"HOLLYWOOD CAVALCADE" AN IMMEDIATE SMASH!

"20,000 MEN A YEAR"

FULL SPEED AHEAD-WOBBER
“HOLLYWOOD CAVALCADE”
B.O. SOCKO FROM THE START!

By BRUCE FOWLER

LOS ANGELES—If “Hollywood Cavalcade” does not run here at the Four-Star theatre through to Christmas, I’ll eat your hat in the ring at the American Legion Stadium—and I don’t mean perhaps!

As manager of the Four-Star theatre which had the honor of holding the world premiere of this Technicolor production, I know I am taking no chances when I make the above statement, because never have I heard such praise on a picture shown here—and we have shown the most successful of them! So, put “Hollywood Cavalcade” down as an entertainment that doesn’t have to take its hat off to any of the past box office sensations.

Here is what the doctor ordered! “Hollywood Cavalcade” is caviar on any type and age of theatre-goer’s dish and personally I am proud to have part of a business that creates such a picture! I am proud because it is the only way I can feed, listening to the praise my patrons today (Thursday) went out of their way to pass on to me.

Yes, the preview last (Wednesday) night was something I, nor anyone out here, shall ever forget. The whole of Hollywood turned out. So it seemed to me, for all of the important producers, stars, directors and whomot were on hand—and we paid $11 for the privilege of attending. It was the greatest premiere Hollywood has given any motion picture and the gross for the one night’s performance was $7440, which went to charity.

But, that ovation “Hollywood Cavalcade” got from the industry was no more enthusiastic than that which this picture has been enjoying at every performance today (Thursday).

I tell you this town will have to do what many of us consider impossible to turn out a picture this season that will top what I sincerely believe “Hollywood Cavalcade” will gross.

There is going to be no holding back this production, because it sends them out raving that’s our observation today—and today’s gross will be one of the biggest in the history of the house.

We have been turning them out all night. I know that we’ll have many, many days with even a greater gross, and I have paid for today. There is no doubt about that.

I’ll give 10 to 1 that when the “Hollywood Cavalcade” engagement has completed a new house record has been established.

That prediction goes not only for gross, but for run as well. It’s a masterpiece any way you look at it.

I have opened many pictures and I think I can gauge the fate of a picture by the reaction of my audiences on the first day.

And I honestly never beheld such sincere enthusiasm as today’s audiences showed over this picture.

And “Hollywood Cavalcade” will not be called upon to face a tougher audience of ticket-buyers than those out here. When they seek them in in this movie-wise town, you’ve got something—and “Hollywood Cavalcade” starts where other Technicolor hits left off.

I am probably spending too much money telegraphing this report, but you can tell Mr. Spyros Skouras and all the other showmen that if “Hollywood Cavalcade” doesn’t jam them in, nothing can.

I am certain that the great audience reaction here will be duplicated everywhere. If money talks, today’s experience here, convinces me “Hollywood Cavalcade” is going to be found speaking in thunderous terms.

The critics raved their heads off! And that offer about the hat stands!
CINCINNATI REPORTS SRO WITH NEW RECORD IN SIGHT

Everything that all who had seen Zanuck's first 1939-40 Technicolor special, "Hollywood Cavalcade," predicted it would be, that prediction Friday was turning into concrete fact! A wire from the Cincinnati theatre manager Friday morning indicated that this great attraction was not only given an ovation, but packed them in that previous night.

Stacked up against the biggest opposition Cincinnati could offer, the world's series, in which every interested and follows to the last out, "Hollywood Cavalcade" got off to a flying start Thursday at its first engagement east of Los Angeles.

CROWDED IN. In newspapering the entire resources to coverage of the "Hollywood Cavalcade" smashed through this terrific competition and broke the good houses Thursday night to applause that left no doubt in the minds of those at the green that it would establish a new record.

To no greater test could, or will, "Hollywood Cavalcade" be put than it is being subjected to in Cincinnati. A wire to the Home Office Friday morning reported an audience reaction that surpassed all expectations.

Even with most Cinematonians' ears ached in the radio listening to progress of the world's series games in New York, "Hollywood Cavalcade" opened to a matinee's business twice greater than that of the attraction it had just succeeded.

But, even more corroboration of the trade's expectations that "Hollywood Cavalcade" will establish new earnings records was word from Los Angeles regarding the sensational first public showing of the production there on Thursday, following the historic $11 world premiere at the Four-Star theatre there the previous evening.

Like newspapers in Cincinnati, the sheets in Los Angeles carried out-and-out rave reviews.

THE REVIEWS

Editorials bespeak the trade press' enthusiastic reaction to this production.

Chester B. Bahn of Film Daily, for instance, editorially wrote: "First rate entertainment, this Darryl F. Zanuck production in Technicolor is right down the American fan's alley."

Another, James, writing in the New York Film Curb, shouted: "This is a marvee offering that any theatre will be glad to present as it will more than satisfy audiences. It is the greatest entertainment of the season."

Hollywood Reporter headlined: "Twentieth Century-Fox has a definite hit and one that should fit into the top bracket of ticket sellers in any part of the world, whether in war-torn Europe, in the farthest reaches of South America or here in the American theatres. It will stimulate every box office."

Los Angeles Examiner said: "To Darryl Zanuck goes our thanks for giving us a picture that offers such entertainment. The house rocked with laughter." Los Angeles Times observed: "'Hollywood Cavalcade' is a 'must' picture for the film audience in general. Bouquets belong to all."

Los Angeles Evening Herald and Express: "A great picture of a great industry that everyone will hurry to see. It can't help but be the highest of box office."

The Hollywood Citizen editorialized on the production. It said: "It takes a great picture to win the progress of so great an industry. "Hollywood Cavalcade" is such a picture. And a great job it is, too."

New York Exhibitors Gladly Join Praise Parade!

Nationally known exhibitors, circuit operators and bookers and independent exhibitors joined the New York exchange dollar delivery crew in applauding "Hollywood Cavalcade" when it was given a trade showing at the Ziegfeld theatre in New York Tuesday morning. Among those present were: (1) Walter Benda, Jr., Harry Buschbaum, Arthur Wrayoff and Al Mendelson; (2) Men, Floris Seymour and attaches from the Snaper circuit; (3) W. Brown, Elizabeth, N. X.; (4) A critic; (5) W. Schutzky, Peter Fishman, Seymour Jones and a friend of the latter; (6) Joe Lee and Willbur Snaper; (7) R. S. Moss at whose old Broadway theatre in New York the first Mack Sennett's bathing beauties personally and on the screen made their debut; (8) M. Davis of Randforce circuit, and George Longhart; (9) Seymour Florin, Leon Kutler, Abe Blumstein, Bob Brodkin and the latter's sister; (10) Al Mendelson, George Blunderman, Abe Blumstein, Walter Schutzky, Francis Bregman, Louis Kutler and Peter Fishman, and (11) A. J. Barrias, Hyannis, Mass., newspaperman, Roger Ferri and Harry Buschbaum.

EXHIBITORS LEAD CHEERS!!

Coast Premiere Historic And Unprecedented Success! Branch Managers Predict "Alexander" Business!

Several thousand exhibitors from big and small towns led the week's cheering of "Hollywood Cavalcade." Branches were flooded with congratulatory wires and letters from showmen who were at various theatres where this Zanuck triumph was given a trade showing this week.

Hundreds of those wires and letters reached this desk. In fact, they were so numerous that it would require at least 20 pages to reprint them.

Typical of the circuit operators' viewpoint was this opinion from Rick Eickelton of Denver: "I don't know what top box office picture to compare this to, but we know that here is a picture that will be tops at the box office."

Harry Schrader of the EKO theatres in Columbus, O., said: "Something different and very novel and should prove one of the season's outstanding attractions."

