

Late reports this week showed Fox again leading all exchanges in giving toward the Welfare Federation. Firm and employees division reports $235 from employees. Same exchange led on local relief drive. Whoever is responsible, Edgar Moss or Sam Gross, deserves a hand.

Paramount came in second with $150; Horlacher third with $125; RKO fourth with $100. Tony Lucchese also helped out a lot.

MGM, UA, Universal, Warners, Columbia, Masterpiece and First Division were still among the missing at this writing.

A local theatre hit a new low when all employees gave 20c, another 25c.

The motion picture industry, as far as the Philadelphia division is concerned, has completely fallen down on the job.

The above statement is an indictment of those theatres and individuals which have failed to contribute their share to the United Campaign drive for $6,000,000.

**Zoning Board Demand**

At least one local exhibitor got so hot over wanting to be on the zoning board that he threatened to resign from the organization unless he got a promise. P. S.: He got no promise, is still a member.

**Head Man**

Mike Landow

Universal exchange chief here, heads the entire country in actual sales of product. The local office started early, co-operated with exhibitors; the studios handed in "Moonlight and Pretzels" on the regular program without holding exhibits up, and now "Only Yesterday" and "Invisible Man" are starting to clean up. All this, together with Mike's intense personality, and a clean sales and office force always co-operating with exhibitors, indicates why the local office holds the peak.

With the drive practically over, the industry's total reaches no imposing amount. Of all the cards distributed, the majority have not even been returned. Those which have been handed in include small sums.

Apparently, exhibitors as well as other individuals feel that the fund will go over the top without them. Apparently some of the folks who got their jobs back when the NRA came in think the other fellow will be taken care of somehow.

Regardless, the motion picture business has done a complete floppa. There is a small possibility that there will be a last minute rush with the industry division total reaching a staggering figure but at this writing this is as much likely to happen as George Arliss taking the part of Peter Pan.

The movie division has fallen down. And a lot of the good will which has been built up will fall by the wayside. Have you and your employees contributed their share?

**BULLETIN**

Among those rumored in line for the divisional management here were Harry Kalmine and Willard Patterson. However, a rumor of a dark horse from the local territory arose during the early part of the week and was taken seriously.

Resignation of William Goldman as general manager of the Philadelphia division of Warner theatres surprised the trade and gave the local industry its biggest piece of news in years.

After nearly five years of brilliant operation, Goldman stepped down from the helm and retired from the Warner theatre fold. The official announcement came November 7. His resignation is believed to have been up since October 31. It was accepted last week by Joseph Bernhard, head of all Warner theatre operations.

At this writing no successor has been appointed. Joseph Bernhard has been in Philadelphia since the resignation, handling the theatres. Pending announcement of a successor, no changes, except those originally contemplated by Goldman, will be made.

Reaction to the Goldman resignation was immediate. The local industry was grieved to hear of his departure. Local exchange men, acting as a body in the Film Board of Trade, passed a resolution commending William Goldman on his good work and co-operation. The local M. P. T. O., while not officially going on record as yet, expressed its sincere regrets at losing a member of its board of managers and also a staunch mover for the interests of the body.

Independent exhibitors also were ready to express their regrets at Goldman's resignation. Managers and other members of the film field were sorry to hear of his passing.

Plans for a dinner are being discussed.

Goldman came to Philadelphia from St. Louis in January, 1929. While in the Middle West he made a neat record for himself and proved a shrewd operator. He was chosen to reorganize the Stanley Company division of the Warner organization and made a good job of it.

During his five years here he has been a civic figure, aiding in Philadelphia developments and being a member of the Board of Trustees of Convention Hall and the Commercial Museum.

He has been a strong factor in keeping the local industry on a level keel and earned the admiration of friend and foe alike for his square dealing.

It is expected that his successor will be one of the big figures in the Warner theatre organization, which is operating with the usual slogan, "The Show Must Go On."

**Krouse in Washington**

Trade rumors have Lou Krouse, assistant to William C. Elliott, president, I. A. T. S. E., and president of the local operators' union, as head of the office of the I. A. T. S. E. to be opened in Washington.

Contact on code matters will be kept there.
See New Deal on Censorship After Samuel Schwartz' Jaunt to Coast

Board Chairman, Trade Optimistic Following Evidences of Studio Co-operation—French Film Tiff Occupies Stage—Exchangemen Say Plenty

A more co-operative interpretation of censorship by the producers on the coast will result following the visit of Samuel Schwartz, chairman, Pennsylvania State Board of Censors, to Hollywood a fortnight ago.

This is the opinion of local and coast observers, following the return of the censor chief to Philadelphia.

While on the coast, Schwartz conferred with studio officials, enlightened them on many points and gave them the reaction of the public to the type of product now being distributed in the country. He pointed out that the censors were not policemen, but a co-operative body which would be happiest if it had less to do, in other words, if there were more censorship at the inception of the cycle, rather than at the distribution point.

Schwartz came back fully sold on the belief that the new few months would see a change in type of story, type of gags and general nature of material. He looks for less blue situations, less that might prove offensive to the public. In short he is sold on the idea that there will be less censorship within the next few months because of the co-operation pledged to him.

Vine Street will be glad to hear of the change that is coming. Exchangemen and exhibitors alike will be glad to hear of it, the distributors because they will expect less deletions and the exhibitors because they are glad to hear that the heavily clipped product will not be a thing of the future.

Schwartz reported a fine trip on the coast and expressed satisfaction at the reception given him and his views by studio officials.

Upon his return here he walked into a controversy which revolved about “Poil de Carotte,” the French film, scheduled for the Europa Theatre. The coast was well impressed with his work and as a result his work is well taken up by other companies.

The effect of her bombast, however, was minimized by the fact that the publicity element was not entirely lacking, with the result that her column was more a piece of publicity than anything else.

The Philadelphia Record came out editorially against deletions in the picture, although it did say some type of censorship was necessary. That the fight didn’t harm the show was indicated by the fact that the picture held over for a second week.

As far as the letter to the censor board, in the last issue of THE EXHIBITOR is concerned, the matter has been discussed informally with the censors not wishing to give out statements at this time.

Reaction to the story was immediate along the street.

One manager said: “The letter in THE EXHIBITOR hits the nail right on the head. I think it is a great piece of work and serves notice on the board that unfair censorship should not be tolerated.”

Another said: “The attack on the censor board is unfair and unwarranted. I believe the censors are doing okay, and their decisions have always seemed fair to me. When they have a protest our appeal is always heard. The letter to the censor board is not constructive.”

(Ed. Note: The above comment is from an exchange manager whose pictures invariably pass the board with few eliminations. The pictures generally have been weak ones. Perhaps the manager was thinking of the next release due in the house, which was a starring vehicle for a lassie whose pictures are very, very torrid.)

Still another exchange chief said: “The EXHIBITOR hit the nail on the head. We do not find fault with fair censorship. It is the unfair variety that we protest against. There is no reason in the world why the trade should stand for any type of censorship. It must be fair and reasonable.”

It was the unanimous opinion that there was nothing personal in the censor protest. The censors, themselves, as individuals, are not involved. It is merely the interpretation of the censor laws that is under fire. There can be muck and shore sector, defeating the local industry wants, observers point out, is a liberal and fair variety.

It has been pointed out that time and time again the cuts made by the state board are two, three and even ten times the total of groups in other states. This is something that gives strength to the argument against excessive cutting.

However, with the return of Samuel Schwartz from the coast, and the expectation of a new deal, the local industry is waiting. Evidence of the result of the new co-operative views on censorship will mean a real, new deal. Exhibitors prefer the retention of the present board, rather than a new one, if the eliminations made are fairer and in accordance made with that of other censor boards.

At the present moment optimism reigns.

Earle Club Begins

Organization of local Earle employees, the Earle Theatre Employees’ Benevolent Club, is holding its first anniversary banquet, Sunday, December 3, at Penn A. C.

Various firms and business associates are co-operating in making the banquet a success.

Joe Feldman is the managing director of the house.

Attention AP

A Hollywood story about the return of costume pictures, under an AP credit, points out that “Voltaire” was a not entirely expected success. The story points out that the re-issue of “Disraeli” results, perhaps, from a consistent course in popularity, with a new release now scheduled for December 10. Release of a “Rothchild” film by 20th Century is also cited as a probable reason.

No one will argue the latter, but whether or not “Voltaire” was a success is a debatable point. As far as “Disraeli” is concerned, official admission about losses on that settled picture long ago.

It is probably a good publicity yarn, but the truth’s the truth.

Hunt Wins

William C. Hunt, shore chain operator, won his Assembly fight in the Ocean City, Wildwood and shore sector, defeating Senator Charles C. Read and other opponents.
THOSE LIPS -
THOSE EYES -
THOSE LOVELY CURVES -

that make Lilian Harvey the dazzling... alluring... captivating creature she is on the screen are the same lips and eyes and soft round curves that make National Scene Trailers the high-power selling-force they are...

because the thrilling glimpses of the stars doing their stuff... speaking their lines in actual scenes from the picture itself cannot be described...

the charm of personality... the sound of the voice... must be seen... must be heard...

that's why National Scene Trailers are the most potent piece of screen exploitation at the command of the showman...

that's why samplevue trailers by

NATIONAL SCREEN SERVICE
“A picture that will be remembered, talked about and released long after this generation has passed.”

Hollywood Reporter
Oct. 31, 1933

Kathearine Hepburn
in
LITTLE WOMEN

With
JOAN BENNETT
PAUL LUKAS
FRANCES DEE
JEAN PARKER
Edna May Oliver
Douglass Montgomery
Henry Stephenson

Directed by GEORGE CUKOR, MERIAN C. COOPER, executive producer, Kenneth Macgowan, associate producer.
**Boyd on Shorts**

Al Boyd, premier showman, is one of those who constantly declare the lack of good shorts.

Recently, Boyd made the statement that he had been looking at shorts for hours, and had still to pick out a fair number.

**Heard In**

Jackson Takes The Academy

**CROSSTOWN**

**DISPUTE between First Division and Lessy Amusement Company has had its day in the courts. More litigation expected later. . . . Double featuring is picking up a bit in South Philadelphia. . . . Fay's is trying out a policy of hit pictures with vaudeville. With the approach of winter downtown Sunday midway shows are taking on more permanent affairs. . . . Even the Philkino had one. "Thunder Over Mexico" is a Europa offering in the near future.

JOHN JACKSON, Lebanon operator, was reported taking over the Academy in that town this week. . . . That gives him the quartet of houses, with the acquisition of the Hissner property, and control of the town. . . . Perry Hoffman and Chamberlain interests have taken over the Earl, Allen-town, according to report. . . . Back at the Walt Whitman Theatre in Camden is Dick Belcher.

FAY'S made a change in policy. . . . Is now splitting the week. . . . Likewise, the West Philly State contemplated a change, with vaude coming out, . . . The Circle pulls out vaude, leaving it in one day. Saturday. Union trouble is impending. . . . Notice went up at the Harrowgate and Orpheum. . . . Closing followed.

**COLORED SHOWS** went back into the Pearl when Morris Wax took over the house. . . . Harry Gantz is handling the theatre for him. . . . Joe Riley, the sages of the S-W Liberty, happily married these few months, works hard continually to put the house over.

THE PHILKINO reached a zenith this week when "Knuckle Wampe" opened at the theatre. . . . Show got a lot of publicity and depicts the new movement in Germany. . . . House expects to pick up when recognition of Russia is assured. . . . Charlie Kurtzman at the Boyd, not so long ago, is now a managing director in St. Louis.

POP GRAVER, at the Willow Grove, is still the daddy of "em all. . . . Met is turning to stage presentations, with Fox pictures. . . . Edgar Wolf at the helm. . . . Moe Verbin's clash with the censors drew publicity aplenty, and the Europa benefitted. . . . 333 Market has a new manager. . . . George Young, formerly at Keith's, handles bookings for Pierre's.

**SOME TROUBLE** impended at press time between the S-W house and the steam engineers of the various houses. . . . Over the

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**Rental Ban Still Important Local Topic**

**M. P. T. O. Group Confers with Fox Heads**

A committee of local exhibitors, mostly Fox accounts, held session with district manager Edgar Moss, Fox, on the poster rental question, last week.

Protest against the attitude of Fox and Paramount in the matter of co-operation with National Kline Poster Company was registered with Moss, and it was agreed that the protest was to be sent to New York.

The committee members argued that inasmuch as other companies were serving National Kline Poster Company, the attitude of Fox was unreasonable.

A transcript of all the material included in the protest was to be sent to the home office by Moss.

John Clark and Herman Wobber, Fox executives, were due in town this week, and it was likely that the matter would be taken further.

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**Boyd on Shorts**

Rosenblatt, O'Reilly Invited to Address Body—Sunday Date Gives Opportunity for Complete Attendance—Gala Session Planned

The M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware has scheduled a business session and dinner dance, to be held within the very near future.

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**Boyd on Shorts**

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**Rental Ban Still Important Local Topic**

**M. P. T. O. Group Confers with Fox Heads**
DOUGH • RE • ME
IN THE BOX-OFFICE

WALTER WINCHELL'S
BROADWAY THEATRE

IN MUSICAL ENTERTAINMENT

DARRYL F. ZANUCK PRODUCTION

WITH THIS GREAT CAST: Blossom SEELEY • Gregory RATOFF • Texas GUINAN

"Color, excitement — bright — racy — witty, Winchellian — grand entertainment."
— Daily Mirror

"Grand eye and ear entertainment."
— Evening Journal
A Keyhole Strikes a New High Note

It's the second big

Tested by Joseph M. Schenck

Cummings • Russ • Columbo • Paul Kelly

Bennett • Williams • ABE LYMAN AND HIS BAND

"Thrilling — Lavish — Tuneful — Exciting."
— Morning Telegraph

"Marvelously well acted — and positively electric with suspense."
— Chicago Daily Tribune

"Tremendous entertainment. Will be the forerunner of musical pictures."
— Boston Globe

Released thru

United Artists
Sunday Movie Possibility Remote, Trade Agrees After Sports Vote

Far Cry from Ball to Flickers, Opinion of Observers—Upstate Hamlets Bar Commercialized Sabbath in November Election

What are the possibilities of a vote on Sunday movies? Sunday movies?

Halt Sale of Three Former Carr, Schad Houses

Hearing in Reading Action Due Soon

Acting on behalf of the original owners and investors in the properties, Judge H. Robert Mays, in Reading court, November 11, stayed sheriff sales of three theatres in Reading. One, the 3,000-seat Astor, another the 2,000-seat Strand, both operated by the Warners, and the San Toy, a neighborhood house of less than 1,000 capacity, owned by the same interests, to which the Astor and Strand belong.

Acting on a petition filed by Attorney George Eves, for Carr & Schad, Inc., by Charles H. Schlegel, president, Judge Mays appointed Harry J. Schad, sequester, to take charge of the properties and the income and profits therefrom until further order of the court.

Meanwhile, the execution for the sale of the properties will be stayed until November 25. A hearing will be held November 17, at 10 A.M.

Dr. Schad, the sequester, is a member of the original firm. Claude Carr, the other member, died about 10 years ago.

Petition of Carr & Schad, Inc. states that the encumbrances on the premises are a first mortgage for $540,000 held by the Reading National Bank and Trust Company, trustee, and a second mortgage for $600,000 held by Harry J. Schad and wife.

Interest on the first mortgage is paid in full and no further interest is due until June, 1934. The interest on the second mortgage was defaulted in April, 1933, and in October, 1933, “partly for the reason that the holders of the second mortgage requested that the interest on the first mortgage be paid in advance, and partly for the reason that the holders of the second mortgage consented that Carr & Schad loan certain moneys to Charles H. Schlegel in lieu of holding the same in payment of the interest in the second mortgage,” the petition explains.

Attorney Eves informed Judge Mays that the theatres are leased to Warner Bros. Theatres, Inc., for a term expiring May 3, 1941. The lease called for a rental of $140,000 a year from May 3, 1931, to May 2, 1936, but on June 2, 1933, at the insistence of Schad, the rental was cut to $98,000 annually from June 3, 1933, to June 2, 1936, after which the rental would be $155,000 a year until May 2, 1941.

Separation

Separation of distribution and theatre operation, long a problem in this business, would settle a lot of code problems.

Distributors could give way on some points if they did not have theatres that might be affected. With these affiliations, they change their minds.

How the code would treat this separation is unknown.

Hearald In

WASHINGTON

Horlacher Service

Top All

BUSINESS must be improving. . . . Capitol, which usually changes feature every three days, has had dual features for a solid week. . . . Rialto, to cope with the pulling power of its strong rival, played Winchell's latest and then ran two features for three days.

THESE HORLACHER DRIVERS give service, as one little girl can testify. . . . She fell asleep in the Keystone and when she awoke found herself alone in the house. . . . A Horlacher driver heard her cries and released her. . . . Keystone has put on a few Sunday midnight shows with fair success. . . . Western thriller on Friday and Saturday is helping the Keystone draw not only children, but many older persons. . . . Park, as its special attraction for the children, runs a serial Saturday afternoon. . . . Capitol ran a prepared advertisement in the morning paper, but the evening paper refused it, claiming it a bit risque. . . . Whispers are that Capitol may soon add vaudeville. . . . Gorton and Linn are non-committal, but they admit they are the only large house on the circuit without the extra attraction. . . . Majestic, the only other theatre in the city, appears to be the forgotten house.
CHARLIE FLARITY, salesman for Pre-
read, went to Washington. A woman
stepped into path of the automobile.
Charlie was exonerated,... Joe Singer now
connected with Gold Medal representing the
company on the Harrisburg route. Who
was the sweet young thing on Barney Cohen's
arm in the Fox Locust lobby?... Looks
rather serious, Mr. Bremer, formerly
of Warners, is now selling bulbs.... Ameri-
can made.

QUALITY PREMIUM is having a whale of
success with the 22-karat gold dinner set.
... Seems the premium is going like a
house afire.... With all theatres increas-
ing their deals from one week to another....
Gold is the subject of talk these days....
And that's why the sets are proving real
clickers. Quality also has a great sell-
campaign behind it.

MASTERPIECE comes to the fore with a
complete list of pictures.... Among the new
product in the house is "Riot Squad," "Her
Forgotten Past," "Neighb’r’s Wives."... "Secret Sinners."... With more to
come.... Pop Korson will have an interesting
announcement to make soon.... "Itchy-
Scratchy" is getting plenty of bookings also.

GOLD MEDAL has "Sin of Nora Moran," "Curtain at Eight," "Important Witness," "Big Bluff," among the newer pictures.... With other coming in weekly.... Business of new pictures in the house, was all tickled
duct coming in strong.... "Enlighten Thy
Neighbor's Wives."... Among the new
pictures in the house are "Riot Squad," "Her
Forgotten Past."... "Secret Sinners."... With more to
appear.... The morning is taken up by exhibs com-
ing in to book in person.... So P. M. phone
messages will help a lot.

AL BLOFSON, at First Division, scored
when the local Fox played "The Sweetheart
of Sigma Chi," from Monogram. Exchange
has one-third of its new releases in the
house now.... With "Broken Dreams" the
next from Monogram.... From Chesterfield
and Invincible.... "Man of Sentiment," "Dance, Girl, Dance," "Rainbow Over Broadway."... And "One
Year Later" and "Picture Brides" from Allied.
... And there is also "Tarzan, the Fear-
less," which is cracking records wherever it is playing.

PREFERRED is handling the Amity product
as well as its usual number of re-issues....
Vine Streets get a break in "Contra-band,"
with Don Alvarado and Dorothy Sebastian.
... Cold spell came early but didn’t affect
business as much as a hot spell does....
Someone ought to organize a Vine Street
chamber of commerce and get rid of the broken
down look on the street’s face.... If the exchanges got bally conscious, the street could be a
great ad for any and all pictures, what
with the cars coming from the bridge.

SAM DEMBOW, JR., formerly a Vine
Streeter, is now a Kentucky colonel.... So is
one of the Pep boys.... Elber Pearson, well
known in the territory when with Pathe, is now
general manager of DeVry.... Warners are reviving "Disraeli."
... "Blonde Bombshell" is the title of "Bombshell," the Jean Harlow
vehicle, now that the war rumor effect has
appeared.

TO CHICAGO, Detroit, Cleveland and
other points went Jim Clarke, the Horlaccher
executive.... John Golder has a picture
called "Elya."... A nudist drama, it is
said.... Also some three reel westerns.

HERB EFFINGER was a visitor in town.
John Bachman hopped to Pittsburgh this
week.... He reports a lot of success with
"Toy Town," a swell Xmas reel.... Likewise,
"The Million Dollar Melody" is a swell Edu-
cational musical reel, he alleges.... Howard
Smith jumped into the headlines this week
when he gained the top notch in the Fox
national salesman’s lists.... Howard is get-
ing to be a real veteran as far as results are
concerned.... His climb to the top was
terrific.... Meanwhile, Sam Gross’ division is
9th in standing.

C. ELMER DIETRICH, Tunkhannock, soon
will be a Representative, was a visitor.
Departure of George Sohlo from S-W’s Park,
succeeded by M. Bloch, was mourned.
Who drives Lillian Rosentoor home these
nights?.... Larry Mackey has been doing a
lot of entertaining.

SNOW DIDN’T INTERFERENCE with the
salesmen or Horlacher delivery this week.
There wasn’t enough of it.... A lot of the
boys attended the pro football game the past
Sunday at the Phillips Park.... And came
away sold on professional football.

NO BOWLING LEAGUE attracted the pin
tossers this year, but the Broad Street ad-
does not want for customers.... Vino Streets
come singly, in pairs, to bowl.

SAM GROSS went upstate.... On busi-
ness.... So did a lot of others.... Ed
Weaver, who used to manage a lot of houses
for S-W, is now in the hotel business, is back
in town.... Fred O’Neill homed over to
New York.... So did Gabe Michaels, the
exchanges get a break when the Frankford opens on a Friday-Satur-
day policy, pictures and vaude, this week-end.... Apex Garage is ready to serve you.
A Review of How Showmen are Selling Their Pictures

**“Bowery” Plug**

When the Victoria, Mshanoy City, played “The Bowery,” from UA, a bar, serving free beer, was erected. Manager J. K. Kreamer, brewery officials co-operated. Several barrels went fast, and the picture got a good hand.

**For “Keyhole”**

A photograph of Charles McLeary, manager, Loew’s Regent Theatre, Harrisburg, appeared at the head of a movie column, which runs daily in the Harrisburg Telegraph.

Picture was an excellent bit of exploitation on the film play, “Broadway Thru a Keyhole,” which opened at Loew’s on the day it appeared in the newspaper. It showed Manager McLeary seated at his desk, receiving from a messenger boy an orchid, all done up in a fancy box. The caption read, “An Orchid for Mr. McLeary.” Beneath picture it stated, “Manager Charles McLeary at Loew’s gets an orchid for playing Walter Winchell’s ‘Broadway Thru a Keyhole’ in Harrisburg the same day it opened in New York.” Orchid was accompanied by a telegram, signed by the florist who sent the flower.

To further exploit “Broadway Thru a Keyhole” Manager McLeary arranged the distribution through his able assistant, “Bob” Etchberger, of 10,000 heralds, a newspaper tie-up with one of the city’s leading department stores.

United Artists is offering some swell party masks on “The Three Little Pigs.” See the press book for further details.

**“Only Yesterday” Sendoff**

Faced with a quick booking on U’s “Only Yesterday,” local Boyd arranged a special 11.45 P. M. show open to the public and also to invited guests.

Managers of all S-W houses got on stage, plugged the picture, gave invitations to five residents of neighborhood who were to report back to manager and tell how they liked the picture.

A good stunt and one that will help downtown run and the nabe when it plays the picture.

**For “Footlight”**

Lew Black, manager, Aldine, Wilmington, cut loose with high powered ballyhoo equal to that for “Forty-Second Street” for “Footlight Parade.” He rushed out the trolley car covered with posters. A truck float borrowed from Reading did the suburban sections. He had the front of the closed Savoy covered in full, more 24, 6 and 3 sheets than he has had out in some time and 10,000 heralds, together with folders of lithographed cuties in scanties. His lobby looked like an art gallery of nudes.

George Jones, manager, Loew’s Parkway, Wilmington, mindful of the roaring success he had with the “Three Little Pigs” short, ballyhooed “Lullaby Land.”

**Hollywood Premiere**

Lobby of the Colonial, Wilmer and Vincent theatre, was the brightest spot in Harrisburg recently when Manager Harry Lambert staged a gala first-night opening for “Footlight Parade.”

Endeavoring to bring to Harrisburg the “Premiere” atmosphere, typical of the usual Hollywood or New York “Opening,” Manager Lambert invited Governor and Mrs. Gifford Pinchot, Mayor and Mrs. George A. Hoverter, of Harrisburg; city and county officials of Harrisburg and Dauphin County and their wives and many other distinguished citizens to attend the Colonial “Premiere.”

Anna Sten, new Samuel Goldwyn star, in the glittering costume of “Nana” in the Paris of 1870, is being congratulated by Eddie Cantor, for her splendid performance in her new United Artists release. Cantor is now in New York City having finished production on “Roman Scandals.”

**Broadway Gossip**

Frank Seltzer, Philadelphia, has completed his first Broadway Gossip reel in the new series. Those who have seen it say it tops them all.

Seltzer is also producing the American Explorer series, which has already had a downtown run.

Ben Perry is associated with him. He is a former Vine Streeter.

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**SENTRY SAFETY CONTROL**

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

SENTRY SAFETY CONTROL CORP. 10th ST. and ALLEGHENY AVE. PHILADELPHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
"Little Women" Has Plenty Push Behind It

RKO-Radio Pictures is making intensive preparations for a tremendous nation-wide advertising, publicity and exploitation drive in connection with the forthcoming release of “Little Women.”

Full campaign will be embodied in the “Little Women” press book, produced under the supervision of Robert F. Sisk, advertising, publicity and exploitation director for RKO Theatres and RKO Radio Pictures, and S. Barrett McCormick, RKO Radio Pictures’ advertising and publicity executive.

One of the national tie-ups includes a revival of the Sampler needlework, which is depicted in “Little Women.” Bernard Ulmann Co., makers of Buellia Needlework Productions, for a hundred years, have designed a special “Little Women” sampler, which has already been distributed to thousands of their dealers from coast to coast, along with circulars and advertising matter outlining local Sampler Newspaper and Theatre contests.

Arrangements have been made with the Eberhard Faber Co., manufacturers of the Mongol Colored Pencils, whereby exhibitors may arrange with the local distributors for drawing contests, like the one in “Little Women.”

Five publishers of the regular edition of the book, and two publishers of the photoplay edition, have arranged for local book store tie-ups with their thousands of dealers.

Western Union Telegraph Company has printed for free distribution to exhibitors, 25,000 jumbo telegrams, a property sold in hundreds, for store and window tie-ups. The telegram contains two inserts, one of the four “Little Women,” and the other of the Alcott homestead in Concord, Mass., where in the 1860’s one of the first Western Union telegrams was transmitted.

The necessary line-up, in addition to the usual posters and lobby material, will include a varied assortment of eye-catching novelties of sure-fire ticket selling power, such as a gigantic streamer, cut-outs, colorful hangers, doll cut-ups, a specially designed herald, a giant cut-out five-feet tall with easel back printed in four colors, school one-sheet and many other helpful novelties.

“Sigma Chi” Campaigns Ready for All Houses

Monogram’s “Sweetheart of Sigma Chi” has the benefit of numerous tie-ups.

The pressbook, supervised by Ed Finney, director of advertising and publicity, contains any number of suggestions for tie-ups with manufacturers, merchandising units and many others.

An attractive layout of newspaper cuts and ads, setting a new high for an indie pressbook, is also presented.

Recently, the Sigma Chi magazine devoted nine pages to a story of the making of the picture. This has been reproduced by Monogram and is now available at all exchanges. Special tie-ups with colleges on the picture have all been included in the pressbook.

“Sigma Chi,” with Buster Crabbe, Mary Carlisle, Charles Starrett and Florence Lake, presents a real opportunity for showmen. With a couple of hit songs, tie-ups, good press material, etc., it offers a world of exploitation chances for those playing the picture.

Paying Pastor

There is a theatre about 15 miles from Philly which is open on a deal with the landlord. He gets percentage of the receipts during weekdays. Receipts on Sunday benefits go in part to the pastor of the town.

“Havana Widows" Is a Comedy Riot

Joan Blondell, Lyle Talbot, Glenda Farrell, Allan Jenkins, Guy Kibbee and others are in the Warner show.

Masterpiece Has a Varied Lineup

Masterpiece exchange is set on its new year’s lineup. It includes 18 action pictures, 14 top notch westerns and the banner quartet, four from I. E. Chadwick, beginning with “Wine, Women and Song,” with Lillian Tashman and Lew Cody. Other titles include “The Melting Pot,” “The Unchastened Woman,” and one other.

In addition, the westerns include Buffalo Bill Jr., Buddy Roosevelt and Tom Tyler as stars.

Heard In M D - J E R S E Y

Abe Franks Gives a Party

IZ HIRSCHBLOND, Toms River, was a recent visitor on the street. He is already making arrangements for a golf tournament at the Toms River Club, Jack Waxman, Astor, Atlantic City, is becoming a crack publicity man. Hymie Jacobs, Embassy, Atlantic City, spent a week’s vacation in Philly. Sol Altman, Atlantic City, is becoming a crack publicity man. Herb Lubin, formerly at the Vineland Grand, is at the Millville Levey. Bridgetonite Lipman seems to be retiring. Don’t seem to hear much of him these days.

LEW ROYNER, PARKSIDE, Camden, had a girl buried near his theatre. Business was good. Mr. and Mrs. Meyer Adleman week-ended at Baltimore, Md. Visited Mr. and Mrs. Issenberg, manager, Metropolitan Insurance Company. Abe Franks, Lyric, Camden, is holding up his party. Waiting for the end of prohibition.

Movie Tunes Recorded

Tunes from forthcoming picture and stage musicals predominate among the new Victor phonograph discs recorded in the New York studios of the RCA Victor Company. Paul Whiteman and his Orchestra have made “Cinderella Fella” and “You Are Temptation,” from the MGM Marion Davies picture, “Going Hollywood.”

“Little Women” Looms As a Big Hit

"Little Women," from Radio, includes Katharine Hepburn, Paul Lukas, Frances Dee, Joan Bennett, Jean Parker and others in the cast.
Watch Del. Legislature

While the Delaware Legislature is in special session, specifically to pass on the loan and project program, theatre men are keeping an eagle eye on the news for a possible "bell ringer." If the so-called censorship bill is not introduced, some of the veteran managers who have been watching legislation for years, will be "disappointed." It is always an annual with a predestined death, but it seems as if there is always someone ready to introduce it.

Heard In T

Highstown Defeats Sunday Shows

WILLIAM C. HUNT who operates the Orpheum, Gayety and Centre Theatre was re-elected to the House of Assembly New Jersey Legislature, from Cape May County. Voters of Highstown for the second time defeated an effort to legalize Sunday amusements in that borough. Two small boys were held in bail for Juvenile Court on the charge of placing miniature odor bombs in the Centre Theatre which motion picture house has been picketed for some months by Motion Picture Operators Union.

GEORGE D. BISHOP who was interested in the Hildinger Enterprises, Inc., operating a string of motion picture houses in this city died November 8. Two small boys were held in bail for Juvenile Court on the charge of placing miniature odor bombs in the Centre Theatre which motion picture house has been picketed for some months by Motion Picture Operators Union.

Erpi Statement on Suit

Following statement was issued by Electrical Research Products regarding suits for triple damages filed by the Stanley Company, General Talking Pictures and Duo-Vac:

"There is nothing new in these suits. The issues involved have been in litigation for many months. Stanley, Duo-Vac and General Talking Pictures asked the Federal Court in Delaware for several injunctions against the enforcement of ERPI's contracts with producers and theatres. The court refused to issue an injunction against the contract for servicing theatres and the collection of charges therefor. It granted the plea for an injunction against the enforcement of the clause providing for the furnishing of replacement parts and the clause thought to limit distribution of the pictures of producer licensees to theatres equipped with apparatus of Western Electric manufacture.

"No attempt was ever made by ERPI to enforce the first of these provisions by legal action, and the latter appeared only in the original licenses to Vitaphone and the Fox companies in which it was superseded more than five years ago. As a matter of fact, the injunctions have never been issued, due to the failure of the plaintiffs to file the necessary bonds.