Typical of the small-town exhibitors' opinion was this expression from Charles Wilson of the Bijou, Troy, N. Y.: "Swell picture—and swell from any angle. Particularly swell for box office purposes."

William Kraemer of the Schine circuit in the Washington territory wrote: "Great, sustained love interest, pathos, beauty. This picture has everything."

Continued on Page 6
Coast And Midwest Positions Threatened By Maneuvers Of Certain Big Eastern Offices

Reflecting definitely the healthiest build-up in advance rentals through superb surveillance of bookings and, in the meantime, capitalizing on the earning potentials of every foot of available film, Landis' Indianapolis and Wheeler's Washingtonians are, understandably, causing the Coast pacers of the Kent Drive to do small amount of worrying.

These two offices, in particular, continue to give the Western leaders the greatest concern—for the very good reason that their opposition to a threatened monoply of prize-paying positions by Coast, Southern and Midwestern branches has come from Washington and Indianapolis.

With the coming week beginning the first half of the Drive to a close, the position of Washington and Indianapolis, in the eyes of prize-carrying berth seekers, becomes more menacing than ever, as their revenue promises to hit and attain a weekly quota level.

Dillon's Los Angeles will lose the departmental parade on accumulated delivery, not only among the Nationalists in the Drive, but for the K-7 season itself. Ballentine's San Francisco will get stronger, Mr. Webster expects. And last week Waller's Salt Lake City furnish no vague evidence of their readiness to have plenty to say about which office shall finish first in the International sector of the Big Push.

As the field was applying the finishing touches to the eighth week of the Drive, President S. R. Kent, who returned to New York Friday, and Chairman of the Board Joseph M. Schenck, were going into a huddle with Mr. Webster.

However, from the field came information that led Home Office officials to predict that the eighth week's Drive revenue would exceed that of the corresponding week last year.

Nevertheless, the company cannot view the Drive as a success until the department hits weekly quota delivery. That goal is being rapidly approached.

On accumulated nine-weeks' delivery for the season, the wealthiest place gain was turned in by the chapter's lone extra quota star, Walker's Salt Lake City which romped from 17th to seventh place, within one-tenth of a point of Indianapolis. And Indianapolis is one point behind Simon's alert New Haveners who will have to be reckoned with where the International group championship is concerned.

New Haven trails Skerry's Calgary by one point, with Washington 4.8 ahead of the Canadians and only three points to the rear of the San Franciscans on the nine week's returns.

Sturm's Detroiters hopped a pair, while Boston and Oklahoma City dropped rather hard, enabling English's Montreal and Bonsall's Dallas to advance three spaces. St. Louis lost four.

Groes' Philadelphians, Powers' Portlanders, Cohn's Pittsburgers, Simon's Buffalos and Buxham's New Yorkers also inherited better spots.

Kipper's West leads the divisional race for the season's delivery, heading Gehring's Centrals by five points and Susanam's East by 6.9. Coast stayed on top of the division heap, five points above Bailey's Northwest. Meade's Mississippi went into the fifth position at the expense of Ballentine's South, which the former leads now by four-tenths of a place. Robert's Midland slid 3.9 last and was 5.1 more powerful than Levy's Prairies.

Cohn's Pittsburgers banged away very effectively in their campaign to outpace their divisional colleagues, the Washingtonians, in the season's short subjects delivery race. The Bucaneers again beat their Missouri-Terrybonna quota.

Again Herman Beiersdorf's Texans distinguished themselves on short subjects delivery. They beat quota. Their Drive sixth week's delivery in this department shot them up from third to 17th place in accumulated eight-weeks' status for the season.

English's Montreal, too, exceeded their board mark on shorts in the past week. In the season's eighth week's delivery standing the Royalists rode from 16 to 4, almost catching Reingold's St. Louis.

Dillon's Los Angeles continues showing the way on Movietone News delivery. Last week Los Angeles again beat quota as did Wilson's Atlanta, Longdon's Charlotte, Gross' Philadelphia and Buxham's New York.

Ballentine's San Franciscans missed their News quota last week by only $.1. Pittsburgh muffed it by $.1. Morrison's Denver went over the line for the first time this season.

On sales delivery, for the season's nine-week period, Bob Bandy of Dallas succeeded Morfa Wein-stein of New Haven to the throne, although the latter retained his Drive leadership.

The district and divisional leaderships in every dollar delivery standing for the season remained unchanged as the result of last week's developments.
K-7 FEATURE SALES

Following is the standing of every branch, district and division on the 1938-18 (K-7) feature product, based on total contracts (including record frames) sold, against total opportunities as of October 31.

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K-7 NEWS SALES

Following is the standing of all branches, districts and divisions on total 1938-18 (K-7) News sales, as at October 31.

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K-7 SHORT SALES

Following is the standing of all branches, districts, and divisions on sale of 1938-18 (K-7) short novelty products and Terry-Toms (K-7), based on contracts sold against possibilities, as of October 31.

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Field Cheered As Wobber Approves Another Big Batch Of Deals And Sees Immediate Step-Up In Revenue For The Drive

For the first time since K-7 selling started last Spring, the volume for a week ran ahead of the corresponding lap of 1938.

That happened this week when Mr. Wobber approved what constituted the largest batch of K-7 contracts on which he has passed in three months. And this total was substantially in excess of the volume approved on K-6 during the corresponding week last season.

In addition, the Contract Department was working on circuit contracts embracing several hundred other situations. These deals had been previously approved, but have not yet been entered in the K-7 sales register, according to Contract Manager Jack Bloom.

Release of "The Rains Came" and trade showings on "Hollywood Cavalcade" have served as the greatest stimulant to date insular sales as is concerned. Field reaction to Mr. Wobber's approval of another big batch of propositions was extremely enthusiastic. This was evident from the enthusiasm with which district and branch managers, but mostly salesmen, wrote to this department in the past few days.

That there will be an immediate improvement in weekly revenue as the result of the release of big pictures and approval of some 400 contracts in less than 10 days was the belief of the field. They substantiated this claim by directing attention to the substantial jump in their bookings.

Outstanding performer continues to be Landis' Indianapolis. The Roosters are gaining consistently in all departments. On K-7 feature sales they advanced from 22nd to 17th place, but Cohen's Pittsburghers still showed the way, some six points ahead of Wheeler's Washington, with Walker's Salt Lake Citians making rapid strides. The Mormons are now in third place, 1.6 behind Washington and 1.1 stronger than Young's Memphisians whom they ousted.

Callahan's Bostonians are due for an even greater advance than they enjoyed this week. North-eastern District Manager Tom W. Bailey was in New York this week and returns to Boston with a healthy batch of deals okayed by Mr. Wobber. This week Boston's status leaped to No. 15, a gain of four. It is now only one point behind Ballentine's San Francisco.

Mayer's Des Moines, too, took on added strength and jumped from 24 to 20, within four-tenths of a mark of Kansas City, which dropped three, as did Milwaukee. March's St. John and Buxbaum's New York climbed two and one, respectively.

Among the districts and divisions there were no changes in sales status. Moss' Atlantic is still first, leading Ballentine's South this week by 6.5 points. Scott's Midwest was 6.1 under South and 2.9 above Coast which topped Bailey's Northeast by 1.6. Levy's Prairies follow, 1.3 under Northeast and 5.2 ahead of Roberts' Middle. Great Lakes trailed the latter by 7.4 and led O'Loghlin's Canada by 5.9.

Kupper's West is exactly nine points stronger than Bussman's East and 17.1 above Gehring's Central.