"The litigation which resulted as above was based upon the alleged violation of the Sherman and Clayton Anti-Trust laws, and the only effect of the new action is to ask for damages alleged to have been suffered by reason of the matters now before the courts."

Optimistic Heckard

T. B. Heckard, one of Harrisburg's oldest theatre owners, who acquired recently his second motion picture house in the Capital City, has announced completion at his Broad Street Theatre of alterations which cost more than $3500. Broad Street Theatre, termed a "gold mine" by Manager Heckard, has been repainted and re-decorated inside and out. Before opening the Star, formerly the New Royal, Heckard spent $7000 to make it a modern theatre.

Suskind an Exhib

Joe Suskind, Vine Street printing executive, is now in the exhibitor fold. He is interested in the operation of the re-opened Pearl Theatre. Morris Wax is booking while Harry Gantz is managing.

Objections Argued

Objections to an interrogatory motion lodged against the A. T. & T., Western Electric Company, Inc., and Erpi, by the Stanley Company of America, General Talking Pictures and DuoVac Radio Corporation were argued before Judge John P. Nields.

ON MY WAY TO NEW YORK AND THE PICCADILLY

... best hotel I know!
Near everything, just 200 feet from Broadway. Modern, hospitable, and comfortable. Like the Manager, like the rates — $2.50 single, $3.50 double, for a room with bath!

THE HOTEL - PICCADILLY

45th St. • W. of Broadway • New York
WILLIAM MADLUNG, Mgr.
"Broken Dreams" Is from Monogram

Monogram’s new heart drama, "Broken Dreams," features Randolph Scott, Martha Sleeper, Beryl Mercer and the new wonder child, Buster Phelps.

Operator Available

An A-1 projectionist, with 25 years’ experience, five on sound, is available. Does own repairing, can furnish references, will go anywhere.
Write John J. Lehman, 207 Lancaster Avenue, Shillington.

Heard In

LEHIGH VALLEY

Two Houses
Open Doors
By Jack

CHARLES MOYER was welcomed home from St. Luke’s hospital after having undergone an operation for appendicitis. . . . Manager of the Nile, Bethlehem, . . . Richard Shamus, manager, Colonial, gave away fifty table lamps. . . . Candy life savers are being distributed to patrons in the merchants’ campaign. . . . His car was stolen from its parking place. . . . Thieves abandoned the sedan in a woods several miles from Bethlehem. . . . Oscar Foreman is doing well at the College and has some new competition from the State, Bethlehem, which re-opened November 10, under new management. . . . Harry Gammett calls attention to the fact that prices at the Globe never changed.

STATE THEATRE, Allentown, re-opened October 30, with plenty of stage show, which will be a regular feature under Jack Van’s management. . . . Walter Hurley, Wilmer and Vincent’s Rialto, conducted a big Hallowe’en night frolic including contests. . . . Lee Levy had “Footlight Parade” at the Colonial at the time and used an eight column news ad. . . . Park Theatre, opened November 3 on a 10 and 25 cent admission rate. . . . Sunday benefits are a regular occurrence at the New Roxy, Northampton, mostly American legion, so far. . . . Manager Andy Anderson made a wide distribution of special handbills for the two day appearance of Buzz Barton and his Wild West Show. . . . George C. Meeser is running three-hour Saturday matinees for the children at 10 cents each, also mid-week after school shows. . . . Wilbor Theatre, Easton, had a big Hallowe’en party with cash prizes. . . . Transit is giving away Jade Kitchen-ware.

MAX KLINE has taken the Bethlehem State. . . . Ray Wolf is the manager on the job.

Universal Has An Assortment

Bebe Daniels in “Counsellor-at-Law”; Paul Lukas in “By Candlelight”; and Roger Pryor, a new addition, are shown.
Harrisburg, alone, contained thousands of greet-

ing signatures to this grand, old lady of the films. . . . Benjamin F. Sheklenberger, Harris-
burg, went to work Friday for Warner Brothers Pictures as a checker. . . . First assignment was the Colonial, Harrisburg . . . George Elinger, who helped out during vaca-
tion periods at the Colonial and the Victoria, Harrisburg, is now regular ticket taker at the former theatre . . . Succeeded E. Gerald Wol-
laston, when the latter became assistant man-
ger to Charles Bierbauer, State, Harrisburg, 

October 23 . . . It is rumored by friends of Miss Mary Funk, cashier at the Colonial, Har-

risburg, that she will have an important an-

nouncement to make before November 27 . . . .

It concerns a handsome bus driver whom she nursed back to health during a recent illness.

“WE’RE SURELY DELIGHTED to see you back on the job,” is the greeting many the-

atregoers have been extending to Mrs. Bertha J. Olsen, cashier at the State, Harrisburg, since its opening, October 23 . . . Fifteen years ago, on November 7, Mrs. Olsen sold her first theatre ticket at the old Orpheum Theatre, Harrisburg . . . Manager Charlie Bierbauer, State, Harrisburg, must be a miracle man . . . Demand has necessitated running four complete performances at the State Saturdays. Manager Bierbauer an-
nounced . . . Isaac Marcus, proprietor of National, reported that “Sing, Sinner, Sing” was one of the best attractions National has had in months . . . Astor Theatre, An-

ville, advertised “Tugboat Annie” in Harris-

burg newspapers . . . New Central, Quarryville, Lancaster County, is playing double features . . Strand, Carlisle, is running stage shows in addition to screen programs . . . Standard, Steetlon, was the scene of a recent political meeting.

Bachman Making Indes

Jack Bachman, former producer for Para-
mount and Radio, and Joe Goldberg, formerly general sales manager, Columbia and World Wide, are president and vice-president, re-

spectively, of the newly formed Preferred Pic-
tures, Inc., which plans a series of twelve out-

standing pictures for the independent market to be delivered during 1934.

Speech Postponed

A. J. DeFiore, president of the Independent Motion Picture Theatre Owners of Delaware and the Eastern Shore of Maryland was all set to speak at the meeting of the Gardens Cen-
tury Club on motion pictures November 1, but the meeting was postponed.

Says W. C. T. U.

At the meeting of the Delaware Women’s Christian Temperance Union one of the resolutions adopted urged that cigarettes and beer advertisements, on bill boards, radio programs and movies depicting drunken scenes on the screen be banned by law.

EXPERTS . . .

in every field of theatre design and maintenance will be found listed on the

READY REFERENCE PAGES
"Broadway Through a Keyhole"

Constance Cummings, Paul Kelly, Hugh O'Connell, Russ Columbo are some of those in UA 20th Century—Zanuck production.

**Heard In**

**Reading**

**Reading Wedding Case Attracts**

By T. R.

WEDDINGS on the stages of movie houses, or any other theatres, are likely to be listed as just "wet smacks" in the future in Reading.

Mr. and Mrs. Arthur Collins, who entered into the holy state of matrimony by way of the Astor stage in Reading last May, are suing for $711.50 worth of household goods which they claim was promised them by Albert Sindlinger, theatre manager. . . . Samuel Carlisle, treasurer, Warner Bros., Inc., which operates four theatres in Reading, including the Astor, filed a reply to the suit, denying that the Warners are responsible for the above amount, whether Sindlinger agreed to supply the goods or not. . . . Complete disavowal of responsibility of any acts of Sindlinger along this line is made by Carlisle. . . . "They were not within the scope of his authority as local manager," the Carlisle reply states.

**Reading Suit Up**


Attorneys Stevens & Lee filed the answer in which the defendant corporation says that the plaintiff suffered no loss by reason of any conduct on the part of Warner Bros. Theatres, Inc.

The litigation involves a stock transaction in connection with the sale of several theatres in Reading. The plaintiff avers it suffered a loss by alleged failure of defendant to deliver certain securities on time and the market dropped. Case will be listed for jury trial in civil court.

CARLISLE avers that the company is not liable for the goods. . . . All that Sindlinger did, it is stated, was to agree, on his own behalf, that he would endeavor to secure as many of the articles requested (by the couple) as he could from local merchants who would secure advertising value therefrom."

THEATRE BUSINESS is looking up. . . . Theatre managers here are hoping the next railroad merger story that comes out of Philadelphia or Washington, affecting the Reading Company or the Baltimore & Ohio, will be put in cold storage until there is really something to work on.

**Atlantic City**

**Apollo To Be Renovated**

OPERATION of the Aldine Theatre is scheduled to be affected by the report that Mort Lewis will be receiver for the house. . . . Theatre's former operator, Harry Savage, died recently. . . . Harry Waxman always has that same sweet smile.

FOLLOWING the acquisition of the Apollo Theatre by Weilland and Lewis, theatre will be intensely rebuilt and renovated. . . . New plans may reach to $100,000 total before completion. . . . House will be ready for the new season and will run movies. . . . Maybe stage shows.

Trustworthy • Honest
Capable CRAFTSMEN
in every branch of
theatre design and
maintenance will
be found listed on
the . . .

**Ready Reference Page**

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

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

### First National—Warner
- Bureau of Missing Persons 1-Sept.
- Wild Boys of the Road 1-Oct.
- The World Changes 2-Oct.
- Gold Diggers 1-June
- Footlight Parade 2-Oct.
- Ever In My Heart 2-Oct.
- Kennel Murder Case 1-Nov.
- College Coach 1-Nov.
- House on 56th Street 2-Nov.
- Female 1-Nov.
- Havana Widows 1-Nov.
- From Headquarters 2-Nov.
- Son of a Sailor 2-Nov.

### Fox
- Pilgrimage 1-Aug.
- The Last Trail 2-Aug.
- Paddy 1-Sept.
- Good Companions 1-Nov.
- Charlie Chan's Greatest Case 2-Sept.
- Dr. Bull 2-Sept.
- My Weakness 1-Oct.
- Power and the Glory 2-July
- Walls of Gold 2-Oct.
- Worst Woman in Paris 1-Nov.
- Berkeley Square 2-July
- My Lips Betray 2-Nov.
- This Mad Game 1-Nov.
- Olson's Big Moment 1-Nov.
- Hoop-La 2-Nov.
- As Husbands Go 2-Nov.
- Frontier Marshal 2-Nov.

### Metro
- Penthouse 2-Sept.
- Stage Mother 1-Oct.
- Night Flight 1-Sept.
- Bombshell 2-Oct.
- The Chief 2-Oct.
- Day of Reckoning 1-Nov.
- Meet the Baron 2-Oct.
- Dinner at Eight 2-June
- The Late Christopher Bean 2-Nov.
- The Prizefighter and the Lady 2-Nov.
- Eskimo 2-Nov.
- The Vinegar Tree 2-Nov.
- The World Changes 2-Oct.
- The Chief 2-Oct.
- Day of Reckoning 1-Nov.
- Meet the Baron 2-Oct.
- Dinner at Eight 2-June
- The Late Christopher Bean 2-Nov.
- The Prizefighter and the Lady 2-Nov.
- Eskimo 2-Nov.
- The Vinegar Tree 2-Nov.

### Monogram
- The Avenger 2-Nov.
- Sweetheart of Sigma Chi 1-Nov.
- Broken Dreams 1-Nov.
- The Bowery 2-Oct.
- Broadway Thru Keyhole 1-Nov.
- Emperor Jones 1-Oct.
- Henry the Eighth 1-Oct.

### Paramount
- Song of Songs 1-July
- This Day and Age 2-Aug.
- One Sunday Afternoon 1-Sept.
- Torch Singer 2-Sept.
- To the Last Man 1-Oct.
- Golden Harvest 1-Oct.
- Too Much Harmony 2-Sept.
- I'm No Angel 2-Oct.
- Tillie and Gus 2-Oct.
- Take a Chance 1-Nov.
- Hell and High Water 2-Nov.
- White Woman 1-Nov.
- Design for Living 2-Nov.
- Cradle Song 2-Nov.
- Duck Soup 2-Nov.
- Lone Cowboy 2-Nov.
- Thundering Herd 2-Nov.

### Radio
- Morning Glory 1-Aug.
- Rafter Romance 1-Aug.
- One Man's Journey 2-Sept.
- A Chance at Heaven 2-Oct.
- Ace of Aces 2-Oct.
- Aggie Appleby 2-Oct.
- Little Women 2-Nov.

### United Artists
- Bitter Sweet 2-Sept.
- The Bowery 2-Oct.
- Broadway Thru Keyhole 1-Nov.
- Emperor Jones 1-Oct.
- King for a Night 2-Nov.

### Universal
- Saturday's Millions 2-Sept.
- S O S Iceberg 1-Oct.
- Only Yesterday 2-Nov.
- Myrt and Marge 1-Sept.
- Special Investigator 2-Nov.
- Invisible Man 2-Nov.
- King for a Night 2-Nov.

### First Division
- By Appointment Only 2-Nov.
- Dance, Girl, Dance 1-Nov.
- I Have Lived 1-Aug.
- A Man of Sentiment 2-Nov.
- Notorious But Nice 2-Nov.
- One Year Later 2-Aug.
- Tarzan the Fearless 1-Sept.

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

### Masterpiece
- Her Forgotten Past 2-Nov.
- Riot Squad 2-Aug.
In the back of your head!

A KNOWLEDGE THAT YOU NEED EXPERT ADVICE . . . BUT AFRAID TEMPORARILY TO MAKE THE EXPENDITURE.

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

I would like information on . . . ✓

| ARCHITECTS | PROJECTION |
| AIR CONDITIONING | POSTERS |
| CARPETS | SAFES |
| CHAIRS | SAFETY DEVICES |
| CHAIR COVERS | SCREENS |
| CONSTRUCTION | SIGNS |
| COSTUMERS | SLIDES |
| DECORATING | SOUND EQUIPMENT |
| DRAPERIES | STAGE SCENERY |
| ELECTRICAL WORK | TICKETS |
| HORNS and SPEAKERS | TICKET Registers |
| LIGHTING EQUIPM’NT | TRAILERS |
| LIGHTING FIXTURES | UNIFORMS |
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FOR THE

MOTION PICTURE INDUSTRY

Signed by PRESIDENT
FRANKLIN D. ROOSEVELT
★ ★ NOVEMBER 27, 1933 ★ ★
EFFECTIVE DECEMBER 7, 1933

Published December 1, 1933, by JAY EMANUEL PUBLICATIONS, Inc.
CODE OF FAIR COMPETITION FOR THE MOTION PICTURE INDUSTRY

PREAMBLE

This Code is established for the purpose of effectuating the policy of Title I of the National Industrial Recovery Act and shall be binding upon all those engaged in the motion picture industry.

ARTICLE I
DEFINITIONS

1. The term "motion picture industry," as used herein, shall mean and include, without limitation, the production, distribution or exhibition of motion pictures and all activities normally related thereto, except as specifically excepted from the operation of this Code.

2. The term "Producer" shall include, without limitation, all persons, partnerships, associations and corporations who shall engage or contract to engage in the production, distribution or exhibition of motion pictures.

3. The term "distributor" shall include, without limitation, all persons, partnerships, associations and corporations who shall engage or contract to engage in the distribution of motion pictures.

4. The term "Exhibitor" shall include, without limitation, all persons, partnerships, associations and corporations, engaged in the ownership or operation of theatres for the exhibition of motion pictures.

5. The term "legitimate production" as used herein shall be deemed to refer to theatrical performances of dramatic and musical plays performed on the stage by living persons.

6. The term "motion picture industry" as used herein shall be deemed to refer to theatrical performances of dramatic and musical plays presented on the stage by living persons.

7. The term "clearance" as used herein shall be deemed to refer to that interval of time between the conclusion of the exhibition of a motion picture at a theatre hereinafter referred to as such motion picture prior in time to its exhibition at another theatre or theatres and the commencement of exhibition at such other theatre or theatres.

8. The term "zone" as used herein shall be deemed to refer to any defined area embraced within the operations of a local clearance and screening board.

9. The term "non-theatrical" account as used herein shall be deemed to refer to churches, schools and other places where motion pictures are exhibited but which are not operated in the usual and ordinary course of the business of operating a theatre for the exhibition of motion pictures.

10. The term "Exhibitor" as used herein shall be deemed to refer to an Exhibitor in the business of operating a motion picture theatre which business is owned, controlled or managed by any Producer or Distributor or in which a Producer or Distributor has a financial interest in the ownership, control, or management thereof. The mere ownership, however, by a Producer or Distributor of any theatre premises leased to an Exhibitor, shall not constitute any such Exhibitor an "Affiliated Exhibitor.

11. The term "unaffiliated Exhibitor" as used herein shall be deemed to refer to an Exhibitor engaged in the business of operating a motion picture theatre which business is not owned, controlled or managed by any Producer or Distributor or in which no Producer or Distributor has an interest in the ownership or control thereof.

12. The term "Outside or Associated Producer" as used herein shall refer to a Producer of motion pictures, including features, short subjects, and/or cartoons, and which Producer operates his or its own production unit independently of, though in conjunction with, another Producer or Distributor under whose trade name or trade mark the productions of said Outside or Associated Producer are released and distributed.

13. The term "Administrator" as used herein shall be deemed to mean the National Recovery Administrator.

14. The term "effective date" shall be and this Code shall become effective on the tenth day following its adoption by this Code by the President of the United States.

15. Population, for the purposes of this Code, shall be determined by reference to the 1930 Federal Census.

ARTICLE II
ADMINISTRATION

1. A Code Authority of the Motion Picture Industry constituted as in this Article provided and herein referred to as the "Code Authority" shall be established and hereinafter, together with such other powers and duties as are prescribed in this Code.

2. (a) The Code Authority shall consist of the following:


3. The Code Authority may adopt rules and regulations and, when any question directly or indirectly affecting any class of employees engaged in the motion picture industry is to be considered by the Code Authority, one representative of such class, selected by the Administrator from nominations made by such class in such manner as may be prescribed by the Administrator, shall sit with and become for such purposes a member of the Code Authority with a right to vote.

4. The Administrator may designate more than three additional persons without vote who shall not have any direct, personal interest in the motion picture industry nor represent any interest adverse to the interest of those engaged therein, as representatives of the Administrator.

5. (a) The Code Authority shall be empowered to collect from the members of the industry all data and statistics required by the President, or reasonably pertinent to the enforcement of Title I of the National Industrial Recovery Act, and to disseminate summaries thereof, all in such form and manner as the Code Authority or the Administrator shall prescribe. No such statistics, data and information of any one member of the industry shall be revealed to any other member. The dissemination of summaries of such information shall not be deemed a disclosure thereof. In addition to the members of the Code Authority, there shall be furnished to Government agencies such statistical information and information of any such Committee generally or in particular purposes, in such manner as may seem most useful, and the Code Authority shall be released and distributed.

6. The Code Authority shall assist the Administrator in administering the provisions of this Code, in making investigations as to the functioning and observance of the provisions of this Code at its own instance or on the complaint of any person engaged in the industry, and shall report to the Administrator on any such matters. The Code Authority may by rule and regulation prescribe additional rules governing the conduct of Producers, Distributors and Exhibitors which are not otherwise prescribed by law, and the Code Authority may by rule and regulation prescribe additional rules governing the conduct of Producers and Distributors which are not otherwise prescribed by law.

7. The Code Authority, after notice and hearing, may prescribe additional rules governing the conduct of Producers, Distributors and Exhibitors among themselves and with each other and with their employees, which rules shall be submitted to the Administrator and if approved by the President in such notice as he may deem proper, shall constitute rules of fair practice for the industry, and any violation thereof shall constitute a violation of this Code.

8. The Code Authority may adopt rules and regulations so far as such extent in such manner as may seem most useful, utilize the facilities of national, regional and local trade associations, federations, institutes, boards and organizations in the industry.

9. No member of the Code Authority shall sit on any matter involving his company's or his own interest directly and not as a class. In such case the Code Authority, including such ineligible member shall designate an alternate of the same general
class not connected with 'the company or theatre of the ineligible member to sit in his place.

10. (a) The Code Authority shall have the right to stop, remove and fix the compensation of all persons whom it may employ to assist it in any capacity whatsoever in administering this Code.

(b) The expenses of the Code Authority in administering this Code shall be budgeted and fairly allocated among the industrial enterprises engaged in the industries and against the respective members thereof who accept the benefits of the activities of the Code Authority or otherwise assisted by it. The Code Authority shall determine the respective capacities and responsibilities of the Code Authority as shall be determined by the Code Authority.

(c) Any person who shall fail to promptly pay any assessment directed by the Code Authority as an expense in administering this Code shall not be entitled to file any complaint under any Article or PART thereof.

ARTICLE III

GENERAL PROVISIONS

Section 1. (a) Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

(b) No employee and no one seeking employment shall be required to join any company union or to refrain from joining, organizing, or assisting a labor organization of his own choosing; and

(c) No employer shall require any employee to work in excess of the maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the Code Authority.

Section 2. This Code is not designed to promote monopolies or to eliminate or oppress small enterprises and shall not be applied to discriminate against them nor to permit monopolies or monopo-

listic practices.

ARTICLE IV

LABOR PROVISIONS

A. On and after the effective date of this Code, in the PRODUCTION OF Motion Pictures:

SECTION 1. HOURS OF EMPLOYMENT

(a) No employee shall work more than forty (40) hours in any one week.

(b) No employee of the following classes shall work more than thirty-six (36) hours in any such period but for each six (6) hours or fraction thereof in excess of thirty-six (36) hours the employee shall be compensated at straight time for all overtime in excess of thirty-six (36) hours.

(c) No employee of the following classes shall work more than forty (40) hours in any one week:

... (Continued in following sections)

... (Continued in following sections)
Floormen (electric) .................. 60.00
Grips .................................. 60.00
Propertymen (first) .................. 60.00

However, for "stand-by" or "key men," not more than one man of any of the above classifications shall be assigned to any one film.

(1) With respect to all employees listed in paragraphs (c) and (d) of this Section, the foregoing scale of minimum wages shall prevail on all locations except that the foregoing wage scale may be paid in lieu thereof on distant location, if so stipulated before employment commences and all such employees shall be paid at the following rates:

Distant location when employed less than one week of seven (7) days and subject to "call at any time":

<table>
<thead>
<tr>
<th>Studio Rate</th>
<th>Hourly Rate</th>
<th>Weekly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>less than one week</td>
<td>Weekly Rate</td>
</tr>
<tr>
<td>-------------</td>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>7.25</td>
<td>24.00</td>
<td>141.75</td>
</tr>
<tr>
<td>1.94</td>
<td>20.75</td>
<td>121.75</td>
</tr>
<tr>
<td>1.66</td>
<td>17.25</td>
<td>101.75</td>
</tr>
<tr>
<td>1.33</td>
<td>14.75</td>
<td>86.75</td>
</tr>
<tr>
<td>1.25</td>
<td>13.75</td>
<td>81.75</td>
</tr>
<tr>
<td>1.16</td>
<td>12.50</td>
<td>71.75</td>
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<td>1.08</td>
<td>11.50</td>
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<td>.90</td>
<td>10.50</td>
<td>61.75</td>
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<tr>
<td>.83</td>
<td>9.50</td>
<td>56.75</td>
</tr>
<tr>
<td>.75</td>
<td>8.50</td>
<td>47.75</td>
</tr>
<tr>
<td>.60</td>
<td>7.50</td>
<td>43.75</td>
</tr>
</tbody>
</table>

When the distance location daily rate above is employed the total wage for any one week shall not exceed the distance location weekly wage.

(a) Every soundman shall be given one day off with pay for every four (4) cumulative days (24 hours per day) that he is away from his base of operations, except if on roving or "gypsy" assignments.

SECTION 3. PROVISIONS REGARDING "EXTRAS"

The Code Authority provided for in this Code shall be established by agreements for rules and regulations to be adopted by all casting agencies and/or Producers with respect to "extras," and shall appoint a standing committee representative of employers, extra players, and the public, to effectuate the foregoing purposes and to interpret the terms of any provisions made for "extras" and to supervise the same, receive and pass on complaints and grievances, and to otherwise aid in effectuating the foregoing provisions, subject to review by the Administrator.

Such standing committee under the supervision of the Code Authority shall cause a reclassification of "extras" and "extra talent" to be undertaken, based upon the following qualifications for such labor:

(a) "Extra players" shall be those who by experience and/or ability are known to be competent to play group and individual business parts and to otherwise appear in a motion picture in other than atmospheric background or crowd work.

(b) Atmospheric people who are not to be classified as dependent on motion pictures for a livelihood, but who may be recorded, listed and called upon for occasional special qualifications not possible of filling from the registered Extra Players.

(c) Crowds not classified as a workers, matrons, watchmen, attendants, porters, and office help, such employees shall receive not less than one-fourth of a day's pay for every additional two hours or fraction thereof.

The following shall be provided for by said standing committee, under the supervision of the Code Authority, shall make full investigation and interpretations of the provisions subject to review by the Administrator.

(a) In Casting Bureaus casting and employment interviews of women and children shall be by appointment only and shall be limited to one hour.

(b) No one shall be employed as an "extra player" or "atmosphere worker" who is a dependent member of the immediate family of any regular employee of a motion picture company or any person who is not obliged to depend upon extra work as a means of livelihood, unless the application of such classification is under construction, require an exception to be made. And further, no one shall be employed as an "extra player" or "atmosphere worker" on account of personal favoritism.

(c) A day's work in any State shall be eight (8) hours, with overtime as provided by the existing California Statutes relating thereto.

(d) No person other than a registered "extra player" shall be employed, if the hiring of such a person can be possibly and practicable.

(e) Rotation of work shall be established to such reasonable degree as may be possible and practicable.

(f) No person not a registered "extra player" shall be requested by a studio casting office from any casting agency, and each registered "extra player" shall be provided with a card of identification, with the maximum hours with respect to these employees in excess of twenty-five (25) cents per hour.

SECTION 4. PROVISIONS REGARDING "FREE LANCE" PLAYERS

The Code Authority provided for in this Code shall undertake and provide for rules and regulations to be binding upon all Producers with respect to "free lance" players, receiving compensation of wage scale provided for or less than the ins per week, and shall appoint a standing committee representative of employers, "free lance" players, and hours of labor, and the conditions of employment provided for such "free lance" players, rotation and distribution of work to such reasonable degree as may be practicable, and minimum adequate compensation therefor.

SECTION 5. OVERRIDING PROVISIONS

If the prevailing wage scale and maximum number of hours with respect to these employees in excess of twenty-five (25) cents per hour.

Section 4. With respect to employees regularly employed as ticket sellers, doormen, ushers, cleaners, matrons, watchmen, attendants, porters, and office help, such employees shall receive not less than thirty (30) cents per hour in cities and places having a population of more than 15,000, and not less than thirty-five (35) cents per hour in cities and towns having a population of more than 5,000.

SECTION 6. CHILD LABOR

On and after the effective date of this Code, no person under sixteen (16) years of age shall be employed in the production of motion pictures, provided, however, where a State law provides a higher minimum age no person under the age specified by such State law shall be employed in that State, and provided further, however, where a role or roles are to be filled or appearance made by a child or children, a Producer may utilize the services of such child or children upon his compliance with the provisions of State laws appertaining thereto.

On and after the effective date of this Code, no person under sixteen (16) years of age shall be employed in the production of motion pictures, provided, however, where a State law provides a higher minimum age no person under the age specified by such State law shall be employed in that State, and provided further, however, where a role or roles are to be filled or appearance made by a child or children, a Producer may utilize the services of such child or children upon his compliance with the provisions of State laws appertaining thereto.

On and after the effective date of this Code, in the DISTRIBUTION of Motion Pictures:

SECTION 1. HOURS OF EMPLOYMENT

(a) No employee except outside salesmen shall work more than forty (40) hours in any one week.

(b) This provision for working hours shall not apply to professional persons employed in the profession at large. No employees in a managerial or an executive capacity or in any other capacity of distinction or sole responsibility who now receive more than thirty-five ($35.00) per week.

SECTION 2. MINIMUM WAGES

No employee shall be paid:

(a) Less than fifteen dollars ($15.00) per week in any city over 500,000 population or in the immediate trade area of such city.

(b) Less than fourteen dollars ($14.00) per week in any city or place up to 250,000 population or in the immediate trade area of such city.

(c) Less than thirteen dollars ($13.00) per week in any city over 250,000 population or in the immediate trade area of such city.

On and after the effective date of this Code, no person under sixteen (16) years of age shall be employed in the distribution of motion pictures, provided, however, where a State law provides a higher minimum wage, no person below the age specified by such State law shall be employed in that State, and provided further, however, where a role or roles are to be filled or appearance made by a child or children, a Producer may utilize the services of such child or children upon his compliance with the provisions of State laws appertaining thereto.

On and after the effective date of this Code, in the EXHIBITION of Motion Pictures:

PART 1. EMPLOYEES OTHER THAN ACTORS

Section 1. No person under sixteen (16) years of age shall be employed; provided, however, that where a State law provides a higher minimum age no person under the age specified by such State law shall be employed in that State.

Section 2. No employee, notwithstanding the provisions of Section 6(a) hereof, shall work more than forty (40) hours in any week, unless such maximum hours shall not apply to employees in a managerial, executive or advisory capacity who now receive thirty-five dollars ($35.00) or more per week, or to employees other than professional persons employed in a general utilitarian character, or to emergencies.

Section 3. With respect to employees regularly employed as ticket sellers, doormen, ushers, cleaners, matrons, waitresses, attendants, porters, and office help, such employees shall receive not less than a twenty percent (20%) increase over the wage paid to them as of August 1, 1933, in cities and places having a population of less than 15,000, provided that this shall not require a wage for these employees in excess of twenty-five (25) cents per hour.

Section 4. With respect to employees regularly employed as ticket sellers, doormen, ushers, cleaners, matrons, waitresses, attendants, porters, and office help, such employees shall receive not less than thirty (30) cents per hour in cities and places having a population of more than 15,000, and not less than thirty-five (35) cents per hour in cities and towns having a population of more than 5,000.

Section 5. With respect to employees regularly employed as ushers, in cities and places having a population over 15,000, such employees shall receive...
a wage of not less than twenty-five (25) cents per hour.

Section 6.

(a) Employees associated with organizations of or performing the duties of hill-posters, carpenters, electrical workers, engineers, firemen, motion picture mechanics, and all other technical stage employees, theatrical wardrobe attendants, or other skilled mechanics and artisans, who are directly and regularly employed by such class of theatre or theatres in any particular community, and such scales and hours of labor with respect to all such employees in such communities in such class of theatre or theatres.

(b) In the event, however, that there exist in the particular class of theatre or theatres in any particular locality, and in the event they cannot agree upon the same, they shall mutually designate an impartial person who shall be empowered to sit with such representatives, review the facts and determine such dispute, with the proviso, however, that in the event such designee cannot agree upon the same, the Administrator shall designate such impartial person.

(c) Pending the determination of any such dispute, with the proviso, however, that in the event such designee cannot agree upon the same, the Administrator shall designate such impartial person.

(d) In order to effectuate the foregoing provisions, each party in such dispute shall be paid not less than forty (40) cents per hour.

Section 7. In no event shall the duties of any of the employees hereinbefore specified in Section 6 of this Article be increased so as to decrease wages or increase hours.

Section 8. With respect to any employee not hereinbefore provided for, such employee when designated by the parties shall be paid not less than forty (40) cents per hour.

Section 9. By reason of the professional character of the work of artists appearing in this Code, this section shall not be applied to such artists.

Section 10. With respect to disputes arising between employees, employers, in the EXHIBITION and PRESENTATION MOTION PICTURE THEATRES branch of the Motion Picture Industry, the parties pledge themselves to attempt to arbitrate all such disputes.

Section 11. The Administrator after such notice as he shall prescribe shall appoint two representatives to review the facts submitted to him, and proposed to be introduced as evidence, and unanimously determine the existing minimum wage and maximum number of hours of labor for such particular locality, and in the event such representatives cannot agree upon the same, the Administrator shall designate such impartial person.

Section 12. The Administrator after such notice as he shall prescribe shall appoint two representatives to review the facts submitted to him, and unanimously determine the existing minimum wage and maximum number of hours of labor for such particular locality, and in the event such representatives cannot agree upon the same, the Administrator shall designate such impartial person.

Section 13. The Administrator after such notice as he shall prescribe shall appoint two representatives to review the facts submitted to him, and unanimously determine the existing minimum wage and maximum number of hours of labor for such particular locality, and in the event such representatives cannot agree upon the same, the Administrator shall designate such impartial person.

Section 14. The Administrator after such notice as he shall prescribe shall appoint two representatives to review the facts submitted to him, and unanimously determine the existing minimum wage and maximum number of hours of labor for such particular locality, and in the event such representatives cannot agree upon the same, the Administrator shall designate such impartial person.

Section 15. For employees of the American Federation of Labor, and if in said community there exist members of such such organization, such community shall be deemed to be, and hereby are declared to be, the minimum scale of wages and maximum number of hours with respect to all such employees in such communities in such class of theatre or theatres.

PART 2. ACTOR EMPLOYEES IN VAUDEVILLE AND PRESENTATION MOTION PICTURE THEATRES

Section 1. DEFINITIONS

(a) Presentation and vaudeville shall include both permanent and traveling companies of artists playing presentation and vaudeville houses, but is not intended to include—amateur shows, "rep" shows, "tab" shows, "tent" shows, "wagon" shows, "irk" shows, "medicine" shows, "showboat," or "burlesque," as these terms are understood in the theatre.

(b) A "traveling" company, as used in this Code, means a company which moves from theatre to theatre irrespective of locality.

(c) "Actors" as used in this Code shall include all persons who shall be employed to act in the theatre and shall be paid wages for such service.

Section 2. PRINCIPALS.

(a) PRINCIPALS. It shall be an unfair trade practice for any Exhibitor or independent contractor to engage any chorus person under any agreement which would reduce the net salary below the minimum weekly salary established by this Code. This shall not prohibit, however, the appearance of any chorus person under any agreement which would reduce the net salary below the minimum weekly salary established by this Code. This shall not prohibit, however, the appearance of any chorus person under any agreement which would reduce the net salary below the minimum weekly salary established by this Code. This shall not prohibit, however, the appearance of any chorus person under any agreement which would reduce the net salary below the minimum weekly salary established by this Code.

(b) CHORUS. It shall be an unfair trade practice for any manager or independent contractor to engage any chorus person under any agreement which would reduce the net salary below the minimum weekly salary established by this Code. This shall not prohibit, however, the appearance of any chorus person under any agreement which would reduce the net salary below the minimum weekly salary established by this Code.

(c) After the first two weeks of consecutive employment, if a lay-off is necessary there shall be compensation for each day of lay-off. This provision for a free day shall not apply to traveling companies.

(d) There shall be a minimum wage of twenty-five ($25) dollars per week in other than De Luxe Theatres.

(e) There shall be a minimum wage of thirty-five ($35) dollars per week in traveling companies.

(f) There shall be a minimum wage of twenty-five ($25) dollars per week in other than De Luxe Theatres.

(g) There shall be a minimum wage of thirty-five ($35) dollars per week in traveling companies.

(h) There shall be a minimum wage of twenty-five ($25) dollars per week in other than De Luxe Theatres.

(i) There shall be a minimum wage of thirty-five ($35) dollars per week in traveling companies.
without pay for each four weeks of employment West of the Rockies, and one day’s traveling without pay for each four weeks of employment East of the Rockies.

On August 23, 1933, any theatre paid a rate to chorus persons in excess of the minimum wages or employed chorus persons for a number of hours per week in excess of the hours limited said higher wage and lesser number of hours shall be deemed to be, and are hereby declared to be, the minimum scale of wages and number of work hours, the same subject to such theatres in this section of the Code.

Section 5. GENERAL PROVISIONS
(a) If in any city or place whereby custom Sunday performances by living actors, or the performance of parades or processions of acts, are not given, no performer or chorus person engaged to work in such city or place shall be required to perform or give performances of such particular day or in any other place on the Sunday of the week for which such performer or chorus person was engaged to render services in such city or place.
(b) Wherever any unit, traveling company or artist is required to give more than the regular number of performances established in the chóre agreement of employment, the Code Authority shall have power with the approval of the Administrator to investigate whether in any case any employer in the motion picture industry, has kept the Code Authority informed of any change in the employment of such unit, company or artist, and all artists and chorus persons shall be paid for said extra performances pro rata.

Section 6. CHORUS TRANSPORTATION
(a) Transportation when required to travel, including transportation from point of organization and back, including sleeping, shall be paid by the employer whether Exhibitor or independent contractor.
(b) If individual notice of contract termination is given, the chorus shall only be paid in cash the amount of the wages and baggage back to the point of origin whether the chorus returns immediately or not.

Section 7. WARDROBE
(a) Arbitration of all disputes when Section 5 of this Article of the Code shall be in accordance with the arbitration provisions of this Code as hereafter generally provided.

Section 9. CHILD LABOR
(a) No person under sixteen (16) years of age shall be employed as a principal or chorus person in connection with the exhibition of motion pictures, provided, however, where a State law provides a higher minimum age, no person under the age specified by said State law shall be employed in Part 9 of this Code. Any producer, independent contractor shall furnish the chorus, without charge, all hats, costumes, wigs, shoes, tights and stockings and other necessary stage wardrobe excepting street clothes.

Section 8. ARBITRATION
(a) All disputes with respect to alleged violations by an independent contractor of any of the foregoing Sections of this Part and any disputes as to the employment or contemplated employment of any author, dramatist or actor shall be submitted to and be heard. A complete transcript of all testimony shall be kept and made available as to all interested parties to appear before such Committee in connection with this Part. The Code Authority shall be final.

Section 10. The Code Authority shall have power and authority to prescribe reasonable rules and regulations for the proper conduct of a fair trade practice.

Section 2. The Agency Committee shall consist of ten (10) members, five (5) of whom shall be producers or producers’ representatives named by the Code Authority, and the other five (5) shall consist of a director and one technician, who shall be selected by the Administrator from nominations as to each class named respectively by agents, actors, writers, directors and technicians, in such equitable manner as may be prescribed by the Administrator.

Section 3. In order to effectuate this PART, the Code Authority shall adopt an identification card for use by the Administrator uniform terms and conditions for and an appropriate procedure for the registration of any person for or in connection with business relating to the production of motion pictures, and for the suspension, revocation, or cancellation of any such registration and appropriate rules and regulations for the administration of such provisions, to be provided for herein. Such recommendations of the Agency Committee, together with the recommendations of the individual members thereof, shall be submitted in writing to the Administrator who after such notice and hearing as he may prescribe, may approve or modify such recommendations. Upon approval by the Administrator, such recommendations shall have full force and effect as provisions of this Code. No agent shall be deprived of the right of registration without affording such agent a full and fair opportunity to all interested parties to appear and be heard. A complete transcript of all testimony and findings shall be kept and made available to all interested parties.

Section 4. The Agency Committee may, after due notice and hearing, and with the approval of the Administrator, adopt, modify, or repeal any rule or regulation governing relations between Producers and agents, writers, actors, directors and technicians. Such regulations shall make findings of fact concerning any matter coming before it pursuant to the provisions of this part and shall make such recommendations to the Administrator as to the manner in which such regulations shall be enforced. After hearing, any such recommendation so made shall be heard in a full and fair opportunity to all interested parties to appear and be heard. A complete transcript of all testimony and findings shall be kept and made available to all interested parties.

Section 5. The Agency Committee shall have power and authority to prescribe reasonable rules and regulations for the proper conduct of a fair trade practice.

Section 6. The Code Authority shall have power and authority to prescribe reasonable rules and regulations for the proper conduct of a fair trade practice. It shall make findings of fact concerning any matter coming before it pursuant to the provisions of this Part and shall make such recommendations to the Administrator as to the manner in which such recommendations so made shall be enforced.

Section 7. The Agency Committee shall have power and authority to prescribe reasonable rules and regulations for the proper conduct of a fair trade practice.

Section 8. The term "agent" as used herein shall apply to any person (including firms, corporations or associations), who, directly or indirectly, procures, promises or undertakes to procure employment for any person for or in connection with the production of motion pictures, or any agency, corporation, firm, the Code Authority shall have power and authority to prescribe reasonable rules and regulations for the proper conduct of a fair trade practice.

Section 9. The provisions of ARTICLE II, Section 7, of this Code shall not supersede the operation of this PART 4 and the following PART 5.

Section 10. It shall be an unfair trade practice for any producer, or any employee of a Producer to knowingly employ as an "extra" any member of the immediate family of any employee unless the said extra regularly transact business as agents at such time shall be entitled to registration as a matter of course, provided application is made to the Agency Committee within thirty (30) days thereafter.

Section 11. The provisions of ARTICLE II, Section 7, of this Code shall not supersede the operation of this PART 4 and the following PART 5.

Section 12. It shall be an unfair trade practice for any producer, or any employee of a producer to knowingly employ as an "extra" any member of the immediate family of any employee unless the said extra, after due notice and hearing, and with the approval of the Code Authority, shall have power and authority to prescribe reasonable rules and regulations for the proper conduct of a fair trade practice.

Section 13. It shall be an unfair trade practice for any producer, or any employee of a Producer to knowingly employ as an "extra" any member of the immediate family of any employee unless the said extra, after due notice and hearing, and with the approval of the Code Authority, shall have power and authority to prescribe reasonable rules and regulations for the proper conduct of a fair trade practice.

Section 14. It shall be an unfair trade practice for any producer, or any employee of a producer to knowingly employ as an "extra" any member of the immediate family of any employee unless the said extra, after due notice and hearing, and with the approval of the Code Authority, shall have power and authority to prescribe reasonable rules and regulations for the proper conduct of a fair trade practice.
PART 4 (A)

(a) Should the Administrator determine at any time upon a fair showing, after notice, that a set of fair practices should be adopted governing relations between Producers and any one of the following classes of Workers, he shall be entitled to make the following rules and conditions thereof, including particularly the compensation, the proposed period of employment, and any additional special terms. Simultaneously, a copy of such proposed order as hereinafter provided, but the employee in every instance shall have the full and independent choice as to whether he would accept any such offer and reported to the employing Producer shall be conditional upon the right of the employing Producer as hereinabove provided, and shall be a firm offer not to expire until at least twenty-four (24) hours after the period permitted the employing Producer to negotiate as herein provided for.

(b) The Committee members shall be appointed in the manner, and its proceedings and those of the Administrator shall be the same, as above provided in the case of the Agency Committee.

(c) At the same time that the finding or report of the Committee shall be sent to the Administrator, the same shall be made public in such manner as may be determined by the Administrator.

PART 5. Section

No Producer, directly or indirectly, secretly or otherwise, shall

(a) Entice or bribe from his employment any employee of any other Producer or induce or advise any such employee to do anything in connection with such employment to interfere with such Producer's right to require in good faith any contract of employment.

(b) Foment discord, disorder or strife between the employees of any two Producers and his employer with the effect of securing the employee's release from employment or a change in the terms of any contract under which the employee is engaged or causing the employee to be or become dissatisfied with his subsisting contract.

(c) In any manner attempt to or negotiate with or offer or negotiate for or to any employee under written contract to any other Producer prior to the last thirty (30) days of the term of the contract of employment, regardless of the compensation.

Section 2. All production employees rendering services of an artistic, creative, technical or executive nature, for the purpose of this PART, shall be classified as follows:

(a) Employees not under written contract who are employed at not less than $250.00 per week or $5,000.00 per picture.

(b) Employees under written contract for a period, inclusive of options, if any, of less than one year, whose compensation is not less than $250.00 per week or $5,000.00 per picture.

(c) Employees under written contract for the period of at least one year, or at least three pictures, inclusive of options, if any, whose compensation is not less than $250.00 per week or $5,000.00 per picture.

The term "contract" as used in subdivisions (b) and (c) shall be deemed to mean and include not only such contract as is made or continued as hereinbefore provided, but also any prior contract with such Producer or with any parent, subsidiary or predecessor corporation of such Producer, provided that the employment thereunder has been or may be continuous.

(d) Nothing hereinbefore in subdivision (c) of this Section contained shall apply to so-called "free lance" players, writers, directors, or other employees who are engaged to render services of an artistic, creative, technical or executive nature for not more than two pictures only, unless the actual period of employment of any such employee is intended to or is in fact continued as hereinbefore provided, but but but any prior contract with such Producer or with any parent, subsidiary or predecessor corporation of such Producer, provided that the employment thereunder has been or may be continuous.

Nothing hereinbefore in subdivision (c) of this Section contained shall apply to so-called "free lance" players, writers, directors, or other employees who are engaged to render services of an artistic, creative, technical or executive nature for not more than two pictures only, unless the actual period of employment of any such employee is intended to or is in fact continued as hereinbefore provided, but

Section 3. Should any Producer make any offer for the services of any employee of any other Producer, and such employee is classified within each subdivision as hereinbefore provided, and registered as hereinafter in Section 6 provided, then on the same day such offer is made, the Producer making such offer shall notify the employing Producer in writing that such offer has been made, together with the terms and conditions thereof, including particularly the compensation, the proposed period of employment, and any additional special terms. Simultaneously, a copy of such proposed order as hereinafter provided, but the employee in every instance shall have the full and independent choice as to whether he would accept any such offer and reported to the employing Producer shall be conditional upon the right of the employing Producer as hereinabove provided, and shall be a firm offer not to expire until at least twenty-four (24) hours after the period permitted the employing Producer to negotiate as herein provided for.

The notice hereinafter provided need not be given, however, with reference to employees classified in subdivisions (b) and (c) of Section 2, only upon the condition that prior to the last thirty (30) days of his employment thereunder has been or may be continued, but other Producer may have made an offer in good faith to such employee for a renewal or extension of his contract of employment. Such Producer shall have communicated that fact to the Registrar.

Section 4. Should any Producer desire to continue, renew or extend the period of the contract of employment of any such employee, within subdivision (c) of Section 2 hereof, and if such employee, having accepted such offer desire by making an offer in good faith to such employee prior to the last thirty (30) day period of his employment, and if such employee accepts such offer, and, provided the compensation of such employee last paid by the employing Producer was at least $500.00 per week or $5,000.00 per picture, such Producer nevertheless shall be entitled to notice of offers which may be made to such employee by other Producers, during the period hereinafter referred to as "the period of employment." Should any other Producer make any offer for the services of any such employee within such period, then on the same day that such offer is made, the employing Producer shall notify the former employing Producer in writing that such offer has been made, together with the terms and conditions thereof, including particularly the compensation, the proposed period of employment, and any additional special terms. Simultaneously, a copy of such proposed order as hereinafter provided, but the employee in every instance shall have the full and independent choice as to whether he would accept any such offer and reported to the employing Producer shall be conditional upon the right of the employing Producer as hereinabove provided, and shall be a firm offer not to expire until at least twenty-four (24) hours after the period permitted the employing Producer to negotiate as herein provided for.

The notice hereinafter provided need not be given, however, with reference to employees classified in subdivisions (b) and (c) of Section 2, only upon the condition that prior to the last thirty (30) days of his employment thereunder has been or may be continued, but other Producer may have made an offer in good faith to such employee for a renewal or extension of his contract of employment. Such Producer shall have communicated that fact to the Registrar.

Section 5. No Producer, Distributor or Exhibitor shall violate or aid or abet in the violation of this PART. It shall be an unfair trade practice for any Producer, Distributor or Exhibitor to induce or attempt to induce any Producer to make any offer for the services of any employee of any other Producer, as hereinabove provided for, shall be three (3) months from the date of termination of the contract of employment, in all cases where the compensation for the employment of such employee by the former Producer was at the rate of less than $1,000.00 per week (exclusive of lay-off periods), or in all cases where the compensation was at the rate of less than $10,000.00 per picture. In all other cases where the compensation was equal to or in excess of the above amounts, the period shall be six (6) months.

Section 6. The Code Authority shall appoint a standing committee, which shall have full power and authority to enforce this PART. Such committee shall have power to impose such restrictions, prohibitions or conditions as it may deem proper upon the distribution or exhibition of motion pictures produced by any such offending Producer. Due notice of the ruling of the Code Authority shall be published in such manner as the Code Authority may prescribe.

Section 7. If the Code Authority, or any committee appointed by it for that purpose, after notice and hearing, determines that any Producer has refused without just cause to renew, at the same terms, the employment of any producer whose name is registered with the Code Authority, the Code Authority may impose such restrictions, prohibitions or conditions as it may deem proper upon the distribution or exhibition of motion pictures produced by any such offending Producer. Due notice of the ruling of the Code Authority shall be published in such manner as the Code Authority may prescribe.
C. PRODUCERS-DISTRIBUTORS

PART 1. Where any contract granting the motion picture rights in any dramatic or dramatic-musical work specifies a date prior to which no motion picture based upon such work may be publicly exhibited, it shall be deemed unfair trade practice for any Producer or Distributor to permit the public exhibition of such motion picture prior to such date.

PART 2. It shall be deemed to be an unfair trade practice for any Producer or Distributor by any of its employees or through others to have a direct or indirect interest, whether financial or otherwise, in any such Producer or Distributor, to knowingly or intentionally directly or indirectly interfere with existing relations between an Outside or Associated Producer and a Distributor, or to build up or maintain such Outside or Associated Producer to alienate or entice any such Outside or Associated Producer away from a Producer or Distributor, or to do anything which would tend to create discord or strife between such Outside or Associated Producer and a Distributor, or to seek to interfere or otherwise cause of such Outside or Associated Producer to breach or attempt to breach any existing contracts between it and any Producer or Distributor, or to secure a change in the terms and conditions of any existing contract between any such Outside or Associated Producer and a Producer or Distributor.

(b) To effectuate the foregoing, no Producer or Distributor shall threaten or coerce or intimidate any Exhibitor to enter into a contract for the licensing of any feature motion picture, licensed upon a percentage basis, upon the same or similar terms as the motion picture in question, if there be one licensed; and to designate the motion picture objected to for a later date or dates than the original date or dates of such Exhibitor's license, in the discretion of the Local Grievance Board provided for in this Code, and in such case the said Local Board shall determine the motion picture to be unfair to an established motion picture producer, Distributor or Exhibitor, to exercise the power and authority vested in the award of the said Local Board shall not be ascended by any such adjustment shall be determined by a reference to a fair adjustment of the license fees for the exhibition of such feature picture in question, to be determined by the Local Union, as provided in the Code of Fair Competition.

Tying In Short

PART 5. No Distributor shall require as a condition of entering into a contract for the licensing of the exhibition of feature motion pictures that the Exhibitor contract also for the licensing of the exhibition of a greater number of short subjects (excepting news-reels) in proportion to the total number of short subjects required by such Exhibitor, than the proportion of the feature pictures for which a contract is negotiated bears to the total number of feature pictures required by the Exhibitor.

Checking Information

PART 6. No Distributor shall divulge any information or knowledge of the identity of any person or persons who are in default of the terms and conditions of any existing contract between any such Outside or Associated Producer and a Producer or Distributor.

D. DISTRIBUTORS

No Coercion

PART 1. No Distributor shall threaten or coerce or intimidate any Exhibitor to enter into any contract for the exhibition of motion pictures, or pay higher film rentals by the commission of any overt act evidencing an intention to build or otherwise acquire a motion picture theatre for the purpose of excluding the producer of such pictures, but nothing in this ARTICLE shall in any way abridge the right of a Producer or Distributor in competition with such pictures to build or otherwise acquire a motion picture theatre in any location.

Dealing with Competitor

PART 2. No Distributor's employee shall use his position with the Distributor to interfere with the licensing of motion pictures by an Exhibitor to an Outside or Associated Producer for a theatre in which such employee may have a direct or indirect interest, provided, however, that an employee of any such Distributor shall not be deemed to have an interest in any theatre affiliated with such Distributor.

Substitutions

PART 3. (a) No Distributor shall substitute for any feature motion picture described in the contract therefor as that of a named star or stars, director, author, book or play, nor shall such Distributor substitute any other feature motion picture for any such feature motion picture for which a contract therefor is designated "no substitute"; and no Exhibitor shall be required to accept any such substitute motion picture.

(b) The practice in this ARTICLE contained shall be interpreted to prohibit any Distributor from changing the title of any motion picture contract for such reasons as changes in interpretations, the number of pictures licensed; and to designate the motion picture objected to for a later date or dates than the original date or dates of such Exhibitor's license, in the discretion of the Local Grievance Board provided for in this Code, and in such case the said Local Board shall determine the motion picture to be unfair to an established motion picture producer, Distributor or Exhibitor, to exercise the power and authority vested in the award of the said Local Board shall not be ascended by any such adjustment shall be determined by a reference to a fair adjustment of the license fees for the exhibition of such feature picture in question, to be determined by the Local Union, as provided in the Code of Fair Competition.

Demanding Specific Days

PART 9. (a) No Distributor shall require any specific day or days of the week for the exhibition of specified pictures or class of pictures unless specifically provided for in the Exhibitor's contract therefor and in no event if the license fee therefor is a fixed sum only.

(b) Where a contract for motion picture which provides that the rental to be paid by the Exhibitor for any feature motion picture specified therein shall be paid in advance in whole or in part upon a percentage basis and that said picture shall be played by the Exhibitor upon a designated day or days of the week and the Exhibitor shall be required to license such motion picture upon such designated day or days for the reason only that the subject and treatment of such motion picture is designated to be unfair to an established motion picture producer, Distributor or Exhibitor, to exercise the power and authority vested in the award of the said Local Board shall not be ascended by any such adjustment shall be determined by a reference to a fair adjustment of the license fees for the exhibition of such feature picture in question, to be determined by the Local Union, as provided in the Code of Fair Competition.

Resolving Disputes

PART 11. (a) If any Exhibitor has contracted to exhibit more than fifty percent (50%) of the total number of motion pictures announced for release during any given season by a Distributor and such Distributor shall during such season generally release such motion pictures as specified in the contract to be released, the Distributor shall first offer to the Exhibitor for license such additional motion pictures for exhibition at the same time as those first released, provided that the day or days given such substitute motion picture shall have been made.

(b) Where a contract for motion picture which provides that the rental to be paid by the Exhibitor for any feature motion picture specified therein shall be paid in advance in whole or in part upon a percentage basis and that said picture shall be played by the Exhibitor upon a designated day or days of the week and the Exhibitor shall be required to license such motion picture upon such designated day or days for the reason only that the subject and treatment of such motion picture is designated to be unfair to an established motion picture producer, Distributor or Exhibitor, to exercise the power and authority vested in the award of the said Local Board shall not be ascended by any such adjustment shall be determined by a reference to a fair adjustment of the license fees for the exhibition of such feature picture in question, to be determined by the Local Union, as provided in the Code of Fair Competition.

Selling Specials

PART 11. (a) If any Exhibitor has contracted to exhibit more than fifty percent (50%) of the total number of motion pictures announced for release during any given season by a Distributor and such Distributor shall during such season generally release such motion pictures as specified in the contract to be released, the Distributor shall first offer to the Exhibitor for license such additional motion pictures for exhibition at the same time as those first released, provided that the day or days given such substitute motion picture shall have been made.

(b) Where a contract for motion picture which provides that the rental to be paid by the Exhibitor for any feature motion picture specified therein shall be paid in advance in whole or in part upon a percentage basis and that said picture shall be played by the Exhibitor upon a designated day or days of the week and the Exhibitor shall be required to license such motion picture upon such designated day or days for the reason only that the subject and treatment of such motion picture is designated to be unfair to an established motion picture producer, Distributor or Exhibitor, to exercise the power and authority vested in the award of the said Local Board shall not be ascended by any such adjustment shall be determined by a reference to a fair adjustment of the license fees for the exhibition of such feature picture in question, to be determined by the Local Union, as provided in the Code of Fair Competition.

Refusing Delivery

PART 10. No Distributor shall refuse to deliver to any Exhibitor any feature motion picture licensed to the Exhibitor for exhibition in any location unless such Distributor shall first offer to the Exhibitor, all such pictures made for exhibition in that location, otherwise than by a substitute; and no Exhibitor shall be required to accept any such substitute motion picture.
Fire Regulations

PART 12. In every territory wherein any Distributor maintains an exchange, such Distributor shall abide by the regulations promulgated by the Code Authority for the prevention of fire, for the holding of fire drills, and for the proper inspection, the inspection of prints, the storing of inflammable material, the maintenance and testing of sprinkler systems and fire extinguishers, the avoidance of smoking and other causes of fire, and the use of devices to protect the lives of employees and the public and to insure safety against fire hazards.

E. EXHIBITORS

Cancellations

PART 1. Any Exhibitor entering into a contract for the exhibition of motion pictures which permits the Exhibitor to select from the total number of such motion pictures, or from a reduced script book, or from a script book maintained by the Distributor, or from other motion pictures not listed, shall not be permitted to license the exhibition of any motion picture unless the Exhibitor ceases and desists from such violation, the Local Grievance Board shall have power to direct.

Rebates, Etc.

PART 2. No Exhibitor shall contract for a license to exhibit more motion pictures than such Exhibitor reasonably shall require for exhibition in any theatre or theatres operated by such Exhibitor, or for resale to independent exhibitors, if such contract is to be evidenced by any written undertaking to pay off such notes or obligations as may be required in order to reasonably protect such Exhibitor against non-compliance with Section 1 of this ARTICLE in those areas where the number of such motion pictures is actually to be exhibited in the theatre or theatres wherein such contract for the exhibition of such motion pictures has been made, and where the Exhibitor does not have the right to limit the number which are actually to be exhibited in the theatre or theatres wherein such contract is made, in order to reasonably protect such Exhibitor against non-delivery of motion pictures.

Reduced Admissions, Etc.

PART 3. Section 1. No Exhibitor shall (a) lower the admission prices publicly announced or advertised for his theatre by giving rebates in the form of lottery tickets, for the purpose of giving the impression in the minds of the public that such Exhibitor is paying lower price in the manner of admission prices, or as an inducement for the purchase of his lottery tickets, or by two-for-one admissions, or by other practices.

Overbuying

PART 4. No Exhibitor shall transfer the ownership or possession of a theatre or theatres operated by any such Exhibitor for the purpose of avoiding contracts for the exhibition of such motion pictures at such theatre or theatres. Any disputes or controversies with respect to any transfer shall be submitted to and determined by a Local Board, or if no Local Board shall be binding upon all parties concerned.

Prior Advertising

PART 5. (a) No Exhibitor licensed to exhibit a motion picture subsequent to its exhibition by another Exhibitor having the right to a prior run thereof shall advertise such motion picture by any means of advertising prior to or during its exhibition by such other Exhibitor.

(b) Notwithstanding anything herein contained, in the event any Exhibitor shall make a complaint that the restrictions embraced in this PART work an unfair hardship on him, the Local Grievance Board shall have the right to hear such complaint and after determination of the facts presented shall fix and specify the time limit within which any Exhibitor may advertise such motion picture; provided, however, that the Subsequent-run Exhibitor shall be granted permission to advertise the completion of said prior run, he shall not advertise prior to the commencement of said prior run, nor shall be have the right to advertise in any way, shape, manner or form, or issue any statement of the Board shall be binding upon all parties concerned.

F. DISTRIBUTORS-EXHIBITORS

Standard License Agreement

PART 1. The so-called Optional Standard License Agreement (1933) negotiated by Exhibitors and many of them by a large number of Distributors shall be the form of license contract to be used by Distributors for licensing the exhibition of motion pictures, unless the parties mutually agree that a different form be used, and each party shall agree that in case any condition or provision thereof is in conflict or inconsistent with any provision of this Code, such condition or provision of said Optional Standard License Agreement shall be deemed amended to conform with such provision of this Code, except that the intention that the provisions of this Code shall take precedence over any provision of such Optional Standard License Agreement may be modified by the provisions of this Code.

Arbitration

PART 2. (a) The arbitration of disputes between Exhibitors and Distributors arising under any exhibition contract, if the parties shall agree on an agreement to submit such disputes to arbitration, may be provided for in the Leasing Agreement containing the optional arbitration clause of the so-called Optional Standard License Agreement, provided for in this Code. Any party may be reduced to one, with power in the two thus appointed, if they cannot agree upon an agreement, to appoint a third party as provided in said optional arbitration clause.

Summary

PART 3. No Exhibitor or Distributor shall induce or seek to induce the breach of a valid Leasing Agreement containing the exhibition of motion pictures.

Gratuities

PART 4. No Exhibitor or Distributor shall give any gratuity or make any offer of any gratuity for the purpose of procuring advantages that would not otherwise be procurable, or as an inducement to influence a Distributor or Exhibitor, or representative of either not to deal with any competing or other Exhibitors, or Distributors.

Disclosing Receipts

PART 5. No Exhibitor or Distributor shall make any disclosure of box office receipts for publication except necessary reports to stockholders, credit and governmental agencies and to other like bodies. No Exhibitor or Distributor shall be responsible for disclosures in violation of this PART made by agents not authorized to do so.

Cancellation Privilege

PART 6. (a) If any license agreement for the exhibition of feature motion pictures the Exhibitor has contracted to license, if the said motion pictures are offered at one time by the Distributor to the Exhibitor and the license fees of all thereof are not paid in full at said time, the Exhibitor shall have the privilege to exclude from such license agreement not to exceed ten percent (10%) of the total number of the motion pictures covered by such Exhibitor's Leasing Contract in the exchange territory wherein is located the Exhibitor's theatre.

(1) is not in default under such license agreement.

(2) shall have complied with all of the provisions thereof, if any, for the exhibition of such motion pictures at specified intervals.

(b) Such privilege of exclusion may be exercised only upon the following terms and conditions.
ARTICLE VI

PART 1. CLEARANCE AND ZONING BOARDS

PURPOSE

Section 1. To provide against clearance of unreasonable length and/or area in any exchange territory, fair, just, reasonable and equitable schedules of clearance and zoning may be prescribed by a Local Clearance and Zoning Board created for such territory.

BOARD PERSONNEL

Section 2. Each such Board shall be appointed by the Code Authority to consist of the representatives of Distributors, one of whom shall be a National Distributor with theatre affiliations and one of whom shall be a Distributor without circuit theatre affiliations; two representatives of first-run theatres located in such territory, one of whom shall be an affiliated Exhibitor, if there be one, and one of whom shall be an unaffiliated Exhibitor; and two representatives of subsequent-run unaffiliated theatres operating within such territory; and one person approved by the Administrator who shall vote on any question before the Board only in the case where the Board is deadlocked. There shall be a Chairman of each Board, selected by a majority vote of the members of the Board. Any vacancy in the Board shall be filled from the class of members in which the vacancy occurred.

ZONING SCHEDULE

Section 3. Each Local Clearance and Zoning Board shall, promptly after its creation, and prior to January 1, 1934, and prior to January 1st of each year thereafter, formulate, prepare and publish schedules of clearance and area of exhibition for its territory, schedules of clearance as in Section 1 above described, for the season next ensuing but not less than ninety (90) days prior to the first day of such season. The Board may at any time by a majority vote, the decision of which shall be final, make or modify any schedule or any portion thereof, so that any such changes or modifications shall not in any way affect, or modify or affect any motion picture contract, subject to or in reliance upon or pursuant to which any motion picture is licensed. Any party aggrieved by the decision shall have an absolute right to appeal therefrom to the Code Authority, provided such appeal be filed or mailed by registered mail or delivered in writing within thirty (30) days after publication thereof, file a protest in writing with the Board issuing them. Thereupon such Board shall promptly convene and give reasonable notice of hearing to all parties concerned or having an interest in the proceeding and hear them and accept from them all papers and evidence filed. The Board shall have power to make reasonable rules respecting notice of the time, place and manner of hearing. The Board shall make its decision within fifteen (15) days from the filing of the protest, or within three (3) days after the parties have been fully heard, whichever date is sooner. Any party aggrieved by the decision shall have the absolute right to appeal therefrom to the Code Authority, provided such appeal be filed or mailed by registered mail or delivered in writing within thirty (30) days after publication thereof, file a protest in writing with the Board issuing them. The decision of the Board and/or the impartial representative, as the case may be, shall be in writing.

PUBLISHING SCHEDULES

Section 6. It shall be the duty of each such Board to promptly publish the schedules formulated by it, and file a copy thereof immediately with the Code Authority.

APPEAL

Section 7.