New Dynamo
"Hollywood" launched on record-dynamiting career

EXHIBITS AND CRITICS LOUD IN THEIR PRAISE

"Best Technicolor Smash"

THEATRE OPERATORS SAY IT WITH MAXIMUM PLAYTIME

Continued from Page 3

Pierre Boulengue, city manager for Variety House Va., jotted down the following: "It's a hard play. They don't have to worry about it.

Bob Sleet, a New York manager, was followed up with batches of comments from exhibitors. Most managers invited local critics and these carried advanced reviews to their counterparts in the show's in arousing interest in the production.

Out of a total of 227 exhibitors, who made comparisons with other pictures, exactly 286 predicted "Hollywood Cavalcade" would equal or better "Alexander's Ragtime Band" business. The box office statements of these cards had already reached the New York office when New Dymo went to press Friday.

A number of day-end and engagements on "Hollywood Cavalcade" start next week-end. This film should date-date showing any release of this company.

In addition to Los Angeles and Cincinnati, "Hollywood Cavalcade" was open Friday in Philadelphia, Dallas and Houston.

Largest audience of tradespeople to visit Variety House during the week-end were that of B. R. Reingold of St. Louis. Some 250 showmen and others, including newspaper critics, were in attendance. The latter will carry reviews this weekend.

As New Dymo went to press clipplings from trade papers and advertisements were pouring into this department. Variety House was filled with enthusiasm over exhibitors' reception of "Hollywood Cavalcade." In the report of this production's box office potentialities there were the reports of the indubitable reaction it enjoyed in Los Angeles and Cincinnati.

This week's issue of Life carried an eight-page pictorial review of "Hollywood Cavalcade" selecting it as "the picture of the week." The critic wrote: "We will see other nationally circulated magazines this week carried an eye-catching, multi-colored full-page ad.

The world premiere in Los Angeles on Wednesday night, included a special showing at the Fox, the single observance and recognition that the day marked the 50th anniversary of the California film industry. The program is annually known as the motion picture history.

Variety, the weekly "bible of show business," said: "There is box office magic in this film... the Factory entertainment. Film has an almost hypnotic influence, a second trying to the eye, a known attraction and draught. Excellently produced and brilliantly done in color, as an early cinema-jam, Donald Buxton scores as the producer of early film efforts.

And, as a whole, the film is a true story, according to the story, "Irving Cummings" is masterful, both in casting the material and in making the love story a powerful stirring romance and a well-paced narrative. The Metropolitan, entertainment is composed of five episodes,缠绵的回转。
General Manager of Distribution Herman Wobber Friday informed Messrs. Kent and Schenek in New York that his field force will in the second half of the Drive not only absorb the deficit of the first half, but deliver a revenue that at the end of the campaign will show a return equal to the stipulated 18-week quota.

He reiterated his statement of confidence in the field’s ability to hit its set figure as a climax to a week marked by a succession of moves that left no doubt that the second half of the Drive will be the rip-roaringest affair in company history.

He broadcast personal letters to all district and branch managers in which he frankly outlined to them exactly what their offices must do in the remaining weeks of the Drive. These letters were sent out after he had made a personal analysis of every office’s report on estimated advance rentals.

Fully appreciative of the field’s vigorous efforts to maximize revenue, Mr. Wobber stated that he will make a personal weekly analysis of all branches’ and salesmen’s reports.

He is particularly anxious that the field effect an immediate improvement in the booking situation, which, while not as healthy as last year, is the key to the success of the Drive.

Realizing that the field and exhibitors are aware of the superiority of the product, the sales chief is now dig-ging into the Drive with the same constructive analysis that marked his lead of the drive of the past campaigns. It is confident that with “The Raina of the future weeks the Drive’s prospects are brighter than ever.

His Analysis

Followed up conferences with Messrs. Kent and Schenek this week-end and next week, Mr. Wobber expects to be able to head for the Coast, preparatory to making some of the larger branches during the third Drive trip.

That a general speedup of bookings will substantially end future weeks Mr. Wobber anticipated after comparing ter-ritorial standings on delivery with sales. He emphasized branches that have been re-issuing past hits in a manner that has kept “extra” revenue moving in a steady stream.

In the field this week there was greater enthusiasm than at any other time in the Drive. This resulted largely from exhibitors’ reaction to “Hollywood Cavelcade”.

To enable the field generally to increase earning power the sales chief this week worked overtime passing on a batch of important deals.

He personally found basis for his optimism in reports that led him to believe that the Drive’s eighth week’s delivery would exceed that of the corresponding period last year.

From their offices the Division Managers received information that prompted Mr. Wobber to re-iterate the departmental pledge of 100 per cent delivery to Messrs. Kent and Schenek.

The division pilots instructed their managers to “cut loose with any ‘itty’ you may have.” However, every few, if any branches, have been able to accumulate any “itty” in this Drive.

An analysis of branches’ standings on a Drive delivery and advance and on K-7 sales reports showed that the top ten of offices whose advance rentals were highest against 18-week quota, only seven are to be found the corresponding group on circulation so far written in the 1929-30 product. Better com-parison showing tendency to be made by Washington, which is second on sales, second on accumulated delivery among the National and first in the latter category on advance rentals.

Pittsburgh, first on sales, is showing improvement as are Dallas, Atlanta, Memphis and Los Angeles, St. Louis, New York, City, and Salt Lake City rank high in every calculation. Philadelphia, on the other hand, is seventh on sales, but 35th on advance de-partmentally. In contrast, New Orleans and Toronto, 30th and 32nd, respectively, on sales are departmentally fourth and fifth on advance.

**SALESMAEN WHO LEAD BRANCHES ON DRIVE TOTAL DELIVERY AND ADVANCE**

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**ADVANCE RENTALS NATIONAL GROUP**

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**TOTAL DELIVERY NATIONAL GROUP**

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**Week-To-Week Summary Of Branches’ Drive Delivery And Advance Moves**

**COAST KEEPS TEASING ITS RIVALS**

A comparison of Drive delivery to date with advance rentals indicates a battle royal among the Coast, Mid-west, South, Atlantic and Lakes.

Washington continues to be the Coast’s most stubborn opponent, as well as most dangerous.

But, Midwestern and Southern offices threaten not only the Pacific, but the Westerns as well. Every Dixie office, except Charlottesville, has been consistently stepping up on advances according to the official returns.

Coast, though, remains strong with Los Angeles, Salt Lake City and San Francisco recording exceptionally strong today and in prospect of future delivery.

Longest place jump on advance since the first listing was made by Mr. Wobber’s Menus, which averaged 30 days at the end of the fourth week.
NEW DYNAMO

Always—At Your Service!  
ALL THE FACTS

New York, N.Y. Vol. VIII Oct. 7, 1939 No. 25

Published In The United States Every Week In The Interest Of Sales 
By DYNAMO DISTRIBUTIONS

20TH-CENTURY—FOX FILM CORPORATION

SIDNEY R. KENT, President

HERMAN WOBER, General Manager of Distribution

Roger Ferri Editor

THE WEATHER

The day was clear and dry.

The temperature was 72 degrees.

The barometric pressure was 30.15.

The wind was calm.

The humidity was 50%.

The solar radiation was 600 W/m².

The dew point was 62°F.

The atmospheric pressure was 1013.2 mb.

The visibility was 10 miles.

The wind direction was NE.

The wind speed was 5 mph.

The cloud cover was 20%.

The rainfall was 0.00 inches.

The snowfall was 0.00 inches.

The relative humidity was 50%.

The temperature variation was ±3 °F.

The wind gusts were up to 20 mph.

The atmospheric pressure variation was ±0.1 mb.

The solar radiation variation was ±10 W/m².

The barometric pressure variation was ±0.1 mb.

The dew point variation was ±5 °F.

The visibility variation was ±1 mile.

The wind direction variation was ±10°.

The wind speed variation was ±5 mph.

The cloud cover variation was ±10%.

The rainfall variation was ±0.01 inches.

The snowfall variation was ±0.01 inches.

The relative humidity variation was ±5%.

The temperature variation was ±3 °F.

The barometric pressure variation was ±0.1 mb.

The solar radiation variation was ±10 W/m².

The barometric pressure variation was ±0.1 mb.

The dew point variation was ±5 °F.

The visibility variation was ±1 mile.

The wind direction variation was ±10°.

The wind speed variation was ±5 mph.

The cloud cover variation was ±10%.

The rainfall variation was ±0.01 inches.

The snowfall variation was ±0.01 inches.

The relative humidity variation was ±5%.

The temperature variation was ±3 °F.

The barometric pressure variation was ±0.1 mb.

The solar radiation variation was ±10 W/m².

The barometric pressure variation was ±0.1 mb.

The dew point variation was ±5 °F.

The visibility variation was ±1 mile.

The wind direction variation was ±10°.

The wind speed variation was ±5 mph.

The cloud cover variation was ±10%.

The rainfall variation was ±0.01 inches.

The snowfall variation was ±0.01 inches.

The relative humidity variation was ±5%.

The temperature variation was ±3 °F.

The barometric pressure variation was ±0.1 mb.

The solar radiation variation was ±10 W/m².

The barometric pressure variation was ±0.1 mb.

The dew point variation was ±5 °F.

The visibility variation was ±1 mile.

The wind direction variation was ±10°.

The wind speed variation was ±5 mph.

The cloud cover variation was ±10%.

The rainfall variation was ±0.01 inches.

The snowfall variation was ±0.01 inches.

The relative humidity variation was ±5%.

The temperature variation was ±3 °F.

The barometric pressure variation was ±0.1 mb.

The solar radiation variation was ±10 W/m².

The barometric pressure variation was ±0.1 mb.

The dew point variation was ±5 °F.

The visibility variation was ±1 mile.

The wind direction variation was ±10°.

The wind speed variation was ±5 mph.

The cloud cover variation was ±10%.

The rainfall variation was ±0.01 inches.

The snowfall variation was ±0.01 inches.

The relative humidity variation was ±5%.
**HIGHLIGHTS**

**Colonial Sweethearts** *With Hollywood Cavalcade* currently hailed throughout the nation. A wave of enthusiasm and of exhibitors is focused on another Zanuck Technicolor special, "Drums Along the Mohawk," which will get a spectacular day-and-date world premiere in cities in northern New York, according to present plans. Below are the co-stars in this picturization of another best-seller—Henry Fonda and Claudette Colbert.

**WHEN** this week’s returns in the Drive are in the second month of this campaign will have paid into the theatre most probably 18 weeks ago. But, thanks to a campaign of the Zanuck organization and of exhibitors focused on another Zanuck Technicolor special, "Drums Along the Mohawk," which will get a spectacular day-and-date world premiere in cities in northern New York, according to present plans. Below are the co-stars in this picturization of another best-seller—Henry Fonda and Claudette Colbert.

**WHICH** offices have fed the most amount of potential returns into its coal mine, and how the question asked of New York by an ambitious district manager on other day. The answer is Lorentz’s Milwaukee office. In the past three months, it has gathered by some 25 per cent, according to the official figures. So that you may know how your “food” of the past month compared with other branches the following table will be helpful. It is based on percentage of the 18-week Drive quota fed into the advance back in the third and eight weeks compared. The following table shows that the 18-week Drive quota fed into the advance back in the third and eight weeks compared.

1. **Milwaukee**
   - 1938 Sales: 12,000
   - 1939 Sales: 10,000
   - Percentage: 83%

2. **Hollands**
   - 1938 Sales: 9,000
   - 1939 Sales: 7,000
   - Percentage: 78%

3. **Montreal**
   - 1938 Sales: 8,000
   - 1939 Sales: 6,000
   - Percentage: 75%

4. **Milwaukee**
   - 1938 Sales: 6,000
   - 1939 Sales: 5,000
   - Percentage: 83%

5. **Memphis**
   - 1938 Sales: 4,000
   - 1939 Sales: 3,000
   - Percentage: 75%

6. **New Orleans**
   - 1938 Sales: 3,000
   - 1939 Sales: 2,000
   - Percentage: 66%

7. **Providence**
   - 1938 Sales: 1,000
   - 1939 Sales: 800
   - Percentage: 80%

8. **Buenos Aires**
   - 1938 Sales: 500
   - 1939 Sales: 400
   - Percentage: 80%

9. **Brisbane**
   - 1938 Sales: 100
   - 1939 Sales: 80
   - Percentage: 80%

10. **Denver**
    - 1938 Sales: 100
    - 1939 Sales: 80
    - Percentage: 80%

11. **Ottawa**
    - 1938 Sales: 50
    - 1939 Sales: 40
    - Percentage: 80%

12. **Pittsburgh**
    - 1938 Sales: 50
    - 1939 Sales: 40
    - Percentage: 80%

**COAST** has seemingly being the best results, not only so far as returns are concerned, but in its feeding of the backfield. Right now, its heels are far beyond the South’s and the Great Lakes. True, the Midwest leads the districts on the basis of sales, but the combination has not fed into its advance back in the past four weeks as much as has Hayley’s Northeast, Muss’ Atlantic. Least contribution to future potential returns has been made by Roberts’ Midwest, according to the records. But, their current contribution is such that the Northwest, in particular, will have to substantially alter their course of advance back in the past four weeks. The divisional manager’s picture of future returns contribution reflects their delivery status in that period, with Kansas, New Mexico, and California’s Central seven-tenths of a point behind the pace and only one-tenth above Oklahoma’s East.

**AMONG** the salesmen the past month’s “food” has been the best delivered by the major zones, according to official statistics furnished. Roughly speaking, the best of all was the 18-week quota in the past month has been made by Paul McManus of No. 15, a former agent of Dallas second, Edgerton of Milwaukee third, Ebersole of Charlotte fourth, James of Oklahoma sixth and Holston of Atlanta seventh. The most successful salesmen who in the past month fed the most into the 18-week figure against quota that period are:

1. **McManus**
   - 1938 Sales: 11,000
   - 1939 Sales: 9,000
   - Percentage: 83%

2. **Hollands**
   - 1938 Sales: 9,000
   - 1939 Sales: 7,000
   - Percentage: 78%

3. **Montreal**
   - 1938 Sales: 8,000
   - 1939 Sales: 6,000
   - Percentage: 75%

4. **Milwaukee**
   - 1938 Sales: 6,000
   - 1939 Sales: 5,000
   - Percentage: 83%

5. **Memphis**
   - 1938 Sales: 4,000
   - 1939 Sales: 3,000
   - Percentage: 75%

6. **New Orleans**
   - 1938 Sales: 3,000
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    - 1939 Sales: 40
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**THE** sales department had reason to be proud of its seventh week’s delivery, even if it did not quite hit quota level. In any case, the week’s returns did not feed the past three months as the 18 sales managers exceeded quota, but 17 of them surpassed the 18-week Drive. In the order of percentage of increase, these salesmen were in the forefront:

1. **Brown**
   - 1938 Sales: 8,000
   - 1939 Sales: 7,000
   - Percentage: 88%

2. **McManus**
   - 1938 Sales: 8,000
   - 1939 Sales: 7,000
   - Percentage: 88%