(a) Any party aggrieved by the schedules shall promptly and not later than thirty (30) days after publication thereof, file a protest in writing with the Board issuing them. Thereupon such Board shall promptly convene and give reasonable notice of hearing to all parties concerned or having an interest in the proceeding and hear them and accept from them all papers and evidence filed. The Board shall have power to make reasonable rules respecting notice of the time, place and manner of hearing. The Board shall make its decision within fifteen (15) days from the filing of the protest, or within three (3) days after the parties have been fully heard, whichever date is sooner. Any party aggrieved by the decision shall have the absolute right to appeal therefrom to the Code Authority, provided such appeal be filed or mailed by registered mail or delivered in writing within thirty (30) days after publication thereof, file a protest in writing with the Board issuing them. The decision of the Board and/or the impartial representative, as the case may be, shall be in writing.

DECISIONS BINDING

Section 8.

(a) The schedules presented and/or decisions made by the Local Clearance and Zoning Board and/or the impartial representatives of the Code Authority upon any appeal to it, shall be binding upon all Distributors and Exhibitors in the territory affected.

(b) Pending the final determination of any dispute, the addition of all, existing contracts between the disputants shall continue to be performed in every respect.

LIMITATIONS

Section 9. The jurisdiction of the Local Clearance and Zoning Board shall be limited as hereinabove provided and such Board shall hear no questions which are subject to, or are of a character relating strictly to, clearing and zoning matters.

PART 2. GRIEVANCE BOARDS

SCOPE

Section 1. The complaint of any Exhibitor that a competing Exhibitor has committed any of acts set forth in the following paragraphs (a), (b), (c), (d) with the intention and effect of depriving, without just cause, the complaining Exhibitor of a sufficient number of motion pictures to operate such Exhibitor’s theatre, shall be referred for determination to a Local Grievance Board constituted as hereinafter provided:

(a) The licensing of more motion pictures than are reasonably required.

(b) The adoption of an unfairly competing operating policy of unnecessary and too frequent changes of motion pictures.
(c) The exaction without just cause of an agreement from any Distributor as a condition for entering into a contract for motion pictures that such Distributor refrain from distributing its motion pictures to the complaining Exhibitor.

(d) The commission of any other similar act within the industry, and the act or omission of depriving without just cause the complaining Exhibitor of a sufficient number of motion pictures to operate such Exhibitor’s theatre.

PROCEDURE

Section 2. Each such complaint shall be in writing and made immediately after the commission of the act or omission complained of, and in cases where an act or acts is threatened, immediately after notice thereof, and the Local Grievance Board against, and Exhibitors having contracts for runs and conditions which may be fixed by the Local Board to award damages. No award shall be made in graphs (a), (b), (c) and (d) of Section 1 of has committed any of the acts specified in parasite...
(d) If the arbitrators or a majority of them are unable to reach a decision, they or a majority of them shall immediately select an umpire who shall not be engaged in the motion picture business. In such case, the hearing before the umpire shall be at such time and place as the umpire shall designate and shall be had before the umpire alone, the arbitrators not to be permitted to attend the hearing before the umpire. If the arbitrators or a majority of them are unable to agree upon the selection of an umpire, the Administrator shall upon request make such selection.

LIMITATIONS OF CODE

PART 3. Nothing in this Code shall be deemed to apply to the production, distribution or exhibition of motion pictures on film of recognized sub-standard widths, or to slide films, or to non-theatrical motion pictures designed primarily for educational, scientific, industrial, commercial, advertising, selling or other non-theatrical purpose, or to television of motion pictures, provided that the commercial production, distribution or exhibition of such films shall be subject to investigation by the Code Authority to determine whether such production, distribution or exhibition of such films is unfair competition to an established motion picture theatre or theatres. If found to be unfair competition, the Code Authority shall promulgate rules and regulations governing such unfair competition.

PROVISIONS SEPARABLE

PART 4. The provisions of this Code shall be separable.

ARTICLE IX

MANDATORY AND AMENDING PROVISIONS

PART 1. This Code and all the provisions thereof are expressly made subject to the right of the President, in accordance with the provision of Clause 10 (b) of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval, license, rule, or regulation, issued under Title I of said Act, and specifically to the right of the President to cancel or modify his approval of this Code or any conditions imposed by him upon his approval thereof.

PART 2. Such of the provisions of this Code as are not required to be included therein by the National Industrial Recovery Act, upon the application of the Code Authority approved by the Administrator and with the approval of the President, may be modified or eliminated as changes in circumstances or experience may indicate. It is contemplated that from time to time supplementary provisions to this Code or additional codes will be submitted for the approval of the President to prevent unfair competition and other unfair and destructive practices and to effectuate the other purposes and policies of Title I of the National Industrial Recovery Act consistent with the provisions hereof.
Exhibitors acclaimed these two!

"RAINBOW OVER BROADWAY"
A CHESTERFIELD PRODUCTION
With JOAN MARSH, FRANKIE ALBERTSON, LUCIEN LITTLEFIELD
GRACE HAYES and a supporting cast of radio and musical players

LEW PIZOR raved after he saw this musical masterpiece.
"It is the kind of a picture that deserves booking by everyone. It is entertaining all the way, has a freshness of plot, and stands out as a supreme contribution from the independent market."

AND HUNDREDS OF OTHER EXHIBITORS ENDORSED HIS RAVES

"BROKEN DREAMS"
A MONOGRAM PRODUCTION
With RANDOLPH SCOTT, MARTHA SLEEPER and a strong cast

DAVID BARRIST enthused when he said:
"Broken Dreams" is composed of the ingredients that make for intense women's appeals. The picture is a show that can be sold to audiences everywhere.

AND HUNDREDS OF OTHER EXHIBITORS JOINED IN HIS ENTHUSIASM
a name ... but big box-office news today ...

only yesterday a face in the crowd ... but today the darling of the Gods ...

only yesterday a voice ... but today a thrilling personality ...

because this is a business of personalities ...

and National Scene Trailers running ahead of the picture, introduces Universal's new name ... Universal's new face ... Universal's new star to a public hungry for new personalities ... with actual scenes and actual dialog ... samplevues of the new star herself ...

that's why National Scene Trailers give you the best word-of-mouth exploitation in the business ...

that's how samplevues trailers by
PLAYED 1697 consecutive days in theatres around the globe!

VOTED by 192 famous critics as the greatest screen drama of its time!

SHOWN in more than 29,000 different motion picture houses!

SEEN and cheered by more than 170 million persons, speaking 24 different languages!
HERE'S WHY IT'S SMART SHOWMANSHIP TO
RE-ORDER THIS BEST-SELLER NOW

Say you were running a bookshop...You'd restock heavy on your biggest seller.

Why?...Because you'd know you can make money on it! ● Same thing with
"Disraeli." You don't have to take anybody's word that you can make money on
this picture...You know it because you've done it. ● And you can do it again! Thou-
sands of return dates prove that millions want to see it over and over. And there's

A NEW GENERATION that has never seen the screen classic of all time...George

ARLISS

in

DISRAELI

Already booked for FULL-WEEK return engagements by Ed Fay of Providence,
Bill Keyes of Dayton, Ike Libson of Cincinnati, and scores of others! ● Special
Return Engagement press sheet and accessories ready now at your exchange—
but you don't have to go overboard on advertising and exploitation, because
the public's already sold on "Disraeli"... ● Just tell them you've got it and
they'll come and get it!

GET YOUR HOLIDAY SHOW FROM WARNER BROS.
The American Exhibitors’ Congress

It is nothing new for this department to plead that exhibitors give attention in the interest of forming a real exhibitor organization, based on a sensible, definite arrangement, including all present groups, M. P. T. O. A., Allied, unaffiliated, with representation for independents and circuits.

At this time, however, it is not the intention just to repeat the warcry. Rather the purpose will be to set out definite steps towards the organization of a body to be called the American Exhibitors’ Congress, a national group that will serve as the only exhibitor organization in the United States.

The American Exhibitors’ Congress would be composed of local units which would elect representatives included in a national congress.

Local units would be formed on the basis of territories, each district to include the division covered by each exchange zone. In each exchange zone there should be only one exhibitor organization, the local body.

This body would consist of any and all theatres now served by the local exchange center, regardless of whether or not one or more states are included. There would be only one exhibitor group, assumption being that if at present there is an Allied or M. P. T. O. A. organization, none or both, these should give way to the new unit.

Theatres would pay dues to the organization on the basis of seats or film rentals. This is a point to be worked out. Inasmuch as the music tax is successfully collected on the seat basis, this should prove the more successful. This, however, could be worked out. Every exhibitor would pay dues. Under the set-up of the national body ways and means shall be put into force guaranteeing payment. Every strong trade association makes this possible. It should not be denied the American Exhibitors’ Congress.

At present, operators’ union are assessed for dues. The locals pay to the support of the I. A. T. S. E. Local unions and nationals are all powerful, financially and otherwise. The American Exhibitors’ Congress could take a tip from this.

When two or more states are included in one division, the organization should take care that the governing committees of the unit make provision for legislative and other matters. Adequate representation should be given each state.

A paid secretary should handle all the business of each unit. He should give full time to the job, take care of all daily business. Other officers would not be paid, except for expenses incurred in carrying out business. The secretary, therefore, should be a valuable and active officer.

Every one of these units, in each territory served by exchanges, would elect officers of their unit. Only in case of internal dissension would the national body step in.

The national body, the American Exhibitors’ Congress, would be composed of representatives from each unit, according to the ratio given the district. This ratio is based on the actual gross film business on a basis of 100%. Thus, if the territory is a 6% territory, 6 representatives shall be elected to the national congress. No unit should be denied a representative. In that way, the congress can be held down to about 100 men, meeting semi-annually or more often, according to the problems on hand.

This national congress shall elect a president, secretary and other officers. The president and secretary would give full time to the job, be given good salaries from funds contributed by local units. The other officers will not be paid as full time would not be needed.

The national congress, the American Exhibitors’ Congress, would appoint committees to handle matters which the local units could not decide for themselves. The national body would be the contact with distributors and producers and would act as an advisory body in other matters.

There is no reason in the world why the American Exhibitors’ Congress cannot be an actuality.

The code calls for the co-operation of trade associations. It has been already indicated that the various factions of exhibitors will never work together under their present set-up. Even Deputy Administrator Rosenblatt must be astounded by the manner in which various exhibitor groups have been handling problems. He once intimated that October 1 would see the code in operation. The code was signed November 27.

That the NRA would encourage such a body is almost sure. One of the reasons why the producers gained strength was because of the Film Board set-up. An organization functioned, and even if the Hays organization isn’t potent today, it served its purpose when organized.

The American Exhibitors’ Congress would do the same for exhibitors. Codes will never solve industry problem. They may assist in straightening them out, but the industry must learn to regulate itself.

The American Exhibitors’ Congress is a necessity.
President Roosevelt Signs Code for Regulation of Motion Picture Industry

A. Lawrence Lowell, Marie Dressier, Eddie Cantor Surprise Appointees on Chief Governing Body—Few Major Changes from Third Draft—Local Industry Awaits Individual Choice—Salary Inquiry Interests

President Franklin D. Roosevelt signed the code for the motion picture industry November 27, at Warm Springs, Ga.

The code was described by General Johnson as a detailed document providing for studies of salaries paid actors and executives, of alleged unfair trade practices and of the problem of censorship prior to the establishment of hard and fast rules of conduct.

It places the industry under the complete control of the administration, but General Johnson said that government censorship of pictures "will never be done."

Among the salient points of the moving picture code are the following:

The administration reserves the right to disapprove any action of the industry by majority and to remove or replace any member.

Drastic control provisions over salaries contained in the code are suspended indefinitely pending ordered reports on the bidding-up of salaries of stars and the general remuneration paid actors and the members of the families of motion picture stars.

Reports are ordered on all alleged unfair practices in the moving picture industry, as well as salaries within ninety days.

General Johnson's statement follows:

"The moving picture code sets up in the code itself the names of the code authorities, composed of balanced representation among the various adverse interests in production, distribution and exhibition."

"For this reason the President reserved to the administration the right to review and, if necessary, to disapprove any action by the code authorities or to add members to an employer class or to add members of any employer class."

"The code contains drastic provisions against excessive salaries. The President has prompted writers and dramatic writers to continue their services, as well as to others for further experience with the actual operation of the code authorities and he has added to the code authority under the direction of Eddie Cantor under the authority reserved to him in the code."

"The President has not yet decided upon the direct representation of the administration on the code authority. The President is asking also a full report of excessive salaries or other emoluments and it is hereby approved, subject to the following conditions:

To effectuate further the purposes of the Act, that:

(1) Because the constitution of the Code Authority is named in this Act, the Administrator shall have the right to review it, and if necessary, to disapprove any act taken by the Code Authority or by any Committee named by it, and any act taken by any Board named by it and

(2) If, in the administration of this code, any member or temporary alternate of any member of said Code Authority, or any member of any Board appointed by the Code Authority shall fail to be fair, impartial and just, the Administrator shall have the right to remove such member or, if it be determined necessary, to name another member or alternate from said Code Authority, and to remove such member or temporary alternate from said Code Authority, and to replace such removed member or temporary alternate from said Code Authority or upon any such Board; and

(3) If, in the administration of this code, it shall be found by the Administrator that there has not been sufficient representation of any employer class in this industry on the Code Authority, the Administrator shall have the right to add members from any such class to such Code Authority; and

(4) Because the President believes that further investigation with respect to the problems of payment of excessive compensation to executives and other employees in this industry is required, the provisions of Article V, Division A, Part 4 of this Code are hereby suspended from operation and shall not become effective pending further report from the Administrator after investigation; and

(5) Because the President believes that writers, authors and dramatists are engaged in purely creative work, the provisions of Article V, Division B, Part 5, Section 1 (c), 2, 3, 4 and 6 of this Code, shall not become effective with respect to such employees; and

(6) Because the President believes that further investigation with respect to the problems of unfair competitive methods for the services of classes of employees of producers rendering services of an artistic, interpretive, technical, supervisory or executive nature, the provisions of Article V, Division B, Part 5, Sections 1 (c), 2, 3, 4 and 6 of this Code are hereby suspended from operation and shall not become effective pending further report from the Administrator, after investigation, as to whether such provisions should be indefinitely suspended, or modified, altered or changed, or become effective.

The code approved by the President is substantially the same as the third revision. There are few minor changes.

The code Authority, as announced, includes:

Representing Affiliated Producers, Distributors and Exhibitors


Eddie Cantor and Marie Dressier are also members of the Code Authority, with a right to vote, to represent the actor class of employees engaged in the Motion Picture Industry as and when any question directly or indirectly affecting such class is to be considered by the Code Authority. The code provision respecting the appointment of one such representative is waived in respect to such appointments, Dr. A. Lawrence Lowell is designated as a representative of the Administration upon the Code Authority of the Motion Picture Code. These three are included in a memorandum from Hugh S. Johnson.

The code will be in effect December 7. Already local boards are being formulated, with the local industry speculating as to the setup.

A COPY OF THE CODE IS INCLUDED IN THIS ISSUE. READ IT. UNDERSTAND IT. IT HAS BEEN SO PRINTED AND BOUND THAT IT MAY BE REMOVED FROM THE ISSUE EASILY AND KEPT AS A PERMANENT COPY.

Celebs Here

Vine Street paid host to some execs this week.

Among those seen were: Jimmy Grainger, U. sales manager; Eddie Bonier, Sig Wittman, all from U; Sam Dembow, Jr.; Eddie Grainger from Fox; Joe Unger, Milt Kusell from Paramount.

Jimmy Grainger was the same Jimmy as ever.

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THE CODE BECOMES EFFECTIVE DECEMBER 7th

YOUR COPY IS IN THIS ISSUE.
It's in . . . and it's big!

"Wine, Women and Song"

With LILYAN TASHMAN • LEW CODY and a big supporting cast.

Directed by HERBERT BRENON

We believe these pictures will be the most important independent fare of the year. The first is completed—we've seen it—it's big—bigger than our fondest hopes. Knowing the manpower behind them, their cost and their story value, we're convinced that the others will be even bigger.

To be followed by . . .

"THE MELTING POT"

by ISRAEL ZANGWILL

and

"THE UNCHASTENED WOMAN"

and one other to be announced later

The Twenty-second Anniversary Anniversary

MASTERPIECE FILM AT

1329 VINE STREET
Remember "CHINATOWN AFTER DARK" and more recently "RIOT SQUAD" ... bang-up melodramas of the same type and even greater box office appeal.

BOX OFFICE TITLES:
- Calling All Cars
- Wanted—Dead or Alive
- Radio Dragnet
- In the Dead of Night
- Vicious Circle
- Yellow Cargo
- Secret Sinners
- Her Forgotten Past
- Rescue Squad
- Badge of Honor
- What's Your Racket?
- It Happened at Midnight
- Forgotten Wives
- Neighbor's Wives
- Shady Street
- One Against Eleven
- Crashed in Mid-Air
- Night Lights

14 Top Notch WESTERNS

6 with BUFFALO BILL, Jr.
Headed by "FIGHTING COWBOY" ... "RAWHIDE ROMANCE"

6 with BUDDY ROOSEVELT
Headed by "LIGHTNING RANGE" ... "BOSS COWBOY"

2 with TOM TYLER
"REMEMBER THE ALAMO" "RED MAN'S COUNTRY"

Declaration of Philadelphia's Leading Independent!

ACTIONS, Inc. L. KORSON, President

PHILADELPHIA
Promotion for Leonard Schlesinger Welcomed by Local Film Leaders

Exchanges, Independents Hail Appointment of Former Head Booker to Operation Post—District Handled from New York

Leonard Schlesinger has been appointed Philadelphia zone representative of Joseph Bernhard, managing director of the Warner theatre chain. Announcement of this appointment came last week.

The local division will be handled directly out of New York city with Schlesinger on the scene here permanently. Joseph Bernhard and Willard Patterson will spend part of their time here.

Promotion of Schlesinger is an indication that Warners intend to build manpower from the ranks and is in line with their policy of rewarding those who are making good in their company.

Appointment of Schlesinger has been hailed by the trade in general. As buyer and head booker of the local division, he has gained a wide knowledge of the territory since his entrance from St. Louis and is well known to independent exhibitors as well. Though young in years, “Schles” as he is familiarly called, has a very keen knowledge of the business and the district. He has a likeable disposition and is popular with the men in the field. In addition, he is a bachelor and considered one of the prize catches.

It is expected that the local M. P. T. O. will work as co-operatively with him as with William Goldman, his predecessor.

Exchanges, too, were glad to hear of the Schlesinger appointment. Their contacts with him convinced them that he was the man for the job. His progress will be watched with interest.

Few changes have been made in the Warner ranks. Some faces have been removed, but the shifts have not been as drastic as once predicted. With the trio of Bernhard, Patterson and Schlesinger at the helm, the local division is aiming for bigger and better business.

Correction

The Academy, Lebanon, is still under Hissner-Spang operation.

Rumor in the last issue of THE EXHIBITOR to the effect that the house had changed hands is untrue.

Theatre stays under same management and no change is contemplated.

Hankin Here, Davidoff Up in S-W District Change

New Division of Downtown Houses Arranged

A number of changes in S-W district operation have been made.

Sol Hankin, from Pittsburgh and Milwaukee, and at one time an exchange chief, comes to the local S-W fold, as district manager in charge of East Market Street houses as well as the Earl, Avon, South Street.

Leon Schlesinger and Lou Davidoff will handle the other side of Market Street with Davidoff taking over Schlesinger’s duties as head booker.

Dropping of matinees in a number of houses is in the nature of an experiment, to see how evening business is affected.

Houses affected are the Allegheny, Lindley, Avon, Columbia, Felton, Lawndale, Wynne, Lansdowne.

Circle eliminates continuous shows.

West in Command

Wire Bud Hissner and George T. Spang, Academy, Lebanon, to Earle Sweigert, Paramount branch chief here:

“ ’I’m No Angel’ opened today, Friday, which is my weakest day of the week and broke all existing house records. Gross receipts more than ’She Done Him Wrong’ on four days, including Saturday. Hundreds turned away.

Forward march Paramount with Mae West in command. I make a motion she be appointed to collect the war debt. She’s making me pay off one of mine. Come up and see me sometime, any time."

And here is how Mae answered Bud:

“Happy to hear you folks in Lebanon like ’I’m No Angel.’ I haven’t peeled a grape since I heard the good news. I made the picture for you and got plenty of laughs out of doing it. Now it’s your turn. Take care of things Bud and tell all my Lebanon friends to come up and see me some time next time in it ain’t no sin. Best wishes.”

Leon Schlesinger

Joseph Bernhard

Willard Patterson
IN ALL THE DAYS OF YOUR LIFE
YOU'VE NEVER SEEN ANYTHING LIKE IT!

“LITTLE WOMEN” AT RADIO CITY SHOWS TO 165,845 PEOPLE IN 7 DAYS AND GROSS RECEIPTS OF $119,006

CRUMBLING IN THE MIGHTY ONRUSH OF A SEA OF PEOPLE EVERY ATTENDANCE AND MONEY RECORD SINCE THE DAWN OF SHOW BUSINESS ★ ★ ★

GOING INTO A SECOND WEEK AND CONTINUING INDEFINITELY AT RADIO CITY! ★

THE FIRST ATTRACTION BIG ENOUGH TO BE TOO BIG FOR THE WORLD’S LARGEST THEATRE . . .
Beloved And Awaited By Fifty Million People! Ecstatically Praised In A Mighty Chorus By Every Critic! Publicized For Months In Newspapers And Magazines And Over The Great Radio Networks...

and now...

THE ROMANCE TWENTY MILLION HAVE READ ... NOW THE PICTURE FIFTY MILLION WILL LOVE!

Too long you've been robbed of loveliness!

Now the glorious art of Hepburn brings you the very soul of romance in America's grandest love story... just as twenty million people have loved it in the book... For here you will meet old cherished friends, who live forever in your heart... Whatever happens, you must not miss... Superbly Directed by GEORGE CUKOR

MERIAN C. COOPER Executive Producer
Kenneth Macgowan, Associate

RKO-RADIO'S THANKSGIVING GIFT TO ALL THE WORLD!

(Quite possible this is a reduced reproduction of one of three advertisements to be used in this national advertising campaign. The ads measure 1200 lines, 6 columns in width, occupying almost a full page in a standard-sized newspaper... ask your RKO-RADIO Branch Manager about it.)
Rosenblatt, O’Reilly May Address December 7th Exhibitor Convention

Broadwood Hotel Scene of Gathering—Session Open to All Theatremen—Last Open Meeting for Organization Before New Policy

Charlie O’Reilly, president of the Theatre Owners Chamber of Commerce, New York City exhib group, and Sol A. Rosenblatt, Deputy NRA Administrator, in charge of motion picture industry code matters, are scheduled to address the open meeting and convention of the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware at the Broadwood Hotel, December 7.

At press time, it looked likely that both may attend.

Effect of the industry code on the exhibitor and his business was to be discussed at the session, which would be open to all exhibitors, whether members or not. The following meetings would be open only to members.

That a large turnout would be recorded was certain. President Lewen Pizor will hold the reins, with chairman of the Board, Dave Barrist, introducing the speakers.

Definite details were to be made available later.

A TRIBUTE

(When Gabriel Michaels died, a real character known by all and respected as a film salesman, advance man and booking went passed. Gabe knew that all. From Jolton to Castro. He was active in P. J. S. A. and as well as partially. That time when Babs Peason was the leader, film men cooled their heels in the outer offices when Gabe blew in, looked over the situation and brought the Senator out, to everyone’s amazement. Gabe had been working for parted McHugh, was out till pasting when he, and was ready as Gabe under the Comerford banner the following Monday. Jack Greenberg, Dave Horlacher, Jim Clark and George Kline were pathfinders. Many film folks attended the funeral, including M. R. Comerford, who came in from Buffalo. Where Gabe’s body rests, only a few feet away is that of Julea Muthams. Both men travelled different paths in the industry, but now the paths have met. The following tribute is from M. R. Comerford.)

"GABE" MICHAELS is dead. When that announcement came to me, I was shocked. I cannot even now bring myself to a complete realization that the man with whom I was associated for many years in different ways has passed away. It was particularly distressing to me to learn that our good friend met a violent death. His life was not altogether spent in the world of the stage and screen, but he was a part of it and his passing will be mourned by the theatremen and those of the stage business. We will all miss him. The public will not miss "Gabe" Michaels.

GABRIEL MICHAELS was loyal and grateful to all who were in carrying out an order and was dependable in his work. Like all theatrical folks, he had the smaller failings common to the business. None of us is perfect. But Gabriel Michaels measured up well with any of us.

I REMEMBER many pleasing incidents connected with my association with him. He was ready to move day or night to care for any mission, and in the same way never hesitated to call day or night to make his report. He had a keen sense of theatrics. He knew a good vaudeville act and could tell when a picture was likely to click at the box office. I depended a great deal on his judgment along these lines and he was a good substitute for many of the pretentious leanings. He was companionable, pleasant and always held up his end in conversation or controversy. He had no enemies as he did not know how to offend. He moved through the difficult windings of the show business like an adept. He was not a diplomat. He was too truthful for that. He went ahead. With him, the show was the whole thing and he followed it from start to finish. He died in the harness. He was just assigned a line of vaudeville work in New York and was preparing to assume these duties when the violent hand of death was laid upon him.

I DEEPLY DEPLORE his death. It takes from me a good friend and a loyal and efficient co-worker. It removes from the theatrical field one of its oldest and most aggressive leaders.

Passing of Two Local Figures Mourned

Two members of the film world passed away during the last fortnight, Harry L. Knapp, dramatic editor of the “Philadelphia Inquirer” for 43 years and former chairman of the Pennsylvania Board of Motion Picture Censors, died recently at a hospital in South Pasadena, California. He had been in ill health for some time. He served on the censor board from 1919 until July 15, 1931, and served through one of the strictest censor periods in local history.

Another local figure passed when Gabriel Michaels, long a familiar member of the local colony, was struck by an auto. His leg was amputated in an effort to save his life, but internal injuries contributed to his death. The funeral was held at Rosenberg’s, North Broad Street. Everyone knew Gabe Michaels, as his appearance in the local industry included every branch of the business. Film men mourned his passing.
SAMUEL GOLDWYN'S production of
RONALD COLMAN in
The Masquerader
with ELISSA LANDI

CHARLES LAUGHTON in
THE PRIVATE LIFE OF HENRY VIII

JOSEPH M. SCHENCK presents
WALTER WINCHEL's
BROADWAY THRU A KEYHOLE
A DARRYL F. ZANUCK Production
with CONSTANCE CUMMINGS * RUSL COLUMBO
PAUL KELLY * BLOSSOM SEELEY
GREGORY RATOFF * TEXAS GUINAN
EDDIE FOU, JR. * FRANCES WILLIAMS
ABE LYMAN AND HIS BAND
Directed by LOWELL SHERMAN

20TH CENTURY PICTURE

IT'S A BANNER YEAR for thousands of theatres now playing these smash hits

Dec 1'33 pg. 14
Paramount is shortly to begin its Victory Drive for bigger business, during the months of January, February and March. To begin the drive here, a meeting, attended by Eastern Divisional Manager Joe Unger, New York district manager Milt Kusell, Washington and Philadelphia district chief Percy A. Bloch, Philadelphia branch manager Earle Sweigert, Washington exchange manager Harry Hunter, booking chiefs from the local and Washington offices and members of the local office had a special session this week, with addresses by the principal executives. With Paramount making a swell showing to date, and the promise of several more big ones in the near future, it looks like a banner 1934 for the company. That exhibitors are behind the company has been attested by the pickup in business since the beginning of the sales season. The Victory drive should have the complete co-operation of exhibitors.

Heard In

WILMINGTON
Pretty Tough to Get In Office

ELEVATION of Leonard Schlesinger to succeed Goldman was greeted with cheers. That he is mighty well equipped to help them with their problems of making the theatres pay was the managers’ opinion. A. J. DeFlores, Park manager, had to chuckle over the excitement that prevailed when reports reached the Warners that he had booked “The Bowery.” He hadn’t even booked the pictures. He is wondering how the reports got around. “Morty” Levine, who is looking for a big box office out of this picture’s second run, planned to dress up a chap in Bowery outfit for street ballyhoo, and advertise it a lot, but his lobby idea had been discarded.

LEX BLACK was planning big doings for the Mae West picture, mostly with 24 sheets. Sorry to lose “Bill” Gallagher, and equally sorry to see the Arcadia set to go dark. I’m told that the force is going to be taken care of. The Colbertson series at the Aldine is drawing additional patronage from the bridge fans, Lew Black thinks. George Jones, manager, Parkway, just told me that the club women “simply raved” over Max Baer. Their enthusiasm was so much George at once increased his next “ad” in the daily paper, playing up the Baer angle.

“No Influence” Local film men thought that at least one office wouldn’t have trouble getting Army-Navy football tickets. But what was the surprise when all the M. E. Comerford office could get was seats behind the goal line, and very few at that. It seems that even Frank C. Walker, counsel for the Comerford organization, is secretary of the Advisory Council to the NRA, no better seats could be gotten.

Which is one of the reasons why everyone calls him a square shooter and a straight from the shoulder member of this industry.

Heard In

READING
By T.R.

BUSINESS is good here—in some houses. While the big shows have been doing well, proving that there’s money in them that Berks hills for showmen who give their patrons the best, some of the less fortunate houses have been taking it on the chin in recent weeks.

CAPITOL THEATRE, which opened October 26, with a combination of pictures and stage entertainment, has closed. House was giving the public too much for 10, 20 and 30 cents. Astor, Loew, State, Strand, Embassy and San Toy theatre owners, and the owners of several other houses, asked for lower assessments on their properties in November, because of heavy tax.

READING councilmen heard appeals from the Embassy Theatre, Capitol Theatre, State Theatre and Loew’s Colonial Theatre for reductions in assessments for the next three years. They are assessed at $425,000, $300,000, $275,000 and $105,000, respectively.

Greico Busy

Greico and Company, decorators, with offices at 1321 Vine Street, have been kept very busy during the past months on Philadelphia theatres, alone, according to A. Harry Greico, principal executive. A short time ago, the company decorated Charlie Segall’s Apollo Theatre, following its revamping and so pleasing was the result that because of it they are now working on the Walton, Regis, New Broadway, Clearfield and Venice—all within the city limits.
FOR years there has been an underlying dissatisfaction with the majority of press-books issued by some major and independent film companies. Exhibitors who can not afford to maintain their own art and advertising staff are wholly dependent upon these press-books. It is not our intention to launch a controversy with home-offices defending their books or exhibitors finding fault with them.

WE HAVE investigated the press-book situation thoroughly, not only from the standpoint of statements by dissatisfied exhibitors but by actual contact and participation in attempting to lay out picture-selling campaigns culled from press-books. Home office publicity departments may not relish our revelations but we know they are broad-minded enough to listen, consider and perhaps change routine methods.

WE CHARGE that many press-books are suffering from anaemia. They need blood transfusions. The advertising lay-outs could stand many injections of guts; selling texts are uniformly weak and unless a home office has the facilities with which to produce creative exploitation ideas, the page should be eliminated because it adds insult to injury. This publication criticises constructively. It always has and always will. It is our purpose to prove what press-book ads might look like by the process of analyzation, reproduction and comparison.

If assuming this task puts us in the middle, literally, then we propose to serve from that point to bring together the thoughts of home office publicity departments and the requirements of theatres in their advertising problems. We shall be pleased to have home office publicists break down our theories and if practical will be passed on to exhibitors through this medium. But let’s look at the record!
TO THE FOX Publicity and Advertising Department:

Among the major film companies guilty of carelessness in the production of serviceable press-books, Fox is the worst offender. This publication always has had a high regard for Fox and still does, but the subject of inferior press-book material is not new. When business was good, exhibitors did not evince much interest in advertising and publicity. It was a clip-and-paste proposition. Today, these same exhibitors are economical and therefore, critical. They depend on daily newspaper ads, in the majority of cases. As necessity is the mother of invention, business depression made exhibitors keen students of display values.

This is intended to be a constructive kick-in-the-pants! We hope its effect will impel an improvement and result in serviceable press-books from all companies. The average exhibitor must depend on you to get the maximum business to his box-office when playing Fox product. You've got to do it.

NOW THE CASE IS THAT OF FOX

Your press-books this season are a disappointment. Not from the point of covers but the essence of their contents, advertising layout, art and text and last, but not least, the alarming absence of genuine exploitation. You are entitled to the benefit of the informative value of our survey. We will prove to you beyond doubt that your material has no punch and is ineffective.