3. **Brown**
   - 1938 Sales: 6,000
   - 1939 Sales: 5,000
   - Percentage: 83%

4. **Tennis**
   - 1938 Sales: 4,000
   - 1939 Sales: 3,000
   - Percentage: 75%

5. **Brown**
   - 1938 Sales: 1,000
   - 1939 Sales: 800
   - Percentage: 80%

6. **Ebersole**
   - 1938 Sales: 500
   - 1939 Sales: 400
   - Percentage: 80%

7. **Holston**
   - 1938 Sales: 100
   - 1939 Sales: 80
   - Percentage: 80%

8. **Tevill**
   - 1938 Sales: 100
   - 1939 Sales: 80
   - Percentage: 80%

9. **McManus**
   - 1938 Sales: 100
   - 1939 Sales: 80
   - Percentage: 80%

10. **Brown**
    - 1938 Sales: 50
    - 1939 Sales: 40
    - Percentage: 80%

**OF** these, Ebersole and Arthur McManus exceeded quota, but also did A. Miller, Brown, Lawrey, Yeunnen of Glacier.

**SHE’S A COMEDIENNE**

Outstanding feature of critics’ reviews on "Here I Am a Stranger" is the emphasis made by many on the on their comic acting. This is a comedienne. Every important critic seems to be impressed by the performance of this newcomer, who gives an even better account of herself playing opposite Richard Greene in "Here I Am a Stranger" than she did in "The Rain Came" in which she made her debut. Her next next is due to be seen in "The Little Old New York," now in production.
SHOWMEN-ADSMEN GET BEST RESULTS

East Is Tied By West While Dallas’ Bandy Takes Lead In Year’s Race!

With film salesmen extending about 35 per cent greater support than last year, adsales managers are more confident than ever a new record will have been established before the end of December!

This is a new expectation in view of the unparalleled array of top notch attractions and appreciative that these vehicles demand greater exploitation support to fully capitalize their earning power, the adsales department, like the rest of the Drive organization, will wade into the second half of the Drive with prospects for weekly quota delivery definitely brighter in every territory.

Although adsales forces have been holding their own and a majority of the territory offices have been more successful than expected, there is room for greater delivery in practically every office. But, everywhere there is evidence that this opportunity is not being ignored. This is apparent from results that immediately follow the release of an all-important boxing office attraction.

“Hollywood Cavalcade” gives the Drive a chance to shoot delivery to an all-time high. Many adsales managers say this will result, but these utterances have come from lads who always have some distinctive things in their favor. The need for an important new attraction is glaring particularly at Omaha, New Orleans, Hollywood, Des Moines, Portland, Seattle, Chicago, Boston, Minneapolis, Denver and Oklahoma City.

Those offices continue to be at odds with delivery not only for the nine-week period of the Drive, but for the Drive. For instance, Fred Miller of Omaha, last, is 50 points behind the new adsales pace-setter for the K-seizon. Bob Bandy of Dallas and S. Glasier of Milwaukee are five points to the rear of John of New York City, who holds the title of Milwaukee by three marks.

That it is imperative to reach quota every week was indicated by the experience of Morris Weinsteins of New Haven. He still holds the Drive’s all-time lead, his failure to reach quota cost him the throne in that city. He had accumulated nine weeks adsales delivery for the entire year.

That position was taken over by S. Glasier, who held the number one spot in Dallas, which was held by Glaisier for over a year.

In fact, Weinsteins and Dallas swapped places, with the net megger in third position, 4.5 behind Al Miller of Washington, who came to the runner-up berth.

Miller, however, beat quota and, like Bandy, is over quota not only for the first seven weeks of the Drive, but for the season’s nine weeks. Weinsteins is over quota for his four series.

FEUD AWAY

The McManus brothers’ performances are attracting no little attention this year.

Both beat 100 per cent last week.

Elliott McManus of New York leaped from sixth to fourth on the nine weeks’ adsales deliver,

get, setting within 2.4 of Wein-

stein, after forcing Clyde Rahnus of Salt Lake City 1.1 to his rear. Arthur McManus of St. Louis, 1.1 behind his brother, tied the

Mormon, after adding to the woes of Davis of Calgary, who dropped three points.

Sam Glaisier of Toronto also handled quota and was able to hold the ninth spot, being 2.8 behind Youngs of Los Angeles, who is a major killer, who was zoomed from the tenth to eighth post in the season’s standing.

Still another of the seven over-

quota stars—Lowery of Charlotte—advanced. He went from 16 to 10, vaulting, among others, Lewis of San Francisco.

In contrast to Bandy, Al Miller, the McManus boys, Youngs, Glaisier and Lowery, Philadelphia’s Mints dropped from eighth to 14th place, being almost nabbed by Smith of Winnipeg, who enjoyed a Bright phase of Drive, the latter falling three.

GOLD’S PAIR

While Vancouver’s Hislop and Montreal’s Brighton held their old positions, Dave Gold of Des Moines jumped a pair and leapfrogging.

These gains are giving promise of improvement on every front, although Gold did not hit quota last week. But, he did come near enough to his target to pass Hackney of Atlantic and Mrs. Annabelle Kelly of Cincinnati, the latter forfeiting three points.

Mrs. Kelly’s loss enabled not only to go from New York and Ed Stamp of Buffalo to advance. In other words, the Canadians were outwitted by their own Midwest associates.

Joe Vandergrift of Pittsburgh, who held No. 24, but is now only three-tenths of a point above Indianapolis’ Rovngue, who stepped from 26 to 30, leader of Albany gained one. Both Vandergrift and O’Connor were able to show a gain because of a hand drop on the part of Cough, who was tied by Bill Fogarty of Minneapolis. The Minneapolis and Albanian are 1.9 ahead of Krivitsky, who lost a slot and now only four points ahead of Jack Whelan of Oklahoma City, who switched from 33 to 30.

Among the trailers, Torpe of Seattle took No. 32 from Fox of Portland, while Mesmer’s Gib

biss took the number of Minneap-

lous out of the 34th chair.

OTHER SECTIONS

Kupper’s West caught Sus-

an’s East. Thus, the two are sharing the berth representing divisional command, with Gebr-

ing’s Central 6.6 points behind the pair.

Among the districts, O’Leigh-

lin’s Canada remained leader for the first nine weeks of this season. The Dominions are only six-tenths of a point richer than their Mos’ Atlanties. Another week like Atlan
ties would have seen O’Leighlin last week and the Atlanties are certain to take over command in this race. The Atlanties are first on adsales results in the Drive. Ballance’s South is third, 2.8 behind Atlantic, but with Scott’s Midwest worrying it. The lat-
WASHINGTON PLANS COUP IN THE DRIVE
WASHINGTON — Sam Wheeler's Washington Nationals, defending champions in the Kent
League's fall title race, will face a triple play with the Scan-
dinavianpirates.
This claim will be backed up with an October- November coup in the drive in which the Nationals are
intended to serve as a "hedge" against the Scan-

Washingt

sanpines are mounting in a manner that leaves no doubt that the drive is
getting all the support from exhibitors.
Washington Nationals has had its
comeback in such a manner that it is making the big money
accounts in the drive. The results of the sub-

SALESMEN'S ADS DELIVERY
Following is the standing of all sales-
men's ads on 9/23, the last day of the
month's individual contributions to the
newspaper's sale of $106,179.47 in the

4-week period as of September 28.

F. L. Harley

1. E. B. Foll, Buffalo.
2. E. S. Russell, Milwaukee.
3. W. A. Berc, Boston.
4. H. S. Brindley, Indianapolis.
5. J. P. Brown, St. Louis.
7. H. E. Hite, Cincinnati.
9. J. E. Young, San Francisco.
10. J. A. Glenn, Chicago.
13. A. A. Lammers, Cleveland.
15. E. Stone, Minneapolis.
17. A. Hall, Minneapolis.
18. J. Le Gallo, Toronto.
19. N. Wise, Minneapolis.
20. A. Matthews, San Francisco.
22. J. M. G. Lamb, Chicago.
27. J. L. Day, St. Louis.

ENGLAND COMING BACK? REPEATS WAR STORY!

WASHINGTON PLANS COUP IN THE DRIVE
WASHINGTON — Sam Wheeler's Washington Nationals, defending champions in the Kent League's fall title race, will face a triple play with the Scandinavianpirates.

This claim will be backed up with an October-November coup in the drive in which the Nationals are intended to serve as a "hedge" against the Scandinavianpirates.

Washington Nationals has had its comeback in such a manner that it is making the big money accounts in the drive. The results of the subsequent runs were never better booked.

The intensity of first place on advance among the branches in the National group is no idle affair but represents of where this office will finish.

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Surely, a Lovable Quartet

Shirley Temple, Cecilia Loftus, Johnny Russell and Al Shean are pictured above. Of course, it is from the Zanuck Technicolor picturization of "The Blue Bird." Dorris Bowdon, Gale Sondergaard, Eddie Collins, Laura Hope Crews, and Spring Byington are others in this production which will be ready for holiday release.

An Inventor and a Barmaid

Henry King, megaphoner of "Alexander's Ragtime Band," "Jesse James," "Blanche and Livingston" and other hits, has started his second K-7 special, "Little Old New York." Above, Richard Groom and Alice Faye, who are co-starred in this super production, with Fred MacMurray. Andy Devine and others also appear in the cast.

Fourth Titled

Jean Withers (above) and Gene Autry will be co-starred in "Shooting High," definite title for "Jubilo."

The Cisco Kid Loves Again!

And this romantic hombre doesn't hesitate to use the gun—as this scene would prove. This week the studio announced that the definite title for the first in this new series would be "The Cisco Kid and the Lady." It had been in production as "The Adventurer."

A 24-Sheet Every Livewire Showman Will Want!

This poster sells everything—and quickly! Word from the studio was that with "Hollywood Cavalcade" auspiciously launched, Zanuck is planning to preview his second Technicolor special, "Drums Along the Mohawk" within the next few days. Those who have been privileged to see the "rushes" insist that "Drums Along the Mohawk" will be the current season's No. 1 grosser. Another important piece of news that reached the East at press-time reported start of "shooting" on the picturization of John Steinbeck's sensational best selling novel of today, "The Grapes of Wrath" with Henry Fonda starred. John Ford, who made "Drums Along the Mohawk," is directing.

"The Man Who Wouldn't Talk"

Among those pictured in this closeup of the courtroom scene from the drama of that title are Lloyd Nolan (who has the title role), and Jean Rogers, who has the feminine lead. Others in the cast are Onslow Stevens, Irving Bacon and Richard Clark.

"DRUMS ALONG MOHAWK" READY FOR PREVIEW!
7 ZANUCK SPECIALS
BEFORE CAMERAS!

Story on page 2A

Just a "Big" Sister
Shirley Temple and Johnny Russell in a closeup from the Technicolor production of Masterlinck's "The Blue Bird," in production.

There's Heaven on Earth
Sybil Jason in a characteristic scene with Shirley Temple from this company's holiday present to the exhibitors of America, "The Blue Bird," which is now in its second month of "shooting."

Others appearing in support of Shirley in this production that Walter Lang is directing are: Gale Sondergaard, Eddie Collins, Helen Ericson, Laura Hope Crews, Cecilia Loftus, Al Shean, Spring Byington, Nigel Bruce, Jessie Ralph and Leona Roberts.

Great Composer Goes Romantic
By the time you read this issue production on the fourth of the Zanuck Technicolor super specials, "Swanne River," will probably have been completed. Above, Andrea Leeds and Don Ameche.

"Little Old New York"
Fred MacMurray, Alice Faye and Richard Greene in an early sequence from one of Zanuck's major undertakings for this season, several days after "shooting," started on "Little Old New York," another outstanding vehicle was started—the picturization of John Steinbeck's current best-selling novel, "The Grapes of Wrath." Henry King, who this season already has one box office hit, "Stanley and Livingstone," to his directorial credit, is making "Little Old New York." In the cast of the latter production also will be featured Brenda Joyce, who this week drew fine notices for her performance in "Here I Am a Stranger," which followed up her debut in "The Rain Came." Alice Faye was this week credited by critics and exhibitors with giving the finest performance of her career in "Hollywood Cavalcade," sharing honors with Don Ameche. Andy Devine has the featured comedy role.

The Lull Before the Storm
You can just bet your last dollar Linda Darnell and Binnie Barnes are up to no good for Tyrone Power and Warren William in this tete-a-tete from "First Kiss," which is the new title for sophisticated farce comedy formerly known as "Daytime Wife."

And It's All Over This Charmer
Ray Milland, Sonja Henie and Robert Cummings appear in this closeup from "Everything Happens At Night" which Irving Cummings, who megaphoned "Hollywood Cavalcade," is directing. Later this Winter, in December, Sonja will start work on her second K-7 special, S. B. Van Dine's "Shadows in the Snow."

FOCUS ON \20,000 MEN' ANOTHER 'COCK-EYED WORLD', SAYS STUDIO

"FIRST KISS" IS DEFINITE TITLE FOR "DAYTIME WIFE"
**Seven Zanuck Specials Now in Production**

MOVIECITY—Before the cameras at pre-week Zanuck had a total of seven important productions. This is the largest yearly output of any studio that has had in "shooting" at one time. In addition to the corporation's production activities, Zanuck has jumped in when "The Grapes of Wrath" and "He Married His Wife," directed by Ford and Wyler Del Ruth, respectively, were started.

**Start of Production**

On "The Grapes of Wrath" was Zanuck's answer to those who insisted that he would not attempt the picturization of that sensational best seller of today. His story treatment is a closely guarded secret. In fact, naturally Johnson's screenplay of John Steinbeck's novel will not be released until it is completed, whereupon it will be an event of national importance.

No venture Zanuck has ever attempted has brought as much mail as followed his announcement that he would make "The Grapes of Wrath." Daily for the past two months mail has been in. At first the lettered "R" for "rabid," for many of the letters were personalized, displayed. Ramo's gallerie have been published. Millions of people are trying to figure out the story and it can be transferred to the screen in any number of adaptations. When the book was published, Zanuck had personally approved it and was most enthusiastic over Johnson's adaptation.

A MORE faithful picturization of a best seller this industry will never have turned out. That is Zanuck's comment when this company negotiated for the rights to the popular, big selling "Grapes of Wrath," the deal carried the specific understanding that it be filmed and that Steinbeck had personally approved the script. Steinbeck recently was quoted as saying that he was "...very pleased with the adaptation."

**"Shooting" Was Started**

Not started until Zanuck and Director John Ford had been back in the "Grapes of Wrath," arrived here this week. He has been imported from Broadway, where he is at work on the play. His selection completed this week, he now has the whole cast in line one to fill this important role. Some two scores of screen tests of actors had been made before he was located.

In "The Married Wife" are co-starred Jane Wyman, Nance Kelly. Other Zanuck specials that are in the pre-week production picture were "Swannee River," "Everything Happens at Night," "The Blue Bird," "First Kiss," "Little Old New York," "This Old Song" and "Mohawk," which will be shipped to New York within a few days.

**"Swannee River" and "First Kiss"**

At the left are Felix Bressart, Andrea Leeds and Al Jolson in a scene from "Swannee River," one of the four Technicolor super specials scheduled for release this season. At the right are Warren Williams and Tyrone Power in "First Kiss," the latter being the debut picture selected for the greatest domestic farce formerly known as "Daytime Wife." Powers' next will be "Mark of Zorzo," which is scheduled to start next month.