LOOK AT THE LEFT OF THIS PAGE

The reproduction of the Astor ad substantiates our claims. Beside it is the press-book single column ad from which the exhibitor secured his illustration. The stereotyper chopped the shady background; cut down another single column to get a condensed title and cast and borrowed selling lines from a third ad. Directly above, on the right is your press-book ad with what another exhibitor created, in less space. To improve it, we suggest the utilization of two matrices and this copy: DID MEN MAKE HER NOTORIOUS AND THEN CALL HER "THE-"

WHERE ECONOMY IS NEEDED

Again, if an exhibitor wanted an economically spaced ad on “Berkeley Square” he might reproduce your No. 102—65 lines, 1 column. He would spend a lot of time in laying out an attractive ad to sell tickets because you did not provide it. Instead of the non-selling copy crowded into that 65-line ad, he would brighten it up by chiseling the Howard encircled head from a two-column ad and use this text: LESLIE HOWARD AND HEATHER ANGEL IN (TITLE)—(Pronounced Barkley Square). THE MOST BEAUTIFUL LOVE STORY EVER TOLD. ROMANCE—TENDER—HAUNTING . . . A LOVE THAT LASTS FOREVER.

Below it are reproductions of the two-column Jimmy and Sally ad. Exhibitors are expected to do business on account of it. Our suggestion is: MEET JIMMY'S NEW GIRL FRIEND. YOU'LL LIKE THE SUCCESSOR TO SALLY EILERS. YOU'LL ENJOY THE SONGS "IT'S THE IRISH IN ME" AND "YOU THRILL ME."
WHY NO SINGLE COLUMN MATS?

Will you please tell us why you have no single column star mats or electros on each picture? What are the two-column star mats and electros for? Did it ever occur to you that an exhibitor can plant a single-column regularly on the theatrical page and also utilize it in his daily copy, if necessary? When are you going to discard the eerie and ghost-like background style in your ads? Ghost-like figures are suggestive of dead people! Why can't you inject some guts, pep, ideas and box-office in your lay-outs? For exhibitors, loyal showmen, can't hope to get to first base with your pictures unless you provide the tools with which to do the job.

JUST A LOT OF WORDS

Do you read the “helpful” suggestions published on the front covers of your press-books signed “Showman”? We’ll bet that when you do, you’ll eliminate this “feature” at once. It adds insult to injury. What are we getting at? For instance, “Walls of Gold.” Did the “showman” contact the publishers to ascertain whether book stores have the Kathleen Norris story in stock? Exhibitors in Atlantic City and Camden wasted telephone calls in a desperate effort for some exploitation tie-up and followed the “showman” tip. Begin reviewing page two. If Sally Eilers will not attract business then Foster and Morgan can’t. Why make Eilers an eerie looking girl with Foster and Morgan crowding her in these ads? “Walls of Gold” is a good book title but why did your copywriter throw in high-hat adjectives and not sell it direct to the mass? “IS THERE ENOUGH MONEY IN THE WORLD TO HOLD THE LOVE OF A WOMAN?”—a routine line—would have been better copy.

Why not a sales line across the 24-sheet stand? Move the author’s name and title down opposite the cast. Both styles of the three-sheets are hackneyed. You can use them on any society picture with new title and cast. What does the illustration in the six-sheet represent?

Stop preparing press-books to impress exhibitors. Make them serviceable. They’re dependent upon you and your experienced publicists.

FOX AD LOOKS THE WEAKEST

We have carefully analyzed all your press-books this year and we have come to this conclusion—That a Fox ad is usually the weakest on the newspaper page in which it appears. We have gone to the trouble to assemble ads from competitive companies together with yours for one purpose. They are reproduced on the right. Divide the lay-out in quarters. Compare. The contrast overwhelmingly indicates that there is something missing in your copy. Get a magnifying glass and compare your text to competitors’ and what have you! All around your ads, in almost every newspaper in the country are outstanding pieces of copy. What chance does a Fox exhibitor have in his effort to ensnare business? Give him a break. Lay off those high-brow lay-outs, meaningless copy and please, stop wasting space for exhibitors. We know that it is the policy of every producer to get his name in exhibitor’s copy, but a six or eight-point credit line is enough.
IN MY LAST LETTER I promised to go into details on the subject of advertising fundamentals. I'll postpone that until a subsequent letter because the important topic right now is the preparation for Christmas and the pre-holiday business depression. Up until last year there existed a hereditary conception of a business slump, which was expected for weeks preceding Christmas. It was an accepted theory so thoroughly implanted in the minds of most showmen that we realized something had to be done to tear it out by the very roots.

In 1932 we did it. The results last year not only met our expectations, but even made competitors consider the subject from our point-of-view. Naturally, you will find a determined and concerted effort on the part of your competitive theatres to attract more patronage than they ever attempted before. In anticipation of this, get a clear, mental picture of the situation insofar as your own city is concerned, but work fast.

THE SUSTENTATION of box-office profits during the first twenty-four days in December requires a Herculean effort. It demands that you exercise and utilize every bit of the mental power and capacity you possess and a physical prowess and determination to put over your ideas. When a prospect says “no,” begin all over again, injecting a new sales argument or another thought which will temporarily interrupt his negative mental trend. Perhaps you have some ideas of your own which are more effective than those I’ll include in this letter. But, the dominant factor or predominating thought in my mind, at this writing, is the utilization of these ideas. Immediate action is the keynote above everything else.

LET'S TAKE UP the coming holiday season from the standpoint of those whom you will contact for cooperative purposes. In the majority of cases it will be your local daily. The newspaper, as a community institution, must feel duty-bound to create interest among its readers to buy, so that prosperity will be resumed in the city. The paper, as a business proposition, knows that its campaign to bring more business will result in increased advertising lineage. For this reason, do not hesitate to approach the newspaper immediately. It is no longer to be considered a favor, but an equitable business and community necessity.

BECAUSE OF EXISTING CONDITIONS, large contributions usually made by public-spirited citizens to orphanages and crippled children's homes have been somewhat decreased. These kiddies must not feel the sting of an alleged depression, especially on Christmas. The newspaper should announce on page one that because of the dire necessity to provide toys for these kiddies a Toy Mountain will be built in the foyer of your theatre. The contributing gifts will be distributed at a special Christmas morning show for the kiddies brought to the theatre by the Rotary, Kiwanis and other service organizations.

THAT'S THAT! Now to the actual box-office. Why not place a Santa Claus in the front of your theatre? To him kiddies confide what they want for Christmas. A form letter to parents with the desired information will cement a human-interest bond between them and your theatre.

What about department stores buying shopper's matinee tickets from you, by a special arrangement? They want women to come down town early to buy, and the store likewise supplies the missing inducement.

ESTABLISH A CHECKING SERVICE in your foyer for patrons. It's cheaper for them to check parcels during holiday shopping than to trudge them along. In the evenings, husbands or fathers call for the parcels by presentation of the identification check.

"The Merry Christmas Revue," composed of local school children might turn Christmas Eve into a profitable night. The preceding three days might be set aside for a local dancing school to present its juvenile students. A prize of some kind should be awarded to the kiddie whose terpsichorean efforts bring forth the most applause. This usually insures parents inviting friends to attend and thus swell the response.

Perhaps, too, there are local musical organizations which might be interested in a prize competition contest.

THERE ARE A SCORE of local propositions which have gone begging in the past because you did not feel like gambling with added attractions before. But during December and up to Christmas Day, resurrect or create or combine local radio stars, players or playlets having a local drag or interest and put them on in your theatre.

Maybe the radio station may be convinced that radio auditions during the month should be held on the stage of your theatre. From the winners you may select one or two for presentation during Holy week. Don't let one day go by unless you have planned and executed something to reduce the possible loss most theatres sustain the three weeks prior to Christmas.

I'll write you again, next month.

Your friend,

(Signed) Everything WILLB OKAY.
Apollo Remodeling
Big Shore Achievement

Weiland - Lewis Combination
Adds A. C. House

Most important event that has occurred in Atlantic City theatrical affairs since the opening of the Warner Theatre, and one of the largest realty deals of depression times, is the leasing of the Apollo Theatre for a term of twenty years to the Frankland Realty and Leasing Company, and the transformation, already commenced, of the resort's only legitimate playhouse into a motion picture theatre.

Frankland Company, George Franklin Weiland, president, and P. Mortimer Lewis, treasurer, is a subsidiary of the corporation operating the Strand group, which includes the Capitol and the Embassy, the Ventnor, and is affiliated with the operation of picture theatres on the Steel Pier.

Alterations, which will virtually replace the historic Apollo with a thoroughly modern theatre with a minimum seating capacity of 1700, will cost $150,000 and are already under way, the contract having been awarded to the M. B. Markland Company. The entire theatre, from the front to back stage, and from floor to high ceiling, will be torn out.

The possibility of starting the reconstruction program immediately on the conclusion of negotiations was possible through an interesting circumstance. While the Apollo was still operated under lease by Warner Brothers for their absorption of the Stanley Company of America, the Strand people were so far along toward taking over the lease that they had plans and specifications that cost no less than $4,500 drawn up for the alterations; and with minor changes, these same plans are now being used. New theatre will be comparable to the finest on Broadway. A unique feature will be sinking of a well with a capacity of 225 gallons of water per minute, for the purification of the air supply, forced through a jet system over copper fins for heating.

P. Mortimer Lewis will be general manager of the new theatre, in which capacity he functions for the Strand group at present.

Building Up

According to "Capitol News," a weekly clip sheet covering departments of the Pennsylvania State Government, "Pennsylvanians once again are going to the theatre. At least the theatre owners think they are."

All building or alteration plans for theatres must be submitted to the Bureau of Inspection, Department of Labor and Industry. "For months, not a single plan was received," according to the article. "But, in the last ten days, a different story was told. Many plans and specifications have been received. They include new buildings, alterations to old buildings and plans for the reopening of closed theatres."

PREMIUMS
AS YOU BUY THEM—WHEN YOU NEED THEM!
"QUALITY" DELIVERS!

OUR NEWEST BOX OFFICE SENSATION
22K. GOLD and PLATINUM BEAUTY
Dinnerware AND TEN OTHER PATTERNS
IN THE DAINTY FRAGILE NEW Princess Ann PATTERN

QUALITY PREMIUM DISTRIBUTORS
1305 VINE ST.
RIT. 4531 RACE 2808
Branches in Leading Cities
Hear In

VINE STREET
A Lot of Visitors Here

FRANK TAYLOR, at Preferred, will have an interesting announcement to make shortly. . . . His Pathe re-issues as well as the others are getting many bookings through the territory. . . . And he has more coming later.

DAVE COHEN, well known on the street, is supervising vaudeville bookings for Comerford. . . . Bud Irwin is in the Dove office, with Amalgamated Vaudeville doing very little. . . . Among the local visitors were Sam Dembrow Jr., and Joe Unger. . . . A lot of the boys were interested in the developments offered by William Fox. . . . It seems they bought some of the stock mentioned in the old days. . . . Mae West broke all records at the Stanley, Earle Sweigert will tell you.

TONY LUCCHESE, who may go away on a trip soon, is waiting for the print of "Enlighten Thy Daughter," from Exploitation Pictures, Inc. . . . "Sin of Nora Moran" is due soon. . . . As are others. . . . The new Mascot serial lineup will also be announced within the next few days or so. . . . Over at Peerless, "Killers of the Chapparal," a three-reel novelty subject, is available, and the outfit has a series of three-reel westerns which it intends to distribute, beginning this month. . . . Oscar Neufeld and Bill Heenan are coming along nicely. . . . John Golder has some three-reel westerns at Hollywood.

EARLE SWEIGERT was particularly Army-Navy conscious. . . . The Paramount manager spent the evening at the Penn A. E. Frolic, hobb-nobbed with generals, admirals, and nothing under that rank. . . . District chief Percy Bloch, hopped down to White Sulphur Springs for a district meeting, came back saying Paramount was going to be bigger and better than ever. . . . Moe Verbin, with a nice Europa—"Thunder Over Mexico" record under his hat, looked forward to "Samarang," was resting from his last tilt with the censor board. . . . The Philkino, as manager, has hugged its policy, closed. . . . The history of the house is unique.

JOHN GOLDER made a nice contribution to the welfare federation drive. . . . To the coast went Joe Cunningham, formerly cartoonist for the Exhibitor, and after-dinner speaker. . . . On a three months’ contract with Fox, he will write dialogue for films. . . . He ought to be an improvement after current Fox films.

JOE SUSKIND, Quality Print, denies that he has anything to do with the financial arrangements of the Pearl Theatre. . . . It is erroneous, the rumor, he alleges. . . . Sam Gross came back from upstate, says they know all about the Penna. C. Irolic, hobb-nobbed with generals, admirals, and nothing under that rank. . . . District chief Percy Bloch, hopped down to White Sulphur Springs for a district meeting, came back saying Paramount was going to be bigger and better than ever. . . . Moe Verbin, with a nice Europa—"Thunder Over Mexico" record under his hat, looked forward to "Samarang," was resting from his last tilt with the censor board. . . . The Philkino, as manager, has hugged its policy, closed. . . . The history of the house is unique.

TONY LUCCHESE points out that "Sin of Nora Moran" is a Majestic release. . . . That Exploration Pictures, Inc., has "Enlighten Thy Daughter." . . . Gold Medal is only physical distributor. . . . John Jackson, the Lebanon, in town, admits the key to the pretzel box is in the safe. . . . Says Bill Bethell always takes the pretzels.

JOE SUSKIND, who reported elsewhere that he was perturbed by the fact that these columns indicated he was interested in the operation of the Pearl, really ought to be told that passes marked J. S. are honored at the house. . . . Stanley Turner has left the RKO exchange, and is now the Stanley Company. . . . Booking. . . . The fellow caught by the police in an attempted robbery on the street is out on $15,000 bond.

RALPH JORDAN is now connected with National Penn Printing Company. . . . Ralph is a real old timer in the territory and knows all of the exhibitors and their printing needs. He is also quite adept at layout and other forms of printing and is on hand at all times to give his services to National Penn clients. See him at National Penn printing company.

THE TRADE SHOW SEASON has begun. . . . "Little Women" thrilled thousands at the Stanley, when manager Frank MacNamee sponsored a showing of the Radio hit. . . . And Paramount manager Al Blofson gave exhibitors a peek at "Broken Dreams" and "Rainbow Over Broadway" at the Carman, last Sunday. . . . Both were tremendously enjoyed by all. . . .

AL BLOFSON, pleased with the trade show, expects a lot from the forth-coming Monogram and Chesterfield product. . . . With "Tarzan" breaking records wherever his paws and his name come in contact, he has plenty over which to enthuse.

BARNEY COHEN is now at the Benson Theatre. James Clarke liked the Army-Navy game. Eddie Granger was a visitor for the local Fox exchange this week. . . . The poster situation is status quo. . . . No new developments. . . . The local Fox exchange is first Educational—short sale. . . . Tony Lucchese reports that Clyde Beatty, famous animal trainer, and the Hagenback-Wallace circus will appear in the first Mascot serial on the new 1934-1935 program. . . . Announcement was made this week. . . . Lew Golder was expected in town this week.

JUSTIN HERMAN is editing "Merry-Go-Round," a monthly society rag. . . . It's recommended. . . . For a spell. . . . "Samarang," is now playing at the Majestic. . . . EXHIBITOR, is associated with his brother-in-law, Frank Seltzer. . . . The Philly Exhibitor reel was shot here last week.

MISS BESSIE COYLE, who was ill for a long time, is nearly better, her associates in National Kline Poster Company and other spots will be glad to hear. . . . The case between United Artists and the Bandbox Theatre was amicably ended. . . . It seemed protection on one picture was the issue. . . . Now all’s well. . . . S. E. Applegette, the Metro sales chief, gets raw meat from friends, should he be in New York any day.

COLUMBIA invites its accounts to see Harry Greenberg, manager of the necessary division of the local exchange. . . . He has a nice line of novelties.

JIMMY GRAINGER visited the local Universal exchange, spoke many a word to Manager Mike Landow, head man in the country as far as sales are concerned. . . . Walter Futter writes in that he produced "Africa Speaks," regardless of whatever anyone might say.

Manager Foulk of the Isis, New Egypt, is back on the job after a long illness. . . . Joe Murphy played the "Three Little Pigs," gave away three as a tally.

BILL KEEGAN hasn’t been a visitor on the street in some time, he says. . . . Where is he? Maybe prosperity is here.

WHEN A BOILER in the Embassy, Westville, N.J., burst, the house had to shut down for a spell. . . . Cold weather.

Erpi Men Up

Electrical Research Products has announced the following promotions:

Harry Dodge, central division general manager to general manager western division; Stanley Hand, northeastern division sales manager to general manager central division succeeding Dodge; Bert Sanford from merchandising manager to northeastern division sales manager succeeding Hand.

. . . . Ben’s plugging "Itchy-Scratchy" all the time at Masterpiece. . . . Words of praise for the new shorts, which will be bigger and better than ever. . . . Mitzi and Dotzi going to get a party. . . . Doing wonderful in school. . . . Jack celebrating his 15th birthday Thanksgiving and being made president of his class at Central. . . . Claire being made editor of her school paper. . . . Whew!

CLARA is lousey, they say. . . . It has not been denied. . . . Hal Young, National Screen Service, was a visitor in the street recently. . . . Apex Garage is ready to serve you.

GEORGE GORMLEY is now at the Dixie Rose. . . . Jack Von Tiltzer was a visitor on street recently as was Carroll Trowbridge, district UA manager. . . . The Beckett boys are now taking mind bets on anything. . . . The law coup had to deal with the McClure directive.

TEN YEARS AGO . . . Jack Flynn was appointed manager of Metro, with Bob Lynch in a supervisory capacity. . . . Clem Rigo took over the Honeybrook Theatre. . . . Abe Resnik was handling the Amber Theatre. . . . 69th Street Theatre was opened.

Praise for "Prizefighter"

"Prizefighter and the Lady," which has been doing a whale of a business where it has been sold properly, drew praise from the great Stokowski himself. The orchestral light gave a hand to the music in the film. Exhibitors who have played to the women in selling the show report good business. With a man’s title, a campaign to women is a necessity.
BECAUSE of mine difficulties theatres were uncertain about joining in the spirit of Thanksgiving Day. As usual there were elaborate arrangements for the holiday ... Cental city houses had midnight shows. There were few turkey giveaways, Rex, Name colke being one of the exceptions. Al Cox, hustling manager, Capitol, and a major in the annual drive of the Community Welfare Federation, reported that employers in Wilkes-Barre and vicinity went over the top by 88.7 per cent in the drive. Gave a total of $376.05 to help the agencies. Among the houses reporting increases were the Parsons, Irving, Kingston, Orpheum, Hazel Street, Strand, Alhambra and the Capitol.

CAPITOL is opening Thursdays until arrangements can be made to return to the usual Saturday or Monday schedule. "I'm No Angel" played the Orpheum for a week after the Capitol, one of the few pictures to do this for the year. Lee Tracey's escapades in Mexico were big news in these parts as his home is at Shavertown.

BILL ROBERTS, Shawnee, Plymouth, has made elaborate arrangements for football night December 1. Teams from Plymouth and Larksville high schools will be guests of honor and reservations have been made for the student bodies. There will be a special 1 o'clock matinee at reduced prices and two shows are slated for the evening with master of ceremonies, talk by college football coach, music by high school bands and school yells. Shawnee will present a bicycle to some lucky boy or girl at the Saturday matinee. Plains is back on a seven-day basis. Ed Pash has segued his affairs to do this for the year. Some of the pictures from the screen and through merchandise tie-ups. . . . He will sell the pictures from the screen and through legitimate selling aids.

WHENEVER A MUSICAL hits town business picks up as legit shows don't get up into the effect when the strike started. . . . Ed Pash has dropped merchandise tie-ups. . . . He will sell the pictures from the screen and through the legitimate selling aids.

A feature of the Film Chamber's recovery program was the elimination by order of all double-program bills. This was to have been effective on September 15, but, according to reports coming to Berlin, many Rhinelander cinema-owners completely ignored the order and continued to release double and triple feature bills, as the case happened to be, in order to protect their investments. Unquestionably, drastic means would have been employed to bring these recalcitrants into line had not a special election suddenly been ordered. Instead, it seems, the Film Chamber is anxious to appease these provincial cinema owners and has ordered, as of October 19, 1933, that programs hereafter may be unlimited as to footage, as against the previously ordered limit of 3,200 meters per show, and, in addition to a feature of any length, they may include a second feature of not more than 1,600 meters.

RAY O'CONNELL, manager, Grand, now has some first-hand knowledge about hold-ups and crime. O'Connell was sitting in his private office counting the day's receipts. The window in front of him, covered by a drawn shade, was shattered. Through the opening a hand, holding an automatic, protruded. Stunned by the glass, O'Connell staggered and then recovered in time to grasp the hand of the hold-up man as he grabbed the bills. Suddenly the bandit wiggled loose and ran toward an automobile in which a confederate sat ready for the get-away. Three policemen with drawn guns were close behind the fleeing bandit but could not shoot because of the people who crowded into the possible line of fire. Grand Theatre lost $900.

Robert Miller, trained largely in the theatres of Lancaster, has been named manager of the Warner House in Red Lion, York County. Miller comes from a family that has made good with the Warner organization. Vaudeville, one day a feature of the Film Chamber's recovery program was the elimination by order of all double-program bills. This was to have been effective on September 15, but, according to reports coming to Berlin, many Rhinelander cinema-owners completely ignored the order and continued to release double and triple feature bills, as the case happened to be, in order to protect their investments. Unquestionably, drastic means would have been employed to bring these recalcitrants into line had not a special election suddenly been ordered. Instead, it seems, the Film Chamber is anxious to appease these provincial cinema owners and has ordered, as of October 19, 1933, that programs hereafter may be unlimited as to footage, as against the previously ordered limit of 3,200 meters per show, and, in addition to a feature of any length, they may include a second feature of not more than 1,600 meters.

Audio Ahead

New, ultra-modern equipment and a specialized study of effects are among the innovations Audio Productions, Inc., is introducing into Eastern motion picture production and which have already been used, in connection with its service to producers, for Krimsky-Cochran's "Emperor Jones," Sobel shorts, Fox Films and Educational Productions.
WHEN JOSEPH BERNHARD, head of Warner theatres, came to town to supervise the changes after the resignation of William Gold-  man, he was so busy he sent out for his lunch. . . . And took up the business at hand between sandwiches.

GEORGE SCHWARTZ has taken over the Everett Theatre, Middletown, Del. . . . John Roach is manager of the local S-W club. . . . Earle Wolf, vice-president, charge of welfare work; John Noble, vice-president in charge of membership; Leonard Schlesinger, vice-president in charge of entertainment; J. Ellis Shipman, treasurer, and Miss Hecht, secretary, are some of the other officers. . . . The new theatre in Camden had a very nice opening.

ABE SABLOSKY stood in front of Keith's, bewailing the lack of business. . . . "Why not put in '3 Little Pigs'?” asked one. . . . "It wouldn't be kosher," replied Abe.

CHARLIE O'REILLY was a visitor at the Army-Navy game. . . . So was Sol A. Ros- enblatt. . . . Lewen Pizor, M. P. T. O. proxy, saw O'Reilly over the weekend. . . . Pine Brook, Scranton, is being operated by Mrs. Evelyn Regan.

GANTZ AND RUBIN are now managing the Broad, Souderton. . . . C. Folk Kline used to be there. . . . Regardless of rumor, the Frankford Theatre is still under Monte Sal- mon’s supervision.

MANAGING DIRECTOR JOSEPH FELDMAN, Artie Cohen and the other Earllites were all set for the first annual Earle Theatre Employees’ Beneficial Club banquet at the Penn A. C., December 3. . . . It looked like a big time, at this writing. . . . House has been hav- ing some big stage names of late.

FOLKS who saw the Vilma-Buddy Edsen dance team in the Follies thought much of the lastie’s film face, thought she could go far. . . . Pottsville is cutting out vaudeville, that is, the Comerford house is.

GIVE A HAND to Smiling George Peifer, 72-year-old doorman at the Ogontz Theatre. . . . At the house four years, formerly at the Karlton and Aldine. . . . Lives at 1701 Brown Street. . . . Knows all the customers by their first name and an asset to manager Ray Myers. . . . He certainly makes a warm welcome of it.

R. A. GALLAGHER, at the Lawndale, has been at that house more than six years. . . . He was formerly at the Park, Merchantville. . . . "Motion pictures used as supplementary means of teaching will not in- duce laziness in school children," said Dr. James Sigman, director of visual education of the local Education board, at an address be- fore the local Motion Picture Forum. . . . 180 motion picture machines are used in local schools, it developed.

VICTORIA AND STRAND, Lansford, have been taken by J. J. Humphrey and Elias Coury. . . . American Legion, Hummels- town, is being booked by John Kofler. . . .
OUR CONGRATULATIONS for the happiest and proudest man in Harrisburg—Manager Harry Lambert, Colonial Theatre, and Mrs. Lambert. They announced the birth of a son, to whom Lambert, at the Keystone Hospital, Harrisburg. Mrs. Lambert was Miss Madeline Payton. If theatre managers are more careful in the future to display in their lobbies and elsewhere only actual scenes from coming or running attractions at their houses they will be held in higher esteem by many theatre-goers. Business of some houses would be better if heat were not turned off so early in the evening. When you see Manager Charlie McLeary, Loew’s Regent, Harrisburg, and his assistant, Bob Etchberger, making peculiar motions with their hands, thumbs against their heads, don’t be alarmed. They are Elks.

DETECTIVES are on the trail of the person or persons who stole the cardboard figure of Mae from atop the box office of the Victoria Theatre, Harrisburg. Lew White appeared in person at the Hershey Community Theatre, Hershey, as an added attraction to the regular program.

UP-STATE THEATRES are offering a conglomeration of inducements to theatre-goers. Capitol, Shamokin, gave a RCA radio kite to every child who attended special 10-cent matinee Saturday. Washington and Jefferson football squad were the guests of the management of the Strand Theatre, Sunbury, at its first show, Friday evening.

HERSHEY HIGH SCHOOL ALUMNAE ASSOCIATION on November 21, presented the Lebanon Dramatic Club at the Hershey Community Theatre, Hershey. Community services were held Sunday afternoon at the Hershey Community Theatre, Hershey.

AN ELECTRIC REFRIGERATOR, given through the courtesy of Mahanoy City merchants, was awarded to a patron of the Victoria Theatre, Mahanoy, on the Victoria stage. Popularity of Sunday movies continues to increase at the Mahanoy City Victoria Theatre.

Wilmington Union Tiff

Motion Picture Operators’ Union, No. 473, and Stage Employees’ Union, No. 284, of Wilmington trained their guns again on the New Rialto Theatre during the last two weeks. Whether their campaign had anything to do with it or not, the theatre advertisements suddenly began to display the blue eagle sign, which it had not shown before.

Al Williams, secretary, operators’ union, called on A. B. Belair, manager, but stated that Belair told him that he would not change his mind about hiring union men. Eventually the blue eagle sign began to appear on the advertisement.

Sherman Expands

Eddie Sherman, the live wire vaudeville booker, announces that Wilmer and Vincent houses in Harrisburg, Allentown, Reading, Richmond and Norfolk have been added to his books. Effective sometime this month. This makes a nice set-up for Sherman who has some of the best inde houses in the east.

“Rainbow Over Broadway” Is a Musical

Frankie Albertson, Joan Marsh, Lucien Littlefield and plenty of girls are in the Chesterfield musical, “Rainbow Over Broadway” distributed by First Division.
Order Sale of Carr and Schad Reading Houses

Likely to Take Place Early This Month

Carr & Schad, Inc., theatres, Astor, Strand and San Toy, in Reading, will be sold at sheriff’s sale.

No date has been set, but it will likely take place early in December.

Order granted by Berks County Court in November, in which Dr. H. J. Schad, whose name appears in the title of the original owning corporation, and who, with Mrs. Schad, holds a $600,000 second mortgage, was named sequestrator of the company. At the final hearing this week the Arcadia is to make no change. Mrs. Schad pressed for sale, won a victory over the interests opposing the move at this time. Astor and Strand are operated by the Warner interests. Proceedings do not affect the leases.

The decision of the court followed three lengthy hearings, in which Charles H. Schlegel, president of Carr & Schad, Inc., fought to prevent the sale of the properties. Foreclosure proceedings were instituted by Dr. Schad and wife, holders of the $600,000 second mortgage on which the interest is defaulted. The interest due the Schads is $36,000.

The court’s decision reveals that the position of the banks was a controlling factor in ordering the sale. The Reading National Bank asked that further delay be denied.

The testimony disclosed “that the outstanding shares of stock of Carr & Schad, Inc., have been pledged by the holders to the Reading National Bank and Reading Trust Company as collateral security for the payment of an indebtedness of $40,000 owing to the Reading National Bank and $4,000 owing to the Reading Trust Company.”

Arcadia, Wilmington, Closes

Market Street, Wilmington, is soon to have its third dark theatre, Arcadia, Warner-Stanley theatre, is to close December 2.

“Bill” Gallagher, the last of a string of managers who have made a procession through the Arcadia’s history since it came under the Warner wing, was transferred about three weeks ago to the Lansdowne Theatre in Lansdowne. Closing of the Arcadia is to make no change in the policies of any of the other Warner theatres, only three of which will be open—the Aldine, Queen and Grand Opera House.

Harrisburg Operators Elect

For the sixth consecutive year, Lawrence J. Katz, motion picture machine operator at Loew’s Regent Theatre, Harrisburg, has been nominated for president of the Motion Picture Operators’ Local, 488. Election will be held December 17. Other nominations are: C. J. Jones, vice-president; Chauncey Miller and Walter Rice, corresponding secretary; Paul Patterson, financial secretary, and James Leone and Lester Firing, executive committee members.

Guest Columnist

No Table
Manners Squawk

ERIC KNIGHT, the Ledger movie scribe, is quite an amateur movie enthusiast, should get to Hollywood some day. At his country estate, he photographs trees, flowers, dogs, should not forget Cora, The yard. Mrs. Knight had a birthday the other day, celebrated.

... Dan Wolfsion is now in Baltimore.

ANN K. KRATFSOW, Paramount, celebrated a birthday. Needed a big cake.

... For lots of candles. George Sobel, the mayor of Strawberry Mansion, may now be found at the new Ritz. Another important announcement soon. Prince Landow wears specs. Doesn’t miss anything.

... Jack Greenberg went to N. Y. had a good time. Ted Aber looks like a movie actor.

... On his pictures. Anna Murray is stitching away. Knitting, the RKOitess is. Dorothy Burresson went to N.-Y., had a nice time. From prominent local executives have no table manners, some minor folk allege.

MARCUS BENN had an infected right hand. Couldn’t sign checks. The Mrs. Weiner and Dembrow have found a new place to crash with their kiddies.

... It seems that Benn knows both, admits the children.

PACO BERMAN, son of Lou “Dynamite” Berman, plays on the P. M. C. team. Son Paul borrowed the family car, escorted himself and steam-mates to the scene of gridiron battle. Besides being athletically inclined, he rates high in scholarship, is considered an ace student.

THERE STREET was sorry to hear of the passing of Jacob Bachman, Lancaster, younger brother of Johnny Bachman, the Educational exec here. It happened Sunday. Funeral was held Tuesday. Herb Given has a N.Y. office.

HERB ELLIOTT and Mrs. chose Bermuda for their Christmas trip. They are both well known locally.

Loved ones. She was ill for quite some time.

HERB ELLIOTT and Mrs. chose Bermuda and Havana as the likely winter spots so there do their travels take them. There is a rumor around that Bill Clark may have an affair with the president’s daughter. John Herdrick is a descendant of Commodore Barry.

HARRISBURG OPERATORS ELECT

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Letters to the Editor

Praises FD Showing

Dear Sir:

The screening given by First Division of “Broken Dreams” and “Rainbow River Broadway” at the Carman Theatre Sunday night should prove an object lesson to all exhibitors, affiliated and independent. It proves what excellent screen entertainment can be furnished by the independent producers.

Every exhibitor should consider it his duty to encourage the state right distributors, so that they may continue to keep up the standard of those two excellent contributions. Coming from a competitive, I am sure you must realize the sincerity of this letter.

Yours truly,

Oscar Neufeld.

General Theatre Approval

Chancery Court, Wilmington, approved the petition of Senator Daniel O. Hastings, re¬

ceived for General Theatres Equipment, Inc., for authority to settle differences between the latter corporation and Fox Theatres Corporation.