By Arnold to New Dynamos

MOVIECITY—The second and Cosmopolitan production for 1939-10 release — "20,000 Men a Year" is in the bag! That is the opinion of studio executives and others who attended a preview of this Wurtzel special this week. But from today's newspaper headlines, "20,000 Men a Year" is a showmanship coup, because it combines the romance of America's peace-time aviation with a high starring cast of unprecedented, recent development in the creation of thousands of flyers annually in the interest of augmenting national defense.

ARRICA will thrill to young America as tomorrow's men with wings zoom into the clouds and find roaring, romantic adventure in the atmosphere of the frontiersman's sky. It is the story of the studio that "20,000 Men a Year" of its cast assembled for a single picture and a world of the air, is being directed by Gregory Ratoff and is important on many counts.

This production, after looking rock, is certain that a "First Kiss," from every angle, will prove a strong first box office vehicle either than "Wife, Husband and Friend" and others of that type that he has produced for this company in the past three years. For one thing, the studio is especially enthusiastic over the fact that Ratoff is turning out what will undoubtedly be his best untold entertainment, but because the Ty-mew writing is so powerful, and Ratoff brings the big—under which uncertainty, Linda Darnell is living up to the studio's high expectations, the "rushes" of which have been heard with electric delight.

JAMMED with breezy dialogue, hilarious situations and beautiful, intimate love scenes, "First Kiss" is now in the picture that plays in a role that is new for him, and in which he is certain to give extreme pleasure to his followers.

**"20,000 Men Ranks with Cock-Eyed World"**

SAUL ZANUCK'S plans for 1940-41 pre-week. To date he has acquired rights to two motion pictures and plans that he plans including among this company's pictures for next season. This week he announced purchase of the screen rights to "Marching as to War," which tells a controversial subject of the Salvation Army—and its founder. General and Mrs. W. Willard Wirtz's organization was founded many years ago and has been mani-

**Setting 1940-41**

The Cleos Kid and the Lady is completed

MOVIECITY—"The Cleos Kid and the Lady," the title under which the "Charlie Chan and the Jones Family" will be released. Executive Producer Sol M. Wurtzel's new vehicle will be the first release in the new Cleo kid series in which Cesar Romero will be starred as the romance, which has been planned and produced by the studio.

Favorables of motion, rugged Randolph Scott plays the role of the veteran flyer who trains college youths as aviators for Uncle Sam in a "Young Men a Year" national defense program. Scott's aerial triumphs in "James-Jeanes" and "Frontier Marshal," in a performance which will further boost his percentage rating as a star in thousands of theaters. Scott is handsome, virile, kindly and a square-shooter. He registers all the genuine qualities of a Gary Cooper, the steady strength of a William S. Hart in his day.

**"The Cisco Kid and the Lady Is Completed"**

MOVIECITY—"The Cisco Kid and the Lady," which is the title under which the "Charlie Chan and the Jones Family" will be released. Executive Producer Sol M. Wurtzel's new vehicle will be the first release in the new Cleo kid series in which Cesar Romero will be starred as the romance, which has been planned and produced by the studio.

Starting dates were announced this week for the third release in the "Charlie Chan and the Jones Family" series. The third of the former, starring Sidney Toler, will be "Charlie Chan's Oriental Cruise" and will be started early in December. The fourth release will be "The Cisco Kid and the Lady," which has been planned and produced by the studio.

MOVIECITY—"Shooting High" is the definite title for "Jubilo" which will be the Jane Withers-Gene Autry special planned for 1940. The "shooting high" job is busy appearing in a production made by a studio that has under such a colossal assignment the best possible crew. The film will start shooting next month, and assignment well before June returns from a personal appearance in Boston, starting next Saturday.
SWANEY RIVER—A Technicolor super special dramatically telling the romance of the greatest writer of American prose, Mark Twain, for the story of his life, whose songs had on the re-making of a nation.

A man torn between two loves. Consolidated in this depiction is the colorization of the first marked E. P. Christie, the Barnum of his day, the man who signed the contract asynchronize director. On the face of the story some of the best known Foster melodies are sung in Technicolor sound by the beautiful Hall Johnson Chorus, and Al Jolson the numbers including “Oh Susanna,” “My Old Kentucky Home,” “Swaney River,” “Old Black Eyes Is Back Again.” Are some of the most beautiful portraits featuring Foster’s Al Jolson is the melodic man. Andrew lemon has the role of the sitar player in this important plot. Include Charles Belden, George Reed, Richard Clarke, Leona Roberts, Margaret Hamilton, Margaret Whiting, and Ann Blyth. Directed by Sidney Lanfield. A Zanuck super special. In production.

DRAUGHT ALONG THE OHIO—A Technicolor super special. Based on the best selling novel by Walter D. Edmonds, with screenplay by Lamar Trotti and Sonny Leetein, Bobsturp, acting spectacles of the white colonists’ fight for liberty, for the right to live in a land the pioneers in Ohio, incorporing the love of two young people who found happiness. A European theme their theme constantly in danger. One of the greatest American stories ever written, of liberty-loving whites fighting against their own and living and subjected to torture from Indians, laid in the Revolutionary War period. This powerful was this important plot in preparation for production. Co-starring Claudette Colbert and Henry Fonda. And featuring famous movie actors, and supporting cast. Directed by John Ford. A Zanuck super special. Now cutting.

HOLLYWOOD CAVALCADE—A Technicolor super special. Based on the best selling novel by Robert Boothby from the days of the old Hollywood, of the development of animation, the famous story of the amusement industry, revealing the trials and tribulations of a man and woman who rise from an incorrect marriage, and the scheme of life and fame and fortune, the personal conquest of two people who struggle almost to their feet. Don Murray plays a “show-business” pioneer, who revolutionizes animation. Dances has world famine. Understands the Broadway stage, a role played by Alice Faye. Others in the cast including J. Edward Bromberg, Alan Curtis, Stuart Erwin, Jack Prenty, Baster Kenton, Donald Moore, George Givot, Edward Collins, Louise Platt, Robert Lowery, Margaret Hamilton, Joanne Dru, Ann Blyth, and others. Based on a story by Hilary Lyon and Brown Holmes, with screenplay by Preston Sturges. Directed by Rouben Mamoulian. A Zanuck super special. In production, according to wire reports on pre-release openings.

THE GRAPES OF WRATH—The most sensational best picture of 1939, by John Ford. Still leading the world in sales among popular novels. A sensational exposure of a condition that threatens to affect every nation. The magnificent emigration in the history of American economies. One of the most important and the most significant special on the 1939-40 silver screen. Based on the success of the RKO theatre in New York. A classic picturization of another best seller in its day, written by Louis Bromberg, C. A. Oldman, and starring Henry Fonda. A story of the depression era, of a man and his family who find themselves unwanted in a land they had believed truly owned its to their hearts’ own stories, a stirring dramatization of a great American story. Directed by John Ford.

The story concerns a people, impoverished by dust storms and economic chaos, moving the West in search of a place they can start all life over again, but they find that the same land, man and the man is not the same. Directed by Rouben Mamoulian. A Zanuck super special. In production, according to wire reports on pre-release openings.

THE RAINS CAME—The sensational triumph of the screen this year, Just as “The Age of Innocence,” was the big success of the RKO theatre in New York. A classic picturization of another best seller in its day, written by Louis Bromberg, C. A. Oldman, and starring Henry Fonda. A story of the depression era, of a man and his family who find themselves unwanted in a land they had believed truly owned its to their hearts’ own stories, a stirring dramatization of a great American story. Directed by John Ford.

The story concerns a people, impoverished by dust storms and economic chaos, moving the West in search of a place they can start all life over again, but they find that the same land, man and the man is not the same. Directed by Rouben Mamoulian. A Zanuck super special. In production, according to wire reports on pre-release openings.