There was no opposition to Senator Hastings’ petition to agree to the proposed settle¬

ment.

Senator Hastings held that settlement of the controversy would be highly advantageous to both corporations and abolish issues necessary for a reorganization of the corporation.

Sleep Assured for Quality Exhibitors

Premium using exhibitors to sleep well at night have learned during the past few months that they can best promote peaceful slumber by dealing with Charlie Goodwin and Dave Barrist, Quality Premium Distributors. While the NRA has been a boon for most industries, increasing employment and wages, it has also created many uncertainties, among which are the deliveries and mis-outs in the deliveries of certain scheduled shipments to theatres because of the adoption of Codes. So many disappointments and missed shipments have been reported by exhibitors during the past six or eight weeks that Quality Premium Distributors point with pride to the fact that their record of deliveries on regular shipments is virtually 100%, the statement says.

Quality’s record, according to Charlie Goodwin, is due to the large volume of business, their close business relations with the largest potteries in America whose output for premium use they control exclusively and to the fact that the goods are stored in Philadelphia and deliverable at an hour’s notice. Quality numbers on its books today practically every important premium using exhibitor in the territory.
Passing of Dintenfass

Removes Real Veteran

Philadelphia Old Timer Was True Pioneer in Business

Mark M. Dintenfass, one of the pioneers of the motion picture industry, who died last week at his home in Grantwood, New Jersey, was a real Philadelphia veteran.

Funeral services were held November 26, at 1 P.M., at Riverside Memorial Chapel, N.Y.C.

Dintenfass entered the motion picture industry prior to 1907 with the purchase of the Fairyland Theatres, Market Street. In January, 1908 he passed the test of the Department of Safety as a licensed projectionist and he was always quite proud in later years of his operator's certificate.

Same year he came to New York and became interested in the Cameraphone Company but, due to the existing Patents Company's action, the life of the Cameraphone Company was a short one.

In 1909 he formed the Champion Film Company with studios in Fort Lee, which proved very successful. Other independent companies sprang up and joined with Dintenfass in the organization of the Motion Picture Distributing and Sales Company. Universal Film Mfg. Co., was shortly organized, Dintenfass being one of its sponsors, as well as Universal Exchange, Inc., of which he was managing director, secretary and treasurer until 1916.

In 1918 he produced "My Four Years in Germany," founded on the book by Ambassador James W. Gerard. The picture was a big financial success. In 1919 he ran for Governor of the State of New Jersey on a Single Tax ticket but was defeated. During 1919 he produced a series of comedies starring Jobyna Ralston for release through the newly formed United Picture Theatres of America. Shortly following his organization of National Film Laboratories, which in 1924 was merged with the Evans Laboratories into the National-Evans Laboratories with a big plant in Fort Lee. This plant was destroyed by fire on February 7th, 1925, and in 1926 the National-Evans plant was merged with the Claremont Laboratories in New York City. During the last few years and until his illness developed a year ago, Dintenfass has devoted his entire time and attention to New Jersey real estate. He was also at the time of his death a director in the Underwriters Trust Company of New York City.

-hearing aid-. . . With an inch on top plugging some current development in movie world. . . . With an inch on top plugging some current development in movie world.

Heard In

ATLANTIC CITY

Heim Jacobs is Fraternal

M. B. MARKLAND COMPANY has the contract for renovation of the Apollo. . . . Deal was between the Frankland Realty and Leasing Company and the Fralinger estate. . . . George Franklin Weiland is president of the former. . . . P. Mortimer Lewis is treasurer. . . . Chain includes the Strand, Embassy Capitol and Ventnor. . . . House will seat 1700.

Entire theatre will be replaced by a new play-house. . . . Unique feature will be the sinking of a well with a capacity of 225 gallons of water a minute. . . . Fresh air system.

STRAND, VENTNOR, STEEL PIER, CAPITAL, EMBASSY use single column set-up on ads. . . . With an inch on top plugging some current development in movie world. . . . Is distinctive set-up. . . . And a novelty.

COLONIAL THEATRE invited kids from grammar schools to theatre. . . . Admission was food. . . . Salvation Army got admissions. . . . Palace, double featuring, used a stage circus. . . . Returns of the Atlantic City-Ventnor High football game were broadcast

"The Right to Romance" Is a Tale of Love

Ann Harding, Nils Asther, Robert Young, Irving Pichel and others are in the Radio show.

Sharing

All musicians working steadily must lay off one week in four and give others a chance, according to a recent edict of John Weber, union president. How this will affect contracts is not known.

from the Capitol and Ventnor stages. . . . Steel Pier arranged a cakewalk.

HEIM JACOBS-EMBASSY is sponsoring a theatrical fraternity "Get together and frolic." . . . Heim is quite a leader in these things and a fine time is expected to be had by all. . . . The Altman Royal is the first to join. . . . S. Tannenbaum, Palace Theatre, thinks there are two kinds of people in the town. . . . The Waxman brothers, Si and Jack, took trips to South America. . . . Business must be good.

ALDINE, owned by the estate of the late Harry Savage, who died in October, has gone into the hands of receivers, P. Mortimer Lewis and James T. Murray being appointed to handle its affairs. . . . Milt Russell remains as manager. . . . I. B. Finn is the new manager of the Virginia. . . . Finn comes directly from the management of the Warner at Lawrence, Mass., and was formerly connected with the E. M. Loew chain of New England picture houses.

"Lady Killer" Presents the Old James Cagney

Warners include Cagney, Mae Clarke, Margaret Lindsay and others in the cast.
Charlie Perry Active in Local UA Plugging

Charlie Perry, UA exploitation man, attached to the local Aldine, has been selling UA shows with a vengeance.

Here is a general outline of campaigns on some pictures:

"Henry the Eighth"
Had one of the usual, striking fronts (see cut), with copy stressing greatness and entertainment values. Had enlargements from press books placed in lobby as well as in Stanley, Boyd and Stanton lobbies. Had enlargement of daily reviews in front of theatre. Used extra ad space, with special stories, sent out letters to teachers, to tune of 9,000, with special parties. Had book tie-ups with special materials.

"Broadway Thru Keyhole"
Plugged the Jolson-Winchell setup in a lobby display, stressed the musical angle in copy. Had usual striking fronts and marquee lights. Had special radio tie-ups whereby local bands played song on the air. Gave two screenings for music department employees as well as for orchestra leaders. Tied up with music counters.

"Bitter Sweet"
Distributed Bitter Sweet chocolate on streets of city during shopping hours. Had tie-ups on Sunday, and many tie-ups with variety stores. Also had displays in florists' shops, on song "I'll See You Again" in music departments, and planted song on radio hours, in addition to usual lobby, front displays.

"The Masquerader"
This opened the UA season at the Aldine, with Perry getting off to a good start. Congratulations telegrams were used in the lobby in addition to the usual front, marquee signs, etc. Tie-up with Strawbridge-Clothier department store on Elissa landi gown was prominent. Conna typewriter tie-up on Ronald Colman used. Special Shafer etchings of Colman were planted in Window. Radio contest on whether or not Colman could make more than two pictures a year was arranged. Announcements were made by Monroe Greenthal, UA exploitation director, specially arranged for the Art Alliance, Special stories were planned. 500 heralds were distributed.

Fight Posters
For "Prizefighter and the Lady," Stanton got out some fight signs, plugging the Baer-Carrera fight. Posters looked authentic, should have attracted a lot of males to the showing.

Wilmington Kid Shows
George Jones, manager, Parkway Theatre, Wilmington, is planning to put on special children's shows each Saturday morning, beginning December 2, that will fulfill the desires of clubwomen and for the first time will be endorsed by principals of every public and parochial school of the city.

While Jones doesn't look upon it as an experiment, it is nevertheless, as the pictures that will be shown will be types approved by the clubwomen and educators, and will be an entirely different program from the regular current screen offering.

The show will be put on at 10 o'clock each Saturday morning and will be over and the house emptied before the regular show is put on. The admission will be 10 cents for children, 25 for adults. The shows are sponsored by the Women's Club of Trinity P. E. Church, which is near the theatre and the City Federation of Women's Clubs. Superintendent Stouffer, of the Public Schools, had sent letters to every principal urging them to announce the program in their respective schools.

Selling "Lady"
George Jones, manager, Loew's Parkway, tapped all advertising and ballyhoo records in Wilmington, for "Prizefighter and the Lady." Jones concluded from press notices, publicity and whatever at once that Max Baer looked like another Clark Gable in the building, and decided to let the public in on the ground floor.

To do this he put out 5,000 "sports extras" at Wilmington, for "Prizefighter and the Lady." Stanton got attracted a lot of males to the showing.

Special stories were planted. 500 heralds were distributed Bitter Sweet chocolate on streets of city during shopping hours. Had tie-ups on Sunday, and many tie-ups with variety stores. Also had displays in florists' shops, on song "I'll See You Again" in music departments, and planted song on radio hours, in addition to usual lobby, front displays.

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Asking Exhibs

With every star on the Warner lot seeking the leading role for "Anthony Adverse," with every director pulling for the assignment and every writer dreaming of doing the adaptation, Warner Bros. are going to invoke the suggestions of exhibitors before finally deciding on who is to play the title role. All Warner theatre zone managers have been asked by Joseph Bernhard, general manager of Warner Theatres, to get from their men, their suggestions for the actor who would best be fitted for the starring role in "Anthony Adverse." Independent exhibitors are also being queried along the same lines. Synopsis of the book are being sent to the theatre managers.

Hershey Helps

Welfare Federations of Lebanon and Harrisburg are reaping the benefits of a philanthropic program being presented by the Hershey Community Theatre, Hershey.

According to the plan, as announced by Manager John B. Sollenberger, the entire gross receipts of the Hershey Theatre, November 23 and December 7 and 21, will be donated to the Lebanon Welfare Federation, and total receipts on December 1, and Thursday nights, December 14 and 28, will be donated to the Harrisburg Welfare Federation.

Joe Murphy Scores

Joe Murphy scored at the Ritz, Oaklyn, N. J., when he entertained the Army football team at the theatre, the evening before the Army-Navy game. Several houses in the vicinity tried to get the team but Joe was successful. It was a great break for the house.

Wesson for Chevalier

There is a Wesson Oil tie-up available to theatres. One house played it on "The Way to Love." Grocers give away lucky cards. Drawing for mayonnaise mixing combinations are held in the lobby. Grocer benefits, theatre benefits, Wesson benefits.

Warner Tieup

Warner Bros., who bought the newspaper rights for "As The Earth Turns," which they are now turning into a picture, effected an arrangement with the Philadelphia "Public Ledger," to run the complete novel in a special section. Entire story, about 70,000 words in length, will appear in the "Public Ledger," February 4.

Changing Dates

Father Time is going to take the situation in hand at Harrisburg’s downtown theatres one of these days, and managers will awaken some morning to find their opening dates for new pictures are back where they were when all theatres changed programs Mondays.

Receiving reports that the picture, "The Prizefighter and the Lady," was being unusually well received throughout the country, Manager Charles McLeary, Loew’s Regent, decided to start his week’s run at his theatre on Thursday, November 16, instead of the following day when it had been scheduled to open.

Thursday proved such a popular opening day that Manager McLeary has decided to make Thursday his permanent opening date for all future pictures.

Bonstein’s Chair

Don Bonstein, South Philly manager, rigged up a semi-serious electric chair for a picture, loaned it later to the Ridge Avenue Theatre. Chair helped business.

For "Sailor"

Warner’s advertising and publicity department are concentrating on a sock advertising and exploitation campaign for Joe E. Brown’s latest, "Son of a Sailor.'" Merchandising plan now being compiled is the largest ever issued for a Joe E. Brown picture. Ad section is more than double the usual, with about fifty practical exploitation ideas designed to capitalize the star, the comedy situations and the corkin—title. Several clever novelties are available for exhibitors. Publicity section will carry the first authentic life story of Brown, illustrated with line drawings.
HARRY TRAVIS, the gentleman from the south who is managing the Capitol, drew a full house for "College Coach," when he got in back of the drive for the local high school's football booster day by staging a pep meeting right in the theatre. Former high school cheer leader was imported for the master of ceremonies post and the football team was entertained. New theatre so long heralded is gradually taking shape. Instead of rebuilding the White Rose Arena for a motion picture house J. W. Richley, local automobile dealer, is remodeling the old Pullman car shops near the arena to provide a one floor theatre with a seating capacity of 1,000.

CLOSED for summer months and most of the fall, Rialto opened its doors November 25, with William Maston, for three years secretary to all the district managers who have come to York, as manager. Maston was for the past several months assistant to the manager of the Strand. Theatre is open from one to four in the afternoon and seven to eleven in the evening with continuous operation from 11.30 A. M. to 11 o'clock Saturdays. Harold Mobley, chief usher, Capitol, is promoted to assistant manager at the Rialto. The Warner Brothers' theatre gotten together with the morning paper here and are again running display advertising. Miller's advance plugging on "Footlight Parade," brought its returns in the biggest business. Herb Baylson was a visitor here.

Columbia Net Up

Columbia Pictures' net profits for the quarter ended September 30, 1933 were $241,778.63, which, after all charges, preferred dividends, and provisions for Federal income tax, is equal to approximately $1.36 per share of common stock outstanding. This compares with $220,027.98 or $1.23 per share for the corresponding period last year. Consolidated balance sheet as of September 30, 1933 shows current assets of $6,668,942.67, against which there were total liabilities of $2,069,196.49, leaving earned surplus of $2,213,771.46.

Erpi Decision Reserved

Court of General Sessions, Dover, Del., heard additional argument in the case of Erpi, November 16, against the Vitaphone Corporation which was argued October 24, but postponed so as to clear up a moot point. Decision was reserved in the case which involves the question of whether the two concerns should not continue arbitration proceedings.

Cook With Preferred

Joe Cook, formerly production manager for Columbia, has joined Preferred Pictures, Inc. Jack Bachman, president, and Joe Goldberg sales manager.

S-W Drops Mats

Stancly-Warner houses, in some instances, drop matinees.
REIGN OF THE RIALTO as an exclusive in Williamsport apparently has been broken. . . . Park revealed that it will not only have its regular line of excellent second runs, but a good number of first runs that Rialto previously had tied up for exclusive use. . . . Deluxe neighborhood theatre will now enter into full competition with the downtown theatres.

RIALTO is celebrating its seventh anniversary. . . Special features are on the schedule. . . . Keystone is running midnight shows with regularity now. . . Bud Beck, former manager, Capitol, who is running the Keystone, also a Comerford theatre, has embarked on a wide advertising program. . . . All four theatres carry on extensive advertising programs, both in the newspaper and over the radio. . . . Four theatres can be counted on for about four columns of advertising each day. . . . High School Junior Class in effort to raise money for class activities sold tickets to Rialto and received per centage. . . . Lynn and Girton, Capitol managers are making plans now for a toy matinee to secure broken toys to be fixed and distributed by the firemen at Christmas time. . . . Last year Girton ran a similar type show at the Keystone and received a large truck load of toys. . . . Nothing more has been heard about placing vaudeville in the Capitol, although there still is some talk.
For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in "Looking Ahead at the Product," the regular review department. Before dating in your show, consult this page, find out when the review appeared and then look it up. If you have misplaced any copies of your home town journal, drop "THE CHECKUP" a line and missing copies will be sent to you. Save these pages and refer to them as needed. Key: For example, 2-Sept. means the second issue of this publication in that month.

Columbia

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

First National—Warners

Bureau of Missing Persons . 1-Sept.
Wild Boys of the Road . 1-Oct.
The World Changes . 2-Oct.
Gold Diggers . 1-June
Footlight Parade . 2-Oct.
Ever in My Heart . 2-Oct.
Kennel Murder Case . 1-Nov.
College Coach . 1-Nov.
House on 56th Street . 2-Nov.
Female . 1-Nov.
Havana Widows . 1-Nov.
From Headquarters . 2-Nov.
Son of a Sailor . 2-Nov.
Dark Hazard . 1-Dec.
Lady Killer . 1-Dec.

Metro

Penthouse . 2-Sept.
Stage Mother . 1-Oct.
Night Flight . 1-Sept.
Bombshell . 2-Oct.
The Chief . 1-Oct.
Day of Reckoning . 1-Nov.
Meet the Baron . 2-Oct.
Dinner at Eight . 2-June
The Late Christopher Bean . 2-Nov.
The Prizefighter and the Lady . 2-Nov.
Eskimo . 2-Nov.
The Vinegar Tree . 2-Nov.
Dancing Lady . 1-Dec.
Sons of the Desert . 1-Dec.

Monogram

DISTRIBUTED BY FIRST DIVISION

The Avenger . 2-Nov.
Sweetheart of Sigma Chi . 1-Nov.
Broken Dreams . 1-Nov.

Paramount

Song of Songs . 1-July
This Day and Age . 2-Aug.
One Sunday Afternoon . 1-Sept.
Torch Singer . 2-Sept.
The Last Man . 1-Oct.
Golden Harvest . 1-Oct.
Too Much Harmony . 2-Sept.
I'm No Angel . 2-Oct.
Tillie and Gus . 2-Oct.
Way to Love . 2-Oct.
Take a Chance . 1-Nov.
Hell and High Water . 2-Nov.
White Woman . 1-Nov.
Design for Living . 2-Nov.
Cradle Song . 2-Nov.

Gold Medal

Sing, Sinner, Sing . 2-Aug.
The Big Bluff . 2-Oct.
Important Witness . 2-Aug.
Laughing at Life . 2-June
Curtain at Eight . 1-Dec.
You Made Me Love You . 1-Dec.

Masterpiece

Her Forgotten Past . 2-Nov.
Riot Squad . 2-Aug.

Radio

Morning Glory . 1-Aug.
Rafter Romance . 1-Aug.
Midshipman Jack . 2-Sept.
A Chance at Heaven . 2-Oct.
Ace of Aces . 2-Oct.
Aggie Appleby . 2-Oct.
Little Women . 2-Oct.
After Tonight . 2-Oct.
Right to Romance . 2-Oct.

United Artists

Bitter Sweet . 2-Sept.
The Bowery . 1-Oct.
Broadway Thru Keyhole . 1-Oct.
Emperor Jones . 1-Oct.
Henry the Eighth . 1-Oct.
Blood Money . 1-Dec.
Roman Scandals . 1-Dec.

Universal

Love, Honor and O Baby . 2-Oct.
Saturday's Millions . 1-Oct.
S O S iceberg . 2-Nov.
Only Yesterday . 1-July
Myrt and Marge . 1-Oct.
Special Investigator . 2-Nov.
Invisible Man . 2-Nov.
King for a Night . 2-Nov.
Counsellor at Law . 1-Dec.

First Division

By Appointment Only . 2-Nov.
Dance, Girl, Dance . 1-Nov.
I Have Lived . 1-Aug.
A Man of Sentiment . 2-Nov.
Notorious But Nice . 2-Nov.
Picture Brides . 2-Nov.
One Year Later . 2-Aug.
Tarzan the Fearless . 1-Oct.
Rainbow Over Broadway . 1-Dec.

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Honest Endeavor
is its own reward

A great many years ago when the moving picture industry was in its swaddling clothes, there was a young decorative painter who was attracted by the possibilities of the theatre becoming the artistic spot in each drab neighborhood or small town. He closely allied himself and his endeavors to the problems of the showman and during some eighteen years learned all of the intricacies of theatre construction, working on some three hundred show houses for an assortment of owners and architects.

. . . Then came the depression. Exhibitors were broke—no cash to maintain even their precision equipment, not to mention their decorative requirements. With overhead running on and little or no income, those were dark days for the little decorator.

. . . Then the upturn arrived—Business was improving—Exhibitors had more available cash. The theatre owners who knew the type of work and the ability of the little decorator called him in. Satisfied customers, all; within a few months he had completed work on the Penn, Ridge, Palm, Benson, Brunswick, Cedar Theatres, Philadelphia; the Media, Media; the Parkside, Walt Whitman and Victoria, Camden—and now is busily engaged in completing the new thousand-seat Broadway Theatre, in Camden.

. . . The discouragement of the dark years fades away in rosy smiles—He knows there is a revived interest in his services—He knows that his able craftsmanship of past years is bearing fruit—He's grateful to the friends who returned to him when they were again in the market for decoration—and he realizes that satisfied customers are his greatest asset.

The above story might be applied to nearly any of the companies whose services and equipment you find advertised in this issue. Actually it is the true story of this advertiser.

It will pay you to deal with competent theatre craftsmen*

*Competent Theatre Craftsmen advertise their services to you in . . .

Birnbaum-Jackson Co., Printers, Phila.
IT'S TIME TO START DANCING!

When JOAN CRAWFORD Sings Love Songs for Clark Gable

Happiness comes your way! Because the Greatest Musical Romance of all time is here! Because hit songs, and dazzling scenes, dramatic thrills and soul-throbbing romance are here! Pack up your troubles for ninety merry minutes while M-G-M's entertainment sensation holds you spellbound!

Love Songs: "EVERYTHING I HAVE IS YOURS" "MY DANCING LADY" and more!

And a Brilliant Supporting Cast
FRANCHOT TONE
MAY ROBSON
WINNIE LIGHTNER
FRED ASTAIRE
TED HEALY and His Stooges
ROBERT BENCHLEY

And What Sights!

Mirrors of Venus
Gorgeous Merry-Go-Round Number
 Beauties in Cellophane and the Electrical Ballet

Increase your playing time . . . Everybody's gonna be happy. Remember we have extra prints to meet the demand.

Yours for happiness in the Box Office.

BOB LYNCH
Metro-Goldwyn-Mayer

COMING SOON
Lionel Barrymore Alice Brady Mary Carlisle
IN
"Should Ladies Behave?"
Merry Christmas

with

Paramount's

"ALICE IN WONDERLAND"

Entered as second-class matter September 31, 1924, at the post office at Philadelphia, Pa., under the Act of March 3, 1879.
You'll be in the money.

... with all of the 1933-34 releases of...

The World's Leading Independent
FIRST DIVISION EXCHANGES, Inc.
HARRY H. THOMAS, President
Executive Offices: 1600 Broadway, New York
1240 VINE STREET—AL BLOFSON, Manager
BUFFALO ALBANY NEW YORK PHILADELPHIA
WASHINGTON CLEVELAND CINCINNATI
DETROIT LOUISVILLE PITTSBURGH BOSTON

Go to your local exchange and have them screen any of this season's earlier releases and satisfy yourself that you're witnessing a Greater First Division Year.

Pictures that cost real money to make
and that will make you real money!

Ask Particularly about the maddest, screwiest farce comedy in years with

SKEETS GALLAGHER
LOIS WILSON WARREN HYMER
SALLY STARR and ARTHUR HOYT
AN INVINCIBLE PRODUCTION

IN THE MONEY
DATE IT NOW
beauty of Loretta Young in the Columbia picture, "A Man's Castle," and the manner in which Frank Borzage has made the most of it is one of the things that makes the hearts of showmen glad ★ ★ and that same alluring quality is what makes National Screen Trailers ★ made with actual scenes and actual dialogue ★ the most practical form of "coming attraction" exploitation ever devised ★ ★ that's why people accept them as an intriguing, exciting part of the show ★ that's why these samplevue trailers are the best word-of-mouth show-sellers money can buy ★ ★ that's how
MAKE THIS A "VELVET"

VELVET in show business is the difference between the money you get and the money you wouldn't get if you didn't go after it!

We've been talking about the money "earmarked" for "Little Women"...it's the VELVET for the kind of showmanship willing to spend money to make money!...It's the VELVET for the showman smart enough to cash in when opportunity pounds on his door!

"Little Women" was made to order for the Christmas Holiday season. No other attraction could possibly have its universal appeal to people of all ages and positions in life. Throughout the Nation the success of "Little Women" has been so phenomenal and its reception so unprecedented that it has leaped beyond the confines of show business and now belongs to the whole wide world as an Ideal!

Newspapers by the hundreds have printed editorials commending it...educators have proclaimed holidays and given credit...
marks to pupils for seeing it!... critics without exception have lavished praise heretofore unknown in motion picture history!... in every city and town attendance and box-office records have been buried beneath a veritable avalanche of business!

There are millions of dollars of "earmarked" money waiting for "Little Women" and those theatres so fortunate as to play it during the Christmas Holiday season will enjoy undreamed of attendance. To every theatre playing "Little Women" we urge the most extensive advertising campaign you have ever done... increase your newspaper space... go into the highways and byways with posters... contact your schools and civic organizations... utilize the wealth of material provided for you in what exhibitors say is the greatest press book ever produced. If you have advertising budgets throw them overboard and shoot the works, for this "earmarked" money that has been set aside by its owners for this show and this show alone is your VELVET.
Now Playing
Warner Bros.'
STRAND
on Broadway

THE SIN OF NORA MORAN

A Human Document as Big as Life Itself!

with ZITA JOHANN « ALAN DINEHART « JOHN MILJAN « PAUL CAVANAGH « CLAIRE DU BREY

MAJESTIC PICTURES CORPORATION
A. LUCCHESI, President
1236 VINE STREET « PHILADELPHIA

We Gave You—
"SING, SINNER, SING" and "CURTAIN AT EIGHT"
Coming — "THE DIVORCE BED" and "THE ROSARY"
A Plan To Help Weak Pictures

EXHIBITORS who were content to pass off weak sisters and pictures in which the star element was lacking by giving out two-for-ones, premiums, etc., will now find that their opportunities have become limited under the code.

Chances to get rid of weak product fall into three classes: (1) Cutting admissions, (2) Double featuring, (3) premiums.

Regarding the first, this becomes impossible when contract provisions provide limitations. Then again, in this respect, zoning restrictions would probably apply.

Regarding the second, a number of elements enter. Contracts of several major producers prevent doubling of their product with other pictures, zoning restrictions would probably set back the double featuring house, and certain exhibitors could hardly be trusted to double feature with any sense of balance.

Regarding the third, while no contracts bar premiums, such a practice takes the exhibitor out of the picture business into other lines. Premiums are admittedly evils that must be countenanced. The code provides for a vote, but knowing exhibitors—it is safe to assume that most of them will be non-committal, allowing premiums to remain where they have made any inroads, because, according to the code, 75% must vote against them.

Reviewing the situation, then, it might be better to try another plan. Why not tolerate a condition whereby, when a weak sister comes along, the admission price be dropped for that day or days? A weak sister is not necessarily a poor picture. It is usually a film that has no name strength, but which may be strong on entertainment. Many independent pictures fall into that class.

By having a certain day or days in the week classified as Opportunity Days, or the like, exhibitors can give strong support to certain types of independent and major product. Patrons could be assured of entertainment at a price which is commensurate with the value of the product. In this way, independent faces could be built up and business bettered.

After all, if "Tugboat Annie" sells for 30 cents, a weak sister should logically be sold for five cents less.

Some might say that this falls in line with the Kent Plan, limiting certain types of pictures to certain types of houses, but the difference here rests in the fact that this system would be more constructive. It would give the patron a break, give the theatre a better chance for a fair box office return and would help the independents. In such manner, exhibitors could sponsor more bookings on independent pictures, sell the independent names and allow the indees to come to the point where the additional money they receive could be spent on more expensive pictures.

Dropping the admission on one change seems to have its benefits. If any exhibitors feel the same way or otherwise, drop this department a line. Any idea that keeps the people coming to the movies deserves encouragement.

Let Them Shout

NO ONE can dispute the value of the new Council on Advertising, supervised by the Hays organization and directed by J. J. McCarthy, an advertising expert and a showman. That there was need for a body to check the enthusiasm of some of the layout men and copywriters was apparent.

Knowing the industry, however, it would not be avverse to predict that the censoring body may get too puritanical in its supervision.

As far as this department is concerned, the trouble is more likely to rest in the copy rather than in the actual illustrations.

Take the rotogravure section of any large newspaper or glance at the advertisements in magazines. Turn to the ads devoted to facial creams, body beautifiers, corsets, brassieres, and the other thingamajigs that the feminine contingent wears. There are plenty of nudes, plenty of breasts and plenty of what it takes to show the benefits to be derived from each individual unit.

Of course, the text for these ads does not carry anything along sexy lines. But just the same, the human body gets plenty of exposure.

For that reason, the McCarthy-headed group should take care that the ability of the ad-writers to make copy shout is not so hemmed in that it becomes a whisper.

In the selling of pictures, shouting is necessary. Where public thinks the shouting salacious or overemphasized, it has always indicated its opinion by staying away from the box office.

This department does not countenance salacious advertising, but it feels proud of the fact that some film company ad departments rate with the highest in any line. These gentlemen should not be allowed to wither away.

That Holiday Spirit

EXHIBITORS will shortly find out whether or not the government has handed them a handsome Christmas gift in the form of a code that may mean real protection for the independent. Theatre men, everywhere, hope it will turn out to be a dandy present.

Regardless, this publication takes this bit of space to wish all of its readers a happy holiday season. It hopes that the code may yet turn out to be a real gift to all the industry.
Record Attendance Hears Rosenblatt  
Interpret Code for Local Industry  

Deputy Administrator Scores in Address Before M. P.  
T. O. Body — Turnout Tops All Meetings — Praises  
Trade Associations  

"I don't know whether it will work or not. Nobody does. But until we see  
what the future brings, no one is entitled to criticize. The test will be in actual  
operation."

So spoke Sol A. Rosenblatt, Deputy NRA administrator in charge of the  
motion picture industry code, before a history-making attendance of more than 350  
exhibitors, exchangemen and film at the one-day meeting sponsored by the M. P.  
T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware, at the Broad-  
wood Hotel, December 7.

The address was the first made by Rosenblatt following the time the code became effective,  
at 1201 A. M., December 7. His remarks were frank, effective and punctuated by plenty of  
questions from the members of the group.

Rosenblatt talked the exhibitors' language and warmed up a cold audience to the point  
where if a vote on acceptance of the code had been called it would undoubtedly have been  
unanimous. His 55-minute address was to the point, clear, concise.

Rosenblatt was at his best when he under¬  
took to clarify and give interpretations of  
various points that had become problems in the  
minds of exhibitors.

Briefly, he indicated that:

- The cancellation privilege applied to shorts as  
  well as features; the practice whereby a company  
took a picture from one year's program  
and resold it on the next would be checked;

- vote of grievance boards would be announced  
  openly; code would probably be retroactive as  
  regards cancellations and substitutions, but not  
arbitration.

Financing of the code was being worked out;  
each exhibitor would be asked to sign a certifi¬  
cate of compliance, which would be in their  
hands shortly; trade associations were never  
more necessary; trade associations would come  
into their rightful place under the code; trade  
associations could submit names of those they  
suggest for places on the various localcommit¬  
tees; exhibitors had the right to challenge  
the names of anyone on the local committees.

Each appointee was to be thoroughly in¬  
vestigated before being appointed; scripbooks  
could probably be continued for the time being.  
He was to get an opinion on that.

He clarified some clauses in connection with  
non-union labor. Within 10 days, six situations of  
that kind had been straightened out, he said.

Difficulties in connection with the clause  
barring too-early advertising of pictures by  
subsequent runs could be handled by local  
boards; explained the cancellation privilege;  
defined employees of a utilitarian character;  
gave an explanation of the "no substitute" right of  
the exhibitor.

Rosenblatt began his address by reviewing  
the constant bickerings between various divi¬  
sions of the industry. Since the beginning  
time that there had always been chaos and confusion. He  
asserted that while producers and distributors  
had always worked together, exhibitors didn't  
realize the value of organization.

Out of an investment of two billions in the  
industry, production and distribution amounted  
to only $95,000,000, the rest being attached to the  
exhibitor division.

The oil industry, he said, was the only other  
business that, like the movie code, attempted  
to include all divisions, making codifying all the  
more difficult. Forty-seven groups gathered to  
take some sort of codes in this field, he  
asserted, and inasmuch as one division affected  
the others, it became most difficult to make  
up a code.

Rosenblatt said he held no brief for one side  
as against another, reviewed some concrete ex¬  
amples of the complaints included in the 14,000  
pieces of correspondence.

One exhibitor wanted to buy features for  
$3.50; another complained of competition from  
the hardware store on giveaway nights; another  
squawked because of basketball game competi¬  
tion; another wanted aid in getting film cheaper.  
Rosenblatt touched on morals, showed the  
angles involved, said the industry should have  
a chance to regulate itself. If it doesn't, then  
it becomes up to the code authority. He men¬  
tioned as an example of how pressure was  
brought to bear in connection with the ques¬  
tion when a petition was signed by children,  
6-8 years of age, protesting against sex pictures,  
was received.

He touched on the right to buy, reviewed  
some of the legal history that had to be con¬  
sidered in touching all angles.

He said 85% of the complaints dealt with  
overbuying, 10% with clearance and zoning,  
5% with miscellaneous.

He said that only men of unimpeachable repu¬  
tations could be considered for local boards and  
asked exhibitor organizations to send in list of  
names which would find favor with the Code  
Authority.

He hit back against critics of the code who  
complained before they had a chance to see how  
things worked out. He said the right of the  
government to oversee all codes was implied,  
that no one had a right to criticize before the  
code functioned. He said it was elastic, that  
every member should do his share to help the  
code. Anything wrong, he maintained, could be  
changed, and that the code deserved a fair trial.

Self regulation was given to the industry  
under the code, he stated, and the burden was  
on the industry to prove its right to self regu¬  
lation. It was the duty of exhibitors to see  
that good came from the code.

Inquiries would be sent to exhibitors to see  
how the code was working out, he indicated.

Scores at Meeting

Sol A. Rosenblatt  
Deputy NRA Administrator, who addressed  
the M. P. T. O. convention here recently.

Scores at Meeting

Schlesinger on Board

Leonard Schlesinger is the new mem¬  
ber of the board of managers of the  
M. P. T. O. of Eastern Pennsylvania,  
Southern New Jersey and Delaware.  
He succeeds William Goldman.  

Schlesinger steps into the post as the  
representative of the S-W houses, which  
are members of the local organization.

Pizor in Charge

The session began at 11.10 A. M. with  
President Lewen Pizor handling the reins.  
George Aarons then launched into his in¬  
terpretation of the code, which appears else¬  
where in this issue. His reading of the code  
was interrupted by questions from various  
exhibitors, who wanted particular portions  
clarified.

This proceeded until 12.30 when Charlie  
O'Reilly, president of the T. O. C. C., New  
York City exhibitor body and member of the  
Code Authority, M. A. Lightman, formerly  
president of the M. P. T. O. A., and others  
from New York arrived. Luncheon was served,  
and the meeting proceeded to a packed attend¬  
ance, which included a delegation of 75 from  
Stanley-Warner, headed by Leonard Schles¬  
inger. The attendance even included Harry  
Schwalbe. Old-timers say this was a record  
in itself.

Charlie O'Reilly, after being introduced by  
President Lewen Pizor, praised the local exhibi¬  
tor leaders, said they were the only ones at the  
Washington conferences who weren't  
flanked with lawyers, intimated that if more  
lawyers had been left home, things might have

(See page 18)
**Self-Regulation Victory Won by the Industry After Washington Session**

Producers Balk on Code Until General Johnson Gives Interpretation of Executive Order—Majority Vote Rules Authority

Following an interlude in which major producers might have balked on further code progress, an interpretation by General Hugh Johnson, NRA Administrator, regarding the President's executive order accompanying the code, in the form of an additional memorandum, satisfied the producers and the Code Authority will now meet in New York December 20.

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

This is looked upon as a major victory for the major producers, who, already, admittedly, have the balance of power in the set-up.

Sol A. Rosenblatt has been named second Roosevelt appointee to the code authority.

R. H. Cochrane is believed likely to be the chairman of the code authority.

Modification of the executive order is opposed by the Federation of the Motion Picture Industry, although generally the industry is ready to see how the whole thing works out before squawking.

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**1934 Calendars Ready**

The 1934 booking calendars were mailed early this week.

Once again, this publication is serving exhibitors, exchanges and all film men in the territory. In line with its policies in all such matters, there is no charge for the calendar. It is another evidence of the co-operation rendered to the trade.

If you do not receive your calendar, write to this office. In addition, if any more copies of the code (another service rendered gratis to readers) are requested, write for them.

The form of industry code as carried in this publication was admittedly the best in the trade.

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**GUEST COLUMNIST**

**Young Fellow Throws Kisses**

DAVE FUHRMAN AND JIM McWHINNEY were recent visitors. . . . Jack Engel and Sam Diamond seen dancing with local beauties. . . . Dorothy Burreson enjoyed the Penn-Cornell game almost as much as her escort. . . . Sam Gross' son is quite a sheik. . . . Throws kisses. . . . Why did a street lassie like "Alice in Wonderland" in legitimate form? . . . Salesmen on the street are buying savings banks and chiseling pennies. . . . Billy Wolf's scar is healing. . . . Florence Weiner, Para, was a recent NY visitor. . . . Fire had Quality Print, brought consolation to Joe Suskin. . . . Addie Gottschalk is at RKO as booker.

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Sold for $40 Cash

Forty dollars, plus over half a million dollars in encumbrances, was the price at which the three Carr & Schad, Inc., theatres in Reading, and a building lot, available as a site for another city theatre in that city, were knocked down to the only bidder at sheriff's sale, December 9. J. Wilmer Fisher, attorney for Dr. and Mrs. Harry J. Schad, holders of the $600,000 second mortgage on the properites, was the purchaser. Dr. Schad, formerly president of the Pennsylvania Motion Picture Theatre Owners' Association, and Mrs. Schad will assume obligations of $670,883.02, including mortgage, interest and taxes. A first mortgage, covered by stock or other securities, some of it held by banks, rests on the properties. The first mortgage is $540,000.

The Schad's claim was a second mortgage on the Astor Theatre, Penn Street house, and a first mortgage on the Strand and San Toy Theatres.

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**Code Authority's Powers Interpreted**

Powers of the Code Authority as affected by the Executive Order accompanying the signing of the industry code were interpreted by General Johnson in a statement issued last week-end.

The memorandum said:

"The administrative construes numbered paragraphs 1, 2 and 3 of the Executive order of the President on the Motion Picture Industry Code as not creating any right of appeal from the determination of the Code Authority under Article II, Section 4; Article II, Section 10 (a), Article V, Division D, Part 9, and Article VI, or from the determination of the boards set up in Article VI, or in any sense creating powers of the Code Authority in individual cases. These paragraphs refer to the right of the Administrator to inquire into the general course of conduct of the mechanism of the code.

"The Administrator will exercise his discretion under Paragraphs 2 or 3 of the conditions incorporated in the executive order in accordance with the recommendation of at least a majority of the voting members of the entire Code Authority and the successor of any person removed under the condition in said Paragraph 2 shall be appointed in the manner provided in Article II, Section 2, subdivision (f) of the code.

"The provisions of Section 5 of the executive order are interpreted to include only such writers, authors and dramatists as are not employed for stated periods by producers. All writers, authors and dramatists employed by producers for stated periods shall be included under Section 6 of the said executive order.

"It is recognized that, based on the foregoing construction of the exercise of the Administrator's authority conferred upon him in the said executive order, the signatory producers and distributors have given their consent to the code as approved.

"HUGH S. JOHNSON,

"Administrator."

Those who took part in the conference leading up to the agreement were General Johnson, Donald S. Richberg, general counsel for the NRA, and Division Administrator Sol A. Rosenblatt, representing the NRA; Will H. Hays, H. M. Warner, Warner Brothers; Adolph Zukor and George J. Schaefer, Paramount; W. C. Schenck, Loew interests; Michel, Fox Film Corporation; M. H. Aylesworth, Radio Keith-Orpheum; Joseph M. Schenck and A. L. Lichtman, United Artists; Jack Cohn, Columbia; E. W. Hammons, Educational Pictures; J. Robert Rubin, Metro-Goldwyn-Mayer, and M. Schenck, Loew interests.
The ideal family of WILLIAM GARGAN
featured in Radio's "ANIMAL KINGDOM"
and more recently in "AGGIE APPLEBY"

to Your Family!

The best Christmas Present you can give your family is your personal health. Automobiles, radios, houses and toys last for only a few years or a few days—but on you depends the entire future of those you love. In good health only can you feel confident and they feel confidence in you.

May we suggest a yearly course in "Fitness" as your Christmas present to them.

YOUNG'S HEALTH INSTITUTE
219 North Broad Street, Philadelphia
Just around the corner from film row
Trade Leaders Boost Suggestion of American Exhibitors' Congress

Think Time Ripe for Formation—Rosenblatt, O'Reilly Thought Favorable Toward Organization – Evidence National—All Opinions Voluntary

That the motion picture industry is ready to give its wholehearted support to the American Exhibitors' Congress, as outlined in an editorial in a recent issue of this publication has been evidenced by the widespread reaction and interest from organizations and individuals in all parts of the country.

JOSEPH BERNHARD, Warner chief, hopped out to Pittsburgh to inspect the Warner holdings there. . . . J. J. Hoffman accompanied him. . . . Eric Knight was impressario in charge of the Art Alliance special showing Sunday night. . . . A special variety of odd films was shown.

LOCUST THEATRE turned commercial when "These 30 Years," Ford ad feature, was unveiled. . . . "Adolph" was by Ford dealer invitation. . . . It was the first time the house ever played to steady business in a long while.

STATE, HARRISBURG, and State, Allen-town, have closed. . . . J. F. Deren rented the Philkino for five days, showed a Polish picture 'My Uncle from America.' . . . Capital Film distributes out of New York. . . . Nonamaker is renting agent for the house.

SHOWING what a tough nut it is, even General Hugh Johnson couldn't fill the Mastbaum at his recent free address. . . . Even with union co-operation there were plenty of empty seats.

NINETEEN YEARS AGO. . . . Delegation of Exhibitors' League of Pennsylvania, of which P. Cropper, business manager, acted as chairman, called upon U. S. Senator Boies Penrose at the Commercial Trust Building and asked his aid in having the Pennsylvania Censorship law repealed. . . . He promised his aid in that and also promised to help to have modified the theatre building law and changing tax levies in the film industry. . . . State Senator Joseph H. Thompson, who made arrangements for the interview, was outspoken for repeal. . . . Morris Spiers, Philly, said financial hardships were suffered due to the censorship fees. . . . V. R. Carrick, Interstate Film Company, had statistics to show fees of censors would amount to about $30,000 each year. . . . He deplored the charging of $250 for duplicates. . . . He said he had paid $2,627 to that date and an additional $600 as a Federal tax and he believed the public would be the censors.

Operators Give $400
Local operators' union set a new high when it contributed more than $400 to the Welfare Federation drive.

Contribution topped everything on Vine Street, and should-bring-applause to the operators, who came through when needed. Lou Krouse, Horace Johns and Willie Friedman are to be thanked as well as all the others.

OCTOBER 1933

Delaware Meeting Dec. 20
Independent Motion Picture Theatre Owners of Delaware and the Eastern Shore of Maryland will meet either at Salisbury, Md., or Frederalsburg, Md., December 20, to act upon the theatre code, according to A. J. DeFiore. He has received notice from Roger Christopher, Frederalsburg, as to the date of the meeting having been changed from December 10 to 20.
Warner Management Praised at Annual Wilmington Meeting of Stockholders

Expect Profit for Quarter—No Opposition Arises During 1933 Session—Brothers Dropped Dropped Salaries in Six-Week Period

Warner Brothers Pictures, Inc., stockholders meeting in Wilmington, December 11, was a quiet session. Not only were the three Warners, Harry M., Jack L. and Albert, given a clean bill of health for their management, but there was a promise of a $100,000 profit for the first quarter as compared with a loss of over a million for the corresponding quarter of last year.

Significant feature of the meeting was the statement made by Frank H. Laffey, Wilmington, former counsel for the duPont Company, that he had found the charges of irregularities and mismanagement laid to the Warners "groundless."

"My reason for accepting the directorship," said Laffey, "was found out as much as I could, if there were any grounds for these charges. I found none. The directors have considered nothing except on its merits and I have seen no disposition on their part to gouge or take unfair advantage of the stockholders. I believe the company is well managed and that the stockholders' interests are being conserved as much as in any company during these troublesome times."

"Since the last meeting of the stockholders the stock of the company itself has increased 500 per cent in value and the pictures it has exhibited have been well received. The possibility of Warner Bros. coming back is just as good as the possiblities of any other company recovering. The company is now making wonderful progress."

Upon the conclusion of Laffey's statement, Hugh F. Gallagher, stockholder, made a motion to offer a vote of thanks to Laffey for his services.

About the only possibility of a "blemish" on the "rainbow" like atmosphere of the meeting was a statement made by the chairman of the meeting that the WARNERS do not have the necessary funds to advertise their pictures to the public, citing that it was dangerous to give competitors a chance to get valuable men away from them.

Aside from the dinner and dance there was plenty of entertainment. The Myer Adleman-New Jersey Messenger Service annual party will also be held as one of the major Vine Street affairs.

Jim Clark Promises New Highs for Trade

"There will be plenty of potato salad at the Horlacher party this year."

So spoke James Clark, brilliant young guiding executive of the Horlacher Delivery Company, as he depicted the scenes that will ensue at the annual Horlacher party to be held December 22 at the Vine Street offices.

When told that the Warner party would be on at the same time, Clark said: "We have the potato salad market cornered. They will have to get it at our terms."

Myer Adelman, New Jersey Messenger Service, refused to comment, but said that he thought he knew a place in Jersey where potato salad was available.

The Myer Adelman-New Jersey Messenger Service annual party will also be held as one of the major Vine Street affairs. Myer Adelman promises a gay time and gifts for all.

Meanwhile, the rest of the street was getting ready for its parties. National Kline's annual will be on as usual as will the usual minor festivities.

Earle Party Success

First annual party of Earle employees was a big success, with the entire staff and Joe Feldman, managing director, having a grand time. Aside from the dinner and dance there was plenty of entertainment.

The affair, which will be duplicated each year, was a success all the way.

Plenty of Potato Salad at Xmas Fetes

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Jim Clark Promises New Highs for Trade

"There will be plenty of potato salad at the Horlacher party this year."

So spoke James Clark, brilliant young guiding executive of the Horlacher Delivery Company, as he depicted the scenes that will ensue at the annual Horlacher party to be held December 22 at the Vine Street offices.

When told that the Warner party would be on at the same time, Clark said: "We have the potato salad market cornered. They will have to get it at our terms."

Myer Adelman, New Jersey Messenger Service, refused to comment, but said that he thought he knew a place in Jersey where potato salad was available.

The Myer Adelman-New Jersey Messenger Service annual party will also be held as one of the major Vine Street affairs. Myer Adelman promises a gay time and gifts for all.

Meanwhile, the rest of the street was getting ready for its parties. National Kline's annual will be on as usual as will the usual minor festivities.

Earle Party Success

First annual party of Earle employees was a big success, with the entire staff and Joe Feldman, managing director, having a grand time. Aside from the dinner and dance there was plenty of entertainment.

The affair, which will be duplicated each year, was a success all the way.
The following analysis of the motion picture code as signed by the President on the twenty-seventh of No¬
code. In many instances, the wording has been entirely
should be understandable by the exhibitor without the
and which is effective as of December 7th,
with the provisions of the code, insofar as the code now
detailed interpretation will be given him by addressing
Theatre Owners Eastern Pennsylvania, Southern
is not an analysis in the true sense of the word, but
the paragraphs of
utilitarian character or to emergencies.
managerial, executive or advisory capacity receiv¬
ing now $35 or more, or to employes of a general
persons whom it may employ to assist it in any
of the Code Authority as an expense in administer¬
assessment or levy made pursuant to an order of
the Code Authority shall have the right to
appoint, remove and fix the compensation of all
appointed employee, with a representative
sit with them, and where there is no agreement as
a substitution which is permitted, reasonable notice
account where the local Grievance Board decides
must be given of such substitution by announce¬
must be given by the exhibitor to the employee, the
cast or any member thereof, except as prohibited
changes, alterations and adaptations of any story,
which is designated "No Substitute."
EXHIBITORS:

Selective Buying

An exhibitor who has a contract which permits him to select less than 85% of the pictures contracted for, and to reject the remainder, he may give written protest with the Board. The exhibitor has the right, however, to advertise generally all of the pictures in the territory. Failure to do so shall be deemed selection.

Over Buying

No exhibitor shall contract for more pictures than required with the intent or effect of depriving a competitor from exhibition of such pictures. An exhibitor may contract for a reasonable number in case of his requirements in order to reasonably protect himself against failure of distributor to release all pictures upon his order.

Expiring Admissions

No exhibitor shall lower admission prices publicly advertised by giving rebates in the form of lottery, prizes, reduced scrip books, coupons thrown away tickets or by two for one admission, or by any other methods which directly or indirectly lowers or tends to lower such advertised admission price, and which is unfair to competing exhibitors which the exhibitor is entitled to refuse delivery of pictures to the exhibitor. This applies to both theatres, and in addition, where 75% of the un-operated by such exhibitor. This applies to both the exhibitor to discontinue operating his theatre, of such declaration, each exhibitor is entitled to the exhibitor has violated the provisions of the code in respect to rebates, etc., the local board may order the exhibitor to discontinue operating his theatre, and it shall have power to instruct the distributor to refuse delivery of pictures to the exhibitor.

Premiums

The giving of premiums in the form of gifts or other things of value will be prohibited, where 75% of the actively and continuously operated affiliated theatres, and in addition, where 75% of the un-affiliated exhibitors have both declared in writing that premiums shall be prohibited. For the purpose of the actively and continuously operated affiliated exhibitors or which deceive the public. An exhibitor has privilege of excluding or not more than 10% of the total number upon the following conditions:

1. The exhibitor must give written notice of each picture to be excluded within 14 days after the general release date of the same competitive area advertised too short an interval after prior run, depreciates rental value of pictures. 2. Exhibition of the same picture in different cities on successive days is considered to be the intent and effect of depriving without just cause, the commission of any similar act with the intent or effect of depriving without just cause a sufficient number of pictures to competitor. All persons interested in the decision shall have the right to appear before the Code Authority. The Board may not hear any question excepting those pertaining strictly to clearance and zoning matters which means protection.

GRIEVANCE BOARDS:

Each complaint must be in writing to Grievance Board and made immediately after complaining act committed, or where such act is threatened. The Board may make an award, dismiss the complaint, grant such relief as the Board may determine. No power to award damages. Hearing of any complaint, or considering those containing the exhibitor has committed any of the following acts:

1. Jurisdiction shall be for determining reason for arbitration.
2. Over Buying, operating policy of unnecessary and unreasonable protection affects the value of pictures. 3. Unreasonable protection lessens the potential box office receipts to pictures tend to reduce the number of pictures, and among other things tend to reduce employment. 3. Unreasonable protection is a violation of such pictures for subsequent runs. 4. Unreasonable protection lessens the potential box office receipts to pictures for subsequent runs. 5. Unreasonable protection as to time and area lessens the revenue to both distributor and subsequent runs. Decision of the Board must be by a majority vote and be in writing and within 5 days after the decision. All persons interested in the decision shall have the right to appeal to and to appear before the Code Authority. The Board or any other methods which directly or indirectly affects competitors. No exhibitor shall contract for more pictures than required with the intent or effect of depriving a competitor from exhibition of such pictures. An exhibitor may contract for a reasonable number in case of his requirements in order to reasonably protect himself against failure of distributor to release all pictures upon his order.

Transferring Theatre

An exhibitor cannot transfer his theatre to avoid contracts and any controversy involving a transfer is to be decided by the local Grievance Board.

Prior Advertising

The subsequent run cannot advertise a picture by any means prior to or during its exhibition by the prior run. This also is subject to determination by the Local Grievance Board. An exhibitor has the right, however, to advertise generally all of the pictures as a group, but cannot refer to any one picture at any time prior to its completion by the first or immediately prior run.

Interfering with Negotiations

It has been declared an unfair trade practice for one knowingly and intentionally, directly or indirectly, to interfere with pending negotiations between an exhibitor and a theatre which will permit to and affect the possession or occupancy of such theatre.

Permission to Exhibit

No picture may be exhibited at any time without the expressed written permission from the distributor.

DISTRIBUTOR-EXHIBITORS:

Standard License Agreement

The Optional Standard License Agreement of 1933 becomes a licensed contract unless by mutual agreement a different form is used, or where any provision of the Optional Standard Contract is inconsistent with the provisions of the code in which case the code shall prevail.

Arbitration

Arbitration shall be in accordance with such Optional Agreement except where it conflicts with the code in all cases where parties agree to arbitration.

No Gratuities

Neither the exhibitor nor distributor shall do anything, induce or cause to induce the breaking of an exhibition contract nor shall either of them give any gratuity or make or offer a gratuity, nor to secure an advantage that cannot otherwise be secured.

Disclosing Receipts

Neither the exhibitor nor distributor shall give publicity to the fact that the exhibitor has violated the provisions of the code or which deceive the public. An exhibitor has privilege of excluding or not more than 10% of the total number upon the following conditions:

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Monogram Offers Some Holiday Tieups

Monogram offers exhibitors four ideal pictures for showing during the holidays: "The Sweetheart of Sigma Chi," "Broken Dreams," "Black Beauty" and "Oliver Twist."

National Tie-ups

Monogram has arranged extensive national tie-ups on each of these four pictures. In the case of "Oliver Twist" a number of nationally known products have been tied up with the picture. There is a special photoplay edition of the book available, published by Grosset & Dunlap; H. O. Oatmeal Company made up special window cards of scenes from the picture for use in displays carrying cartons of their breakfast cereals; Kaynee Company of Cleveland, O., made up a special Oliver Twist suit for boys and has tie-up material available for displays; the Viking Manufacturing Company of Boston, Mass., has prepared an Oliver Twist puzzle which, when complete, shows one of the scenes from the picture. The picture has been extensively publicized by the Dickens Fellowship, which has societies all over the United States and Canada.

Book Tie-up

On "Black Beauty" Monogram has effected a book tie-up with Grosset & Dunlap. There are twenty-five other publishers of the novel, including many of the best known publishing houses in the country. There is an Esther Ralston fashion tie-up as well as a "Black Beauty" puzzle picture, tie-up with the S. P. C. A., and a complete assortment of accessories for a big campaign. Material for a similar campaign is available on "Broken Dreams" and "The Sweetheart of Sigma Chi." In the case of "Broken Dreams" there is a song tie-up with Sam Fox Publishing Co., from a song of the same name. A number of national tie-ups have been effected for "The Sweetheart of Sigma Chi."

Cavanaugh Clicks

Raymond Cavanaugh has completed an advertising manual on "Pass in Boots," Amity re-release. John M. Crimmon, Amity head, declares it to be full of "showman's meat."

Walt Whitman-WIP Tieup

Uncle Wip and Walt Whitman Theatre have a tie-up whereby five scholastic contests, valued at $1250, are being given to children who make good at Saturday auditions. Scholarships are for local dancing schools. Auditions continue for several weeks.

Sam Varbalow arranged the affair.

"Roman Scandals" Tieup

A national advertising tie-up, directly aimed to aid exhibitors with newspaper ads in 39 principal cities throughout the nation during the engagement of Samuel Goldwyn’s "Roman Scandals," was arranged by Lynn Farnol, Goldwyn representative and the Lux Toilet Soap organization.

In connection with this tie-up Lux Toilet Soap organization has prepared 500 and 1000-line newspaper ads, prominently displaying pictures of the Goldwyn girls and Ruth Etting and in a separate panel on the bottom mentioning: "See Eddie Cantor in Samuel Goldwyn’s production ‘Roman Scandals’ with Ruth Etting, Gloria Stuart, David Manners, Edward Arnold, Verre Teasdale. Now Showing Locally."

These ads will be inserted in leading newspapers to coincide exactly with local first run showings on the production.

George Jones, manager, Loew’s Parkway, is giving free admission to any child who presents a discarded toy at the door for poor kiddies of Wilmington.

Ballyhoo for Sale

Artie Cohn, at the Earle Theatre, has some exploitation and lobby material for sale cheap. The list includes: 20x50’s on "Havana Widows," "Love, Honor and Oh Baby," "Tillie and Gus," "Brief Moment," "Aggie Appleby, Maker of Men."

See Cohn at the Earle.

Mickey Mouse Prizes Ready for Managers

One of the most aggressive short subject window display tie-ups ever effected has just been consummated with the cooperation of the Mickey Mouse licensees, United Artists Corporation and 40 leading department stores located throughout the country.

Campaigns, known as the Mickey Mouse Store-Wide Promotional Program, is making full capital of the approaching Christmas holiday by having the Walt Disney character, Mickey Mouse, become the dominating theme in each store’s holiday display.

Big Dough

In order to fully create a better competitive spirit for outstanding window displays on the Mickey Mouse subjects, nine cash prizes will be awarded display managers of the various department stores for the finest window display during the Christmas holidays. First prize will be $100, second $50 and five prizes of $1 each for the next best. Further tying up the stunt with local theatres, an additional prize of $10 will be offered any of the above winners if their display contains a theatre announcement, that is one mentioning the playing of a Mickey Mouse subject at any of their local theatres.

In addition to the above awards, the United Artists Corporation, distributors of the Mickey Mouse subjects, will give a prize of $25 to the display manager whose store window contains the best theatre announcement display.

Co-operating

Among the 40 leading department stores participating in the contest are: P. Wiest’s Sons, York; Strawbridge & Clothier, Philadelphia; Kaufman’s Reading; H. Leh & Co., Allentown; M. E. Blatt Co., Atlantic City.

Selling “From Headquarters”

Irving Finn, manager, Virginia, Atlantic City, pulled a campaign on “From Headquarters.” He got 1500 Macfadden publications of “True Detective Mysteries” at no cost, and with flier attached advertised the picture. Had two girls on a teletype machine, typing a story on the picture. Also co-operated with police department on lobby display.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories

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

Trem Carr

head of production for Monogram, has definitely abandoned unit production and hereafter will bring all studio activity directly under his supervision and that of his staff, headed by Lou Ostrow, Monogram executive producer. Under the new set-up Carr will employ a staff of writers to work up treatments on stories far in advance of production. In this way he hopes to turn out scripts that have the same careful handling as is possible in the larger studios. Under this new method, it will also be possible to lay production plans and arrange for casts sufficiently far in advance of production to ensure better all-around box office value.

Hershey Theatre Scores with Big Charity Offer

Hershey Theatre, Hershey, is receiving the greatest amount of free publicity over the longest period of time in all Harrisburg, Lebanon and Lancaster newspapers that any theatre up-state is ever known to have been fortunate enough to obtain in so many different newspapers. It resulted from a philanthropic program announced by Manager John B. Sollenberger as early as five weeks ago.

Plan, by which the entire gross receipts of the Hershey Theatre were to be donated to the Welfare Federations of Harrisburg, Lebanon and Lancaster, on certain dates, was responsible for a series of stories, appearing almost daily, since November 15, in every newspaper of the three cities. Appearing in the news columns as regular news events, the stories have been played up conspicuously with large, black-type heads.

Each city, according to the plan, was allotted the entire box office receipts, with nothing taken out for operation expenses or salaries, on three designated nights over the five-week period.

Theatre parties were formed under the direction of the Welfare organizations, and service organizations and police departments were enlisted in campaigns to fill the theatre. Some service clubs furnished automobile transportation to and from the theatre.

ON MY WAY TO NEW YORK AND THE PICCADILLY

... best hotel I know!
Near everything, just 200 feet from Broadway. Modern, hospitable, and comfortable. Like the Manager, like the rates—$2.50 single, $3.50 double, for a room with bath!

THE HOTEL - PICCADILLY
45th St. • W. of Broadway • New York
WILLIAM MADLUNG, Mgr.

AMITY
PICTURES NOW READY FOR RELEASE
JOE E. BROWN
in "BOOM BOOM"
GEORGE JESSEL
in "LUCKY BOY"
DR. HUGO RIESENFELD
in "FAUST"

H. L. TAYLOR PREFERRED PICTURES, INC.
1316 Vine St. - Philadelphia
The Exhibitor

Warner Dress Tieup

A tie-up proving beneficial to exhibitors is that arranged by Warner Bros.' advertising and publicity department, under S. Charles Einfield, with a large dress manufacturer. Manufacturer, having been given permission to reproduce for sales purposes the dresses worn by the Warner-First National stars in all Warner pictures, has tied-up with over 300 of the largest department stores in the United States and Canada, to plug these dresses, by using photos of the stars in the department store ads, together with the name of the picture and the theatre in which the picture is currently playing. In addition the stores are giving the exhibitors prominent window displays, using lots of stills from the production with a 22x28 window card advertising the attraction at the theatre.

“Invisible Man” at Shore

Manager Wesp, Stanley, Atlantic City, used a man dressed in a black coat, with black hood with white eye covering and mouth and sent him over to Atlantic Avenue where he paraded the street. Police had to clear crowds.

Potatoes for Admission

Each armed with four potatoes, 6100 children of Harrisburg and vicinity stood in line for several hours Thanksgiving morning to gain entrance to Harrisburg’s four downtown theatres, State, Colonial, Victoria and Loew’s Regent. Occasion was the eighth annual Thanksgiving Day treat, sponsored by the Kiwanis Club, Harrisburg, for children. Arrangements had been made with the theatre managers for special showings of their regular programs at 8.30 A.M. Thanksgiving Day. Managements agreed to admit children to their theatres for four potatoes apiece.

Record to Fore

Once again the local “Record” jumped out when it gave the Sunday movie page a break over the drama sector. Harry Goldberg, S.W. publicity chief here, sold the “Record” the idea. The “Record” has always been one of the first to recognize the importance of films as circulation builders and this new step is in line with the paper’s constructive policy.

The “Bulletin,” however, goes along with its record of never having given a direct publicity and picture break on the amusement page in 40 years unshattered. Sheet, however, gives page 1, 2 or 3 to movie stars getting divorced, married, shot, etc.

Tin Cans

Roxy, Northampton, has tin can matinees, gives the proceeds to welfare organizations. In addition, house gives passes each week to welfare group to give to unemployed and poor. Nice gesture.

New Disney Records

A group of the best known Silly Symphony and Mickey Mouse songs have been recorded by the RCA Victor Company and are being brought out in a special children’s album of "Picture Records" which have actual pictures of the famous Walt Disney characters under the transparent surfaces of the discs.

Majestic Has a Couple of Hits

Gold Medal distributes “Curtain at Eight” and “The Sin of Nora Moran,” two Majestic features available for this territory.
been speeded up a bit, and asked that all co-operate in building up such an organization and work for the betterment of the industry. His talk was brief but to the point. Following his address, President Pizor introduced David Barrist, chairman of the board, and representative of the organization on the code, who introduced Sol A. Rosenblatt, who had made a special trip from Washington to address the gathering. Rosenblatt stated that he would require every theatre to vote on the question of premiums; after some one pointed out that exhibitors are at times lax in forwarding information. He stressed the importance of exhibitors co-operating in the work for the betterment of the industry. His remarks were brief but to the point.

Among those present were:


Onslow Stevens, in "Counselor at Law"; Slim Summerville in "Horse Play"; and Paul Lukas and Elissa Landi are Universal favorites, the latter in "By Candlelight."

Paul Lukas and Elissa Landi are Universal favorites, the latter in "By Candlelight."

"Advice to the Lovelorn" and Tullio Carminati are from Darryl Zanuck-20th Century-United Artists pictures.
Advantages for Both Sides in Del. Opinion

Anti-Trust Action Proceeds to Newer Phase

Judge John P. Nields handed down a “give and take” opinion with advantages for both sides in the suit in the United States District Court in Wilmington, of the Stanley Company of America, Duovac Radio and General Talking Pictures against the A. T. & T., Western Electric and Electrical Research Products Company.

The legal battle over production of talking motion pictures and the reproducing and the manufacturing and leasing of equipment of that business involves alleged violation of the Clayton and Sherman Anti-Trust Acts, as contended by the plaintiffs, who charge a monopolization of the business and a restraint of trade against the defendants.

Judge Nields’ opinion, handed down in the course of the procedure of the trial, was upon the plaintiff’s objections to the defendant’s interrogatories, which are formal legal questions asking that the plaintiff submit the characteristic results of monopoly and unfair practices followed.

Judge Nields, interpreting Rules No. 25 and 58 of the Supreme Court made to “prevent surprise at trial and to confine content to the real issues, treated on this phase of the case in his opinion, as follows:

“Under the above interpretation of rules, it may well be that the motion for certain particulars should have been granted. The general denial of the motion is not, therefore, to be taken as a precedent. In view of the statement of counsel for the defendants that it is immaterial whether the information sought is obtained by way of particulars or interrogatories, the order denying the motion for particulars will stand.

“It is unnecessary to deal with the interrogatories seriatum. All interrogatories filed in each of the three cases, as modified by defendants at the hearing with the exception of interrogatories respecting damages, should be answered. Objections to the latter interrogatory should be sustained.”

Wilmington Rumors

With the closing of the Arcadia Theatre, Wilmington, by Warner Brothers, persistent rumors were going the rounds.

A check-up on these rumors indicate that they may be akin to rumors of the same kind that preceded the annual stockholders’ meeting of Warner Brothers in Wilmington every year. It is understood the Warner lease on the Grand Opera House which would expire next Spring has already been renewed. Warners own the Aldine and the Queen, and the Garrick, Arcadia and Savoy all closed, are under leases that have plenty of time to run.
Three-Point-Two—is making musicians in Reading and nearby glad. . . . Frank L. Diefenderfer has been elected president of the Musicians’ Union here for his 13th successive year in that office. . . . George W. Snyder is treasurer and Edward A. Gicker and George A. Mack are the secretaries.

BUSINESS continues below par in most of the local houses. . . . Penn, under John Galvin, has combination of vaude and pictures. . . . Average show, running three and one-half hours, offers the best amusement bargain in town. . . . Preparations are under way for the ushering in the new year with midnight shows. . . . Penn is reserving all seats for a 12.01 performance. . . . Because of the success of the turkey give-away at Thanksgiving, coupons are being distributed at the Liberty for Christmas birds. . . . Mitchell Conery had the West Side carriers of the Wilkes-Barre Record for guests when “The Bowery” was the attraction. . . . Kingston business men have approved a plan for one-hour parking during the day and Saturday night with the exception of in the theatre zone.

Fred Herman invited the nuns of Wyoming Valley and vicinity to “Cradle Son.” . . . Bill Roberts offered “The Texas Ramblers” as a special stage attraction at the Shawnee. . . . Whether the Plymouth house will attempt to elaborate on its picture policy as a permanent feature is not known yet. . . . Bill has been busy explaining that it was no fault of his that he was unable to accommodate the thousands who were turned away from the special football night performance.

AL Cox, Capitol, invited local club women, and newspaper representatives to a preview of “Little Women” at Scranton. . . . John Galvin, as a member of Kiwanis, has been assigned to do the publicity for Tony Sarge’s Marionettes.
AL BLOFSOFS, over at First Division, was setting a first run with "Rainbow Over Broadway,"... "He Couldn't Take It," is the latest from Monogram. .. With others in the cutting room. Al has plenty of pictures ready for release and it looks as he will have lots more in the future. "Tarzan" is still creating records everywhere. ... Homes are doing a whale of a business with it. ... "In the Money" may get a trade showing shortly.

TONY LUCCHES, at Gold Medal, was enthusiastic over "The Sin of Nora Moran," which had its world premiere at the Warner's Strand, New York, and AL will be in shortly. ... "Curtain of Eight" is beginning to play around. ... In addition, he expects further news of the Nat Levine-Clyde Beauty serial soon. ... Herb Given’s New York office takes him aplenty to the big city.

OSCAR NEUFELD and Bill Heenan are hot up over the three westerns that Peerless is distributing. ... The Flash thrillers are in two reels. ... Twelve all told. ... Previous had a nice line-up of Amity product available.

LILLIAN GIMBEL, First Division, has had an infected foot. ... Georgia Yeager has a pain in the neck. ... Mrs. Wesco, National, is back after an illness. ... Miss Coyle is back also. ... She was ill for 8 weeks. ... It is Herbert L. Taylor at Preferred, Not Frank, as this column would have inferred, Not Frank, as this column would have inferred. ... Miss Coyle is back also. ... She was ill for 8 weeks. ... It is Herbert L. Taylor at Preferred, Not Frank, as this column would have inferred. ...

DAVE SHAPIRO, the exhibitor, is horse-conscious, thanks to the interest of Dave Barrist. ... Dave must be figuring on giving horses as premiums, the latter Dave, that is.

JOHN M. CRINNION announces the purchase of the novelty one-reel, "Out West Where the North Begins," a short picture, in tones of black and white, color, with music by Nathan Skilkret, and lyrics by L. Wolfe Gilbert, was suggested by the poem by Harold McCracken.

BOB LYNCH advises all accounts that "Her Sweetheart" is the title for "Christopher Bean." ... New paper is available. ... Exchange will send new paper where other has already been secured provided old is returned.

BILL MANSELL had swollen glands, couldn’t appear at his usual duties at Warners. ... Hal Young, National Screen Service, visited the territory, checked on conditions, travelled to Washington.

ALICE IN WONDERLAND came to town. ... Had a busy day. ... Thrilled Earle Sweigert and the Paramount contingent. ... Announced at the Stanley. ... Made much good will for the forthcoming picture.

POWER, the ex-adi executive, is in going a whale of a business with it. ... "In the Money" may get a trade showing shortly. ... Herb Given’s New York office takes him aplenty to the big city.

NATIONAL THEATRE EQUIPMENT CO.
309 North 13th Street
PHILADELPHIA
GRAND THEATRE EQUIPMENT SPECIALISTS IN REPAIRS

THEATRE EQUIPMENT

PENN THEATRE EQUIPMENT Co.
309 North 13th Street
PHILADELPHIA
Phone, Rittenhouse 3723

CLEM’S
MOTION PICTURE SUPPLY HOUSE
The Most Complete Independent Supply House in the Territory!
255 North 13th Street - Philadelphia
SPRUCE 1844

NATIONAL THEATRE SUPPLY COMPANY
1316 Vine Street, Philadelphia

VAUDEVILLE AGENCIES
VAUDEVILLE PRESENTATIONS
MUSICAL COMEDY REVUES

HARRY BIBEN
(603-4 COLONIAL BUILDING)
N. E. Cor. 13th and Market Sts.
Phone, Rittenhouse 9494 S

FRANK WOLF
Booking Vaudeville and Picture Theaters
307 REAL ESTATE TRUST BLDG.
Philadelphia -- PENNypacker 0792

PREMIUMS
There are many imitations but there is only one
22 KARAT GOLD DINNER SET
with a success record

QUALITY PREMIUM DIST.
1305 VINE ST.
PHILA.

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LILLIAN GIMBEL, First Division, has had an infected foot. ... Georgia Yeager has a pain in the neck. ... Mrs. Wesco, National, is back after an illness. ... Miss Coyle is back also. ... She was ill for 8 weeks. ... It is Herbert L. Taylor at Preferred, Not Frank, as this column would have inferred. ...

DAVE SHAPIRO, the exhibitor, is horse-conscious, thanks to the interest of Dave Barrist. ... Dave must be figuring on giving horses as premiums, the latter Dave, that is.

JOHN M. CRINNION announces the purchase of the novelty one-reel, "Out West Where the North Begins," a short picture, in tones of black and white, color, with music by Nathan Skilkret, and lyrics by L. Wolfe Gilbert, was suggested by the poem by Harold McCracken.

BOB LYNCH advises all accounts that "Her Sweetheart" is the title for "Christopher Bean." ... New paper is available. ... Exchange will send new paper where other has already been secured provided old is returned.

BILL MANSELL had swollen glands, couldn’t appear at his usual duties at Warners. ... Hal Young, National Screen Service, visited the territory, checked on conditions, travelled to Washington.

ALICE IN WONDERLAND came to town. ... Had a busy day. ... Thrilled Earle Sweigert and the Paramount contingent. ... Announced at the Stanley. ... Made much good will for the forthcoming picture.

POWER, the ex-adi executive, is in going a whale of a business with it. ... "In the Money" may get a trade showing shortly. ... Herb Given’s New York office takes him aplenty to the big city.

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GRAND THEATRE EQUIPMENT SPECIALISTS IN REPAIRS

THEATRE EQUIPMENT

PENN THEATRE EQUIPMENT Co.
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VAUDEVILLE AGENCIES
VAUDEVILLE PRESENTATIONS
MUSICAL COMEDY REVUES

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FRANK WOLF
Booking Vaudeville and Picture Theaters
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PREMIUMS
There are many imitations but there is only one
22 KARAT GOLD DINNER SET
with a success record

QUALITY PREMIUM DIST.
1305 VINE ST.
PHILA.
You can eliminate the third picture of the first ten. You pay the price of that picture and receive credit for it on their produce. If you eliminate any of the first ten pictures, you can eliminate any in the second ten pictures, but you must eliminate another in the second ten. Suppose it was the fourteenth, you would take for that and received credit on the fourteenth. If you have not eliminated any up to the thirty-second you can eliminate the other four without any claims.

QUESTION: Can the exhibitor eliminate the first picture if that happens to be a poor one?

ANSWER: Certainly. He would have to pay for the first picture and receive credit on the tenth.

QUESTION: Is that retroactive?

ANSWER: If the contract was signed in the early part of the season, yes.

QUESTION: What would you do in the case of a percentage contract?

ANSWER: There is a specification in the code which is codified—of that agreement worked out by the two-two and two analysis and there is a certain amount put on that to whatever that amount is.

QUESTION: In Part One, Section Two, dealing with wages, it is stated that the money to be paid for that position is a general utilitarian character?

ANSWER: That is the old question of bargain and due to the fact that they have the picture and we need certain substitutions, but this particular thing was to stop that practice.

Mr. Rosenblatt: Turn the job over to this man where they are not entitled to substitute and also an employee of a star or director, well-known book or author or actor, is condemned in an editorial which praises "Little Women," in New York, is cited as an example that the public patronizes "clean, wholesome, elevating" pictures.

QUESTION: Does this code refuse to allow you to do that?

ANSWER: Where a number of pictures are sold to you, you will find that persons in certain companies will sell you without any description at all. Some companies will sell you pictures which you can substitute. If you find yourself able to make some substitutions, but this particular thing was to stop that practice.

QUESTION: What is the enforcement set up against this? Do you see anything preventing a man to decide what course he wants to take?

ANSWER: That is not the case. If there is any event of overbuying, you have the right to go before the Grievance Board. I don't see anything preventing a man to decide what course he wants to take.

QUESTION: If there is an event of overbuying, how is that settled? Is there a code of practice or committee appointed to see that that course is taken?

ANSWER: No one can compel you to take more shorts than you want to take.

George Arliss is back in "Disraeli," from Warners, hailed as a masterpiece when first released.

ANSWER: It makes no difference. Most of these conditions in respect to non-theatricals are pretty well defined at present and the situations are pretty well defined where schools, churches, and such like right hands are required.

QUESTION: Section Five, along those lines, how would you interpret that?

ANSWER: No one can compel you to take more shorts or attempt to compel you to take more than the proportion he would otherwise not have taken. They can't compel you to take more than one-third of the shorts required.

QUESTION: Does cancellation apply to short subjects, too, as well as features?

ANSWER: Yes.

ANSWER: There is a peculiarly local situation. It is a current situation. The film company is refusing to date pictures.

QUESTION: No matter what time the picture is brought to you.

ANSWER: Nothing gives them a right to do that.

QUESTION: Is that a matter for arbitration?

ANSWER: Yes.

QUESTION: What is the enforcement set up against this? What would you interpret that?

ANSWER: That is the old question of bargain and sale, and it is a question that must be settled by the arbitrator in the provisions of his contract. Where the exhibitor has a question as to whether or not his contract is being performed, he has a right to see anything preventing a man to decide what course he wants to take.

QUESTION: And one thing that can be ascertained by reading the code. Some parts of the question are a matter of the contract, and I can't answer here until meetings are held with the Code Authority and the whole thing is worked out. As to the question how are verdicts reached, under the Code's deliberation, the result of the deliberation will be announced and I think also that the decision should be announced. A list of those questions will be answered when the interpretation comes out.

QUESTION: Would Under Part Three can trade associations advise the exhibitor or member regarding the picture if the exhibitor comes to the association individually regarding the playing of a picture. Can the association advise the exhibitor not to play that particular picture or group because of the violation of the contract?

ANSWER: I believe that is covered in one of the clauses in Part Three.

QUESTION: The question arose can that association or any individual other of that association advise the exhibitor that he can take the position of not playing that picture until it is adjudicated? Would it or would it not be a sound excuse to come within the scope of that clause which states that there shall not be anything to do below in an exhibitor to break his contract?

ANSWER: That is a tough question, for this reason. Where the exhibitor has a question as to whether or not his contract is being performed, he has a right to arbitrate that question in the provisions of his contract. When it is done against the terms of his contract, he has the right to go before the Grievance Board. I don't see anything preventing a man to decide what course he wants to take.

Pottsville Big Time

When Pottsville's new mayor, Claude Lord, gets the title January 1, the stage of the Capitol Theatre will be used. Speeches, free vaudeville, etc.
UP-STATE THEATRE MANAGERS are going philanthropic... Strand, Carlisle, collected a good supply of toys for unfortunate children at Saturday matinee by admitting children in return for a toy... Messrs. Lambert, Colonial; O'Rear, Victoria; McLeary, Loew's Regent, and Bierbauer, State, all Harrisburg, deserve a vote of thanks for contribution of 105 bushels of potatoes to Harrisburg children's homes... Mayor John R. K. Schropp, Lebanon, gave an address of thanks at the Hershey Theatre, Hershey, for funds... Lebanon High School Band gave a concert outside the Hershey Theatre on "Lebanon Night... Set of false teeth, found under one of the seats at the State, Harrisburg, is believed by Manager Charlie Bierbauer, to be convincing proof that his programs are making the customers laugh... Walter Vincent, Wilmer and Vincent, was in Harrisburg recently... C. Floyd Hopkins, manager, Wilmer and Vincent interests, Harrisburg, is convalescing in Florida... Loew's Regent, Harrisburg, returned to Friday openings.

CHILDREN were entertained at the Temple Theatre, Berwick, Saturday morning with a "special kiddies' show" at which they were admitted for the price of 10 cents... Palace, Berwick, is featuring a "Mickey Mouse Kiddies Klub" every Saturday.

McKay In Again
William S. McKay, Jr., Harrisburg, was elected, unanimously, president of Local No. 98, International Alliance of Theatrical Stage Employees, for the eighth consecutive year at a meeting in Harrisburg, December 3. Other officers were elected as follows:
Lester Firing, vice-president; Charles J. Jones, corresponding secretary; Harry B. Wilson, financial secretary-treasurer; W. A. Davis, business agent; Harold Rudy and Harry Parsons, members of executive board; Edward Sheaffer, James Blessing and Charles Herbert, trustees; Charles Herbert, sergeant-of-arms, and William S. McKay, Jr., delegate to the biennial international convention.

Charters
New Ritz Amusement Company, Philadelphia; own and control theatres; D. Korson, J. M. Frere and P. Sacks, all Philadelphia, incorporators.


"THE SWEETHEART OF SIGMA CHI" with MARY CARLISLE and BUSTER CRABBE
Directed by EDWIN L. MARIN Based on the Famous College Song

"BLACK BEAUTY" with ESTHER RALSTON ALEXANDER KIRKLAND HALE HAMILTON GAVIN GORDON DON ALVARADO
Based on one of the World's Prize Novels by ANNA SEWELL
Directed by PHIL ROSEN An I. E. CHADWICK Production

"OLIVER TWIST" with DICKIE MOORE WILLIAM BOYD IRVING PICHÉ DORIS LLOYD BARBARA KENT
The CHARLES DICKENS Classic Read by Over 100,000,000 Today and Over a Billion Since it was Published
 Directed by WILLIAM COWEN Supervised by HERBERT BRENON An I. E. CHADWICK Production
Distributed Thru FIRST DIVISION EXCHANGES
**New Xmas Spirit**

Several exchanges are following their plan of last year whereby percentage shows cannot be dated in for the week preceding Xmas. The practice is being condemned by exhibitors who state it is unfair.

**Heard In**

**WILMINGTON**

_Arcadia Staff_

_Goes Elsewhere_

CHRISTMAS doesn't look any too cheerful to the former force of the Arcadia Theatre, Warner house, just closed. . . . Four of them were taken care of after a fashion. . . . John Parker, assistant manager, was sent to Lansdowne, Pa., where "Bill" Gallagher (manager) was sent. . . . Miss Helen Tindall, cashier, gets some relief time at the Grand Opera House. . . . Harry Fellsburg, usher, gets a job in the sign shop under Charley Albert. . . . Leonard Howard, doorkeeper, gets a relief job at the Opera House. . . . Theatre men have no complaints about the Thanksgiving business, despite the many football games about. . . . "Morty" Levine, Opera House, showing "The Bowery" second run said he did a week's business with the film in three days. . . . Berny Seavon, Queen, did well with "Lady for a Day." . . . Both Seavon and Levine are increasing newspaper space and cutting down on throwaways. Maybe they've decided George Jones has the right idea about this business after all. . . . Lew Black, Aldine, had an unusual display of cactus plants in his lobby the other day through the Wilmington Florists' Club.

**Liberties Union Plans Fight Against Censorship**

Pennsylvania Body Outlines Schedule for Future

The Pennsylvania Civil Liberties Committee, affiliated with the American Civil Liberties Union, has outlined its program for the next few years to come. It includes a subcommittee formed to abolish all forms of bureaucratic censorship of plays, motion pictures, radio, books and periodicals, leaving control to prosecution and jury trial; to defend in courts books, motion pictures, etc., when convinced that they do not in fact violate the law; and, to unit all forces in favor of uncensored freedom as a matter of public policy. The committee includes leading minds and thinkers of the city.

That the sub-committee will be assisted in its censorship fight by representatives of the motion picture industry has already indicated, with full plans to be announced later.

The American Civil Liberties Union has been prominent in similar campaigns elsewhere. Recently, in New York, it finally obtained the co-operation of the State Censor Board and eliminations of the various companies were released. The Pennsylvania board does not release eliminations. A copy of all eliminations goes to the Film Board's secretary, who has been instructed by the Hays organization in New York not to release any information.

"Roman Scandals" Trade Show

Manager Harry Bodkin and UA staff were hosts to local exhibitors at the trade showing of "Roman Scandals," Eddie Cantor feature, at the Met, this week. Manager Edgar Wolf was in charge for the house. About 250 exhibitors turned out on the coldest morning of the year and departed after having seen a hot box office proposition. It was the unanimous opinion that once again UA and Samuel Goldwyn had delivered a real piece of merchandise.

The Met's RCA High Fidelity sound came in for special attention. It was praised by all exhibs, making John Bethell happy.

**Tale of a Trapper**

A professional skunk trapper who carried such an offensive odor that his 5-day jail sentence was reduced to one to get him out, walked from the jail across the street and slipped into the Keystone, York, to give Bud Beck some anxious moments.

The trapper was not in the theatre long before complaints reached Beck. After a quick search, the unwelcome visitor was requested to leave. The only trouble the odor did not leave with the man. Fortunately he visited the theatre in the early afternoon before the crowd arrived, so that by the liberal use of disinfectant the odor was practically gone when the crowds began arriving.

**Horlacher Delivery Service, Inc.**

1228-30 Vine St.

New York
Boston
Washington
Scranton
New Haven
Baltimore
THE EXHIBITOR

BETWEEN THE PARAGRAPHS

BAD TITLES HURT BUSINESS

Once again exhibitors are complaining about the succession of poor titles. During the past few months, Metro, to name one company, has had a lot of trouble. It changed "Bombshell" to "Blonde Bombshell"; "Christopher Bean" to "Her Sweetheart"; "The Vinegar Tree" to "Should Ladies Behave" before general release. "Prizefighter and the Lady," generally credited as being a swell film, scared off the women folk, with the title being changed by individual managers in some cases. Columbia's "Lady for a Day," another fine picture, suffered because the title conveyed nothing of the type of picture. Fox looked around a long while before naming "Carolina," as the successor to "House of Connelly." Monogram changed "He Couldn't Take It" to "Born Tough" and "Process Server" before reverting back to the original. Metro had three or four titles for the Dix picture before handing it the rather dismal "Day of Reckoning." These are some examples.

Provision should have been made in the industry code for a Title Naming Authority. Poor titles cost exhibitors dough. There's no denying that.

MORE ON PRESS BOOKS

The cudgel being taken up against pressbooks brings to light, again, another definite handicap being placed on those who design them for the independent producers. There is no excuse for any major company having poor press books. But how independent producers can expect any sort of a pressbook to be turned out for $50 or less is beyond reason. This department knows that an attractive pressbook (and that doesn't necessarily mean flashy covers) will help get dates and sell independent shows. With the improvement in independent product to a point where it compares favorably with that of majors, the budgets in the case of pressbooks should be increased. Additional dollars spent in this manner mean additional film rentals.

PUTTING IT BLUNTLY

The AP put it bluntly when it revealed, under a Washington date line, December 9, that "under pressure of the Hays Motion Picture Organization, the NRA today modified the degree of supervision it assumed over the industry." The New York "Times" also revealed the startling fact that Will H. Hays thought the settlement of disputed points with General Johnson was "very satisfactory to the industry." Exhibitors will be interested in the last. Few of them believed that Hays is now speaking for a united producer body, let alone a united industry. Of course, it isn't a bit too strong.

EXPECT A ROUND OF SWEET FILMS

With "Little Women" doing an astonishing business everywhere, producers can now be expected to turn out a wide variety of sweet films. The exhibitor knows what will happen. A certain few will make money, but the majority will just clutter up the release schedules. "Little Women" is a smash because of a lot of reasons. No one can point definitely to the star, the director or story. The combination clicked. Producers who are turning time backward to find out what other stories may be on high school reading lists had better take it easy.

A NOTE FOR THE USHERS

The incidents in Princess Anne, Md.; St. Joseph, Mo.; and in San Jose, California, should serve notice to ushers who persist in over ushering that a new spirit prevails throughout. The folks who never complained when overbearing ushers tried to tell them that "there are no seats" when open spaces gaped might now be found harder to handle.

ON DR. LOWELL

Folks who think that Dr. A. Lawrence Lowell, appointed as a member of the Code Authority to take care of the moral tone of movies, will be just a figurehead are in for a rude awakening. It is understood that the Doctor has served notice that he doesn't want the post unless his recommendations carry weight. Dr. Lowell is a foe of block booking, salacious pictures, and favors the right to buy. He is apt to prove a thorn in the side of any producers who think that a figurehead has been handed them.

FOR INDIAN COLLECTORS

Exhibitors who are students of Indian lore will be interested in learning that James Cagney, in "Lady Killer," adds another chief to the long list mentioned in Indian history. The scene occurs when he speaks with Margaret Lindsay in her dressing room on the movie lot. As far as this department can recollect, there was never any such chief, but who is this department to object?

HOBART MANN.

THEY LIKE THE QUICK AND EASY WAY TO "SHOW SHOP"

Philadelphians like to "show shop" the quick and easy way for the particular picture or star they want to see. That means that they "show shop" in The Record's Amusement Directory, the first and only complete amusement guide in Philadelphia.

From its daily listing of 170 theatres 167,000 families daily and 225,000 on Sunday pick their shows. For only 30c a day you can tell them who's playing in what at your theatre. A longer listing costs but 15c a line more.

The RECORD Amusement Directory offers you the most economical form of advertising available to Philadelphia theatre owners, an unequalled opportunity to place your attraction before actual amusement buyers at the very moment when they are choosing their amusement. To insert your ad just call

PHILADELPHIA RECORD
CLASSIFIED DEPARTMENT
WALNUT 2300
BUSINESS showed some improvement. . . . "Little Women" opened Thanksgiving Day at RKO Lincoln for a run. . . . Popular-priced and neighborhood houses are doing very well with second-runs. . . . Broad, RKO, is trying vaudeville, Saturday and Sunday. . . . Herman Wahn is striving hard to make a go with dramatic stock at the State. . . . Charles Murman, former house manager, Orpheum, is now with RKO Broad. . . . Stacy Theatre donated a cup and the RKO management a plaque as prizes for the Little Theatre Tournament contested by local dramatic organizations on stage of Memorial Building. . . . Joseph Seider, New York, who operates theatres in Northern New Jersey, announces acquisition of the Garden Theatre, Princeton, to his string.

Lansford Improvements
Messrs. Humphries & Corry have purchased two theatres in Lansford from the old Chamberlain Company stockholders, it is announced. Sale was made by the Victoria Enterprises, Inc., the corporation formed after the passing out of the old Chamberlain corporation, which went into a receivership some years ago. John, David and Joseph Humphreys and Elias Corry, Lansford, are the new owners. Strand Theatre will be renamed the "Palace," with modern talkie apparatus and other improvements. Victoria is to be rebuilt for stage attractions.

"Murder on the Campus"
Chesterfield is now producing "Murder On the Campus" from an original story entitled "The Campanile Murders," by Whitman Chambers. "The Campanile Murders" was published in book form by D. Appleton-Century Company and has also been syndicated by King Features. "Murder On the Campus" is being produced at Universal and Charles Starrett, Shirley Grey, J. Farrell McDonald, Ruth Hall and Edward Van Sloan, have the leads.

A DISCARDED TOY MATINEE at the Capitol on Monday drew hundreds of children. . . . Toys were turned over to the city firemen who repair and distribute them to the poor children at Christmas. . . . Last year Warren Girton held a similar type show at the Keystone. . . . Response was so fine that he and Byron Linn arranged for another this year. . . . Park's change to a greater variety of pictures apparently is working out fine.

VAUDEVILLE has arrived at the Capitol and is being well received. . . . Cap has been standing them every Saturday night and several nights in between.

Quality's 22-K. Gold Premium Has a Twin Sister
Charlie Goodwin and Dave Barrist's Quality Premium Distributors announce the birth of a new premium to serve as a companion set to their popular 22K. Gold Princess Anne Dinner Service. While the mother is a hundred miles away the fathers are reported as doing very well and predicting for the new addition to the family a future as healthy and as prosperous as their 22K. Gold Princess Anne Dinner Set whose success has set the industry agog. Like their highly successful Gold China deal, which already has a score of imitators, the new Quality premium, the nature of which Quality at this time refuses to divulge, is an exclusive design made solely for the Barrist and Goodwin concern. Charlie Goodwin describes it as "hand cut, of exquisite pattern in genuine 22K. gold." Quality's confidence in the success of their new premium is evidenced by their initial order of 250,000 pieces. An elaborate advertising campaign is now in process of creation to give Quality's new mystery premium a fitting debut in this territory.
Lyric, Allentown, Big Opening

By Jack

LYRIC, ALLENTOWN, was re-opened by United Chain. . . . Alterations and improvements made by the new operators necessitated an expenditure of approximately $35,000. . . . "The Bowery" and four stage shows featured the gala opening with an estimated attendance of 8,500 for the day, including executives and some guests, among them being Lewis Berman, Harry Herman, Attorneys Howard A. Lehman and Edward Polisibor, Mrs. Frank Hammerman and son, all of Philadelphia. . . . Present policy is continuous run of pictures from 10 A. M. to 11 P. M. at a 40 cent top evening admission rate. . . . Management is at present in charge of M. H. Goodman, district executive. . . . Chain also has the Transit, Allentown, Norman Apter, manager; College, Bethlehem, Oscar Foreman, manager; Colonial, Bethlehem, Dick Shamus, manager, and Transit, Easton.

STATE suddenly went dark December 2. . . . In connection with "Dancing Lady," Lee Levy had five hundred portraits of Joan Crawford for lady matinee patrons and a radio on display in the Colonial lobby to be given a patron via coupon drawing. . . . Rialto, also W. and V. house, has a free checking service for Christmas shoppers and drawing trade. . . . Walter J. Hurley, manager. . . . Park, recently opened by Henry Long, has started black footed glassware. . . .

Praising National Screen

National Screen Service has received considerable praise for its institutional advertising plugging its trailers and incidentally selling some producer's features to the public.

Ads are intelligently gotten up, are timely, and also give particular attention to certain features. It's a nice campaign.

Have You A JOB OPEN?

THEN YOU NEED ONE OF THESE EXPERIENCED MEN

Publicity man for stage units

Has been ahead of some of New York's biggest theatrical attractions, including Theatre Guild shows. Hard plugger who'll always grab off space in the newspapers regardless of what city you will send him to. Pleasing personality and well liked by motion picture critics in many cities.

Expert on pressbooks

Handled such shows as RIO RITA and SCANDALS. Former publicity director Allen Theatre, Cleveland. Five years' experience in press department of two major motion picture companies, including position of publicity supervisor for group of forty theatres in Florida. Put him to work—he'll prove his stuff.

Handled foreign publicity for thirteen years

Former City Editor of the "Register and Leader," Des Moines. Then for thirteen years director foreign publicity and advertising for one of our major companies. Handled publicity for the motion picture industry on the Liberty Loan drive and is now free lance contributor to many leading magazines. He's a sure-fire bet. Just try him.

Exploitation Advance man

Has handled all of New York's biggest theatrical attractions, including Theatre Guild shows. Hard plugger who'll always grab off space in the newspapers regardless of what city you will send him to. Pleasing personality and well liked by motion picture critics in many cities.

The accomplishments of the above four men are listed as a guide to those employers who are in the market for good men who will deliver good work.

These men are no weaksisters. They are experienced in their line and are qualified to deliver better than full value for the salary you will pay them.

We have purposely refrained from mentioning their names, but if you will communicate with either of the two members of the Service Committee of the A. M. P. A. listed below, they will have those men contact you at your convenience.

MARVIN KIRSCH OR MONROE W. GREENTHAL
FILM DAILY UNIFIED ARTISTS CORP.
1650 Broadway 729 7th Avenue
New York City New York City

ASSOCIATED MOTION PICTURE ADVERTISERS, INC.

THIS IS THE FIRST OF A SERIES OF SIMILAR ADS. DESCRIBING THE QUALIFICATIONS OF OUTSTANDING MEN FOR WHOM THE A. M. P. A. IS DESIRIOUS OF SECURING EMPLOYMENT.
### THE CHECKUP

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

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A Merry Holiday Season!

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MOTION PICTURE THEATRE OWNERS
of Eastern Penna., Southern N. J., and Delaware

Merry Xmas and a Bright and Happy New Year to My Friends in the Territory and Industry
DAVID M. ORLOFF
Colonial Theatre
EGG HARBOR, N. J.

Merry Xmas and a Bright and Happy New Year to My Friends in the Territory and Industry
JOHN GOLDER
HOLLYWOOD FILM CO.

The Members and Officers of the National Poster Service Association, Inc.
Extend to all of their friends in the industry the greetings of the season.
GEO. P. AARONS, Secretary: 301 North 13th Street, Philadelphia
Mr. Exhibitor or Manager

I want to wish you the Compliments of the Season.
I want to tell you how much I appreciate our past pleasant business relations.
And furthermore, it is with the greatest of pleasure that I am able to advise you that no less a person than Nicholas M. Schenck, president of Metro-Goldwyn-Mayer, has assured me that the Metro product for the coming season will be at least TWENTY PER CENT BETTER than the high mark set last season.

By glancing at some of the forthcoming productions, you will see that his statement is backed by fact:

Going Hollywood  
with Marion Davies, Bing Crosby, Fifi D'Orsay, Stuart Erwin

Fugitive Lovers  
with Robert Montgomery, Madge Evans

Dinner at Eight  
with an ALL-STAR CAST

Sons of the Desert  
with LAUREL and HARDY

Eskimo  
A picture that has proved a road-show sensation.

Cat and the Fiddle  
with Ramon Novarro, Jeannette MacDonald

Queen Christina  
with GARBO, John Gilbert

Hollywood Party  
An ALL-STAR CAST in an ALL-STAR MUSICAL SHOW

Laughing Boy  
with Ramon Novarro, Lupe Velez

Viva Villa  
with WALLACE BEERY and All-Star Cast

Rip Tide  
with Norma Shearer, Robt. Montgomery, Herbert Marshall

Operator 13  
with Marion Davies, Gary Cooper

Living in a Big Way  
with Marie Dressler, Jean Harlow

Cabby  
with WALLACE BEERY Jackie Cooper

Streets of New York  
with Clark Gable, Myrna Loy

Mystery of the Dead Police  
with Robt. Montgomery, Elizabeth Allan

Tarzan and His Mate  
with Johnny Weismuller, Maureen O'Sullivan

It Happened One'Day  
with Lionel Barrymore, Fay Bainter

BOB LYNCH

METRO - GOLDWYN - MAYER
1233 SUMMER STREET - PHILADELPHIA