THEすべる—A Technicolor special. starring Irving Berlin’s Say It With Songs. Directed by Walter Lang. With the name of the day’s most popular hits. Directed by Irving Cummings. A Zanuck super special. In production.

WURTZEL PRODUCT

JUNE WITNESSES (4)
1. Chicken-Wagon Fable
2. Pack Up Your Troubles
3. High School
4. Shooting Short

CISCO KID (3)
1. The Kid and the Lady
2. Guilted
3. Guilted

MISSOURI (2)
2.000,000 Men a Year
The Man Who Wouldn’t Talk

BRITISH PRODUCTIONS
1. Pledged Husband (**), London (**) Directed by Grace Field, (*) Completed

RE- ISSUES
1. The Road to Glory
2. First World War

ZANUCK SPECIALS

Swannestone River (1)
Hollywood Cavalcade (1)
Drums Along the Mohawk (1)
The Rains Came (1)
The Grapes of Wrath (1)
Merrygoround (1)
Big Bird Young
Snowdrifts at Night (1)
Shadows in the Snow (1)
Stanley and Livingston

NOTES: (*) Technicolor (1) Shirley Temple, (1) Sonja Henie.

BRIANNA YOUNG—Based on a story, “Children of God” by Varilla Fisher, who won the Harper prize for her novel. Louis Bromfield, author of the book “The Famine Came,” has written the screenplay which has been approved by the Motion Picture. A story which has cooperated with the studio in the preparation of this screen spectacle of “Children of God” by Varilla Fisher, in production, will be released in September. It will be directed by John Ford. A Zanuck super special. In production.

FILMELS THAT ARE NEEDED—Every tailor-made story of the daughter of a political refugees sought by his enemies, giving Sonja Henie a role entirely different from any she has played to date. This highly dramatic story provides her with delightful comedy and emotional situations that will meet the popular demand of today’s trade. Written by Gary Cooper, and starring Sonja Henie as Ray Milland, brought from Paramount. Others in the cast including Brian Donlevy, and others. Directed by Henry King. A Zanuck super special. In production.

SHADOWS IN THE SNOW—This story will be the most complete change of pace Sonja Henie ever had. She will star daily. Sugar as the daughter of a wealthy man, who is not destined to be a all-star, but he is based on real life of the great skater. Directed by Phil Vance, in the solution of an exciting and thrilling problem. Sonja Henie is Ray Milland, brought from Paramount. Others in the cast including Brian Donlevy, Fred Astaire, and others. Directed by Henry King. A Zanuck super special. In production.

SAV IT WITH MUSIC—An Irving Berlin Musical, built on a similar, but larger scale than “Alexander’s Ragtime Band.” Just as in “Alexander’s Ragtime Band,” this story is based on a ballad, which has been successful on the stage, and has been serenaded—then issued in novel form before our pictures is released. In his latest, say, this will be the most powerful film of the series for Grace Moore for a co-starring role.

HERE I AM A STRANGER—A powerful Saturday matinee feature, dealing with the screen’s immortal “Sorrell and Son.” It is the story of a non-reporting city. It is the story of his father, who is a labor leader, his mother and step-father—and it is a great, powerful, dramatic story of the great issues. The story, based on real life. Will star Richard Greene, Brenda Joyce, Roland Young, Richard Dix, Gladys George, Kay Aldridge, and others. A Zanuck super special. Now released.

LADY JANE—Shirley Temple’s second of two productions this year. Based on the story written by Mrs. C. V. Jamison. It has been

Continued on Page 4A
THE MAN WHO WOULDN'T TALK—One of Warners' specials, based on the play, "The Valiant" by Hol- loway Williams and Robert E. Sherwood, which is about a man who preferred death for himself rather than contribute to the unhappiness of one dear to him. One of Warners' powerful psychological thrillers, directed by Robert Ellis and Helen Logan. Lloyd Nolan will play the other star role. Donald Beach and Orval Stevens are also in cast. David Barton is the producer in production number 95.

PETER B. KINSEY STORY—Based on story, "Corny Cob Kelly," but a new title will be announced later. More details pending.

THE CALIFORNIAN—An original story by Sam Hell- man whose purchase was announced in this publica- tion last week. The Western special, this story will be transferred to the screen as a Warners' Western, with Charles B. Fitzsimons in- cluded as the main cast. The story covers the period before and after the Mexican War, the origin of gold in California, and dramatically, as well as romantically, follows the Califor- nia as a State in the Union. Further details later.

THE ESCAPE—A melodrama of the slums. The story of slum youngsters who branch out in widely con- trasting spheres in life and what the world does to them. Based on an original screenplay by Robert Ellis and Helen Logan. With Kane Richmond, Amanda Duff, John Darrow, Gale Gordon, Norris, Heron Armetta, Frank Reicher and others. Directed by Ricardo Cor- nette.

BEHAVEN WITH A BARBED WIRE FENCE—Melo- drama of boys and girls of the road. The story tells of two road men and their efforts to find employment and of an orphan who has run away from home and is confined since infancy. Based on an original story by Donald Beach. With John Lumsden, Harry Morgan, Raymond Wal- burn, Marjorie Rambeau, Virginia Gilmore,}

Edith Collins and others. Directed by Ricardo Cortez.

CISCO KID SERIES—A new series with Cisco Romero placed in the top ten. The Cisco character is "the Lady" (formerly titled "The Adventurer"). Co-fe- tured with Romero are Marjorie Weaver, Virginia Gilmore, Richard Lane, John J. York and others. Produced by John Beach and others. Herbert I. Leeds is the director. Further details later. More stories in this series. Stories for second and third picture series also in the works.

JANE WITHERS SERIES—Four in this series present- ing a grown-up and new Jane Withers. First two releases have been completed: "Charlie Chan Family* with Leo Carrillo, Marjorie Weaver, Spring Byington, and others; "Wharf Dogs and Everyday Troubles" co-starring the Ritz Brothers. Third in the series, a special that was finished before this story was completed with cast supporting Jane including George Ernest, Lynn Roberts, Cliff Edwards, Joe Brown, Jr., Lillian Porter and others. Fourth of the series is based on story, "Jabilo," titled "Shooting High" and will be cast with a new cast including Gracie Allen and the crowning Gene Autry. Production on "Shooting High" started July 1.

CHARLIE CHAN SERIES—Four in this series. They are: (1) "Charlie Chan at Treasure Island" with Cesar Romero, Pauline Moore, Virginia Gilmore, and others; (2) "Charlie Chan in a City in Darkness" with Lynn Gilmore, Virginia Gilmore, and others; (3) "Charlie Chan in Panama," which starts next month; and (4) "Charlie Chan, Meet the Japanese." First has been released. Second is in the cutting room. JONES FAMILY SERIES—Four will constitute this series based on the play, "The Jones Family," by Fran- klin Miller, "Quick Millions," with the Jones Family cast in "Too Busy to Work," which is in the cutting room. Third will be "Young As You Feel." Fourth has not yet been titled.

Continued from Page 3A

THEIR CASTS ARE—In the top ten, Frank Raiter, and A. Huber; a strong story of crime and the underworld—of a rich father at the head of a crime financial enterprise. This story as recently pasted of 1929, but became weakened due to the strain of the crisis. It has a powerful climax— where a man again finds himself to take a stand on an honorable citizen. It has romance in it is one of the strongest stories of the year and is based on a published story. See appeared. Nan Kelly and Edward Arnold will co-star, directed by Fred Niblo with Irving Pichel scheduled to direct. Production starts in December.

DANCE WITH THE DEVIL—It is the modern man's struggle for the welfare of mankind, an ordeal that everyday affects his being, a challenge to his own brother. And it's the love drama of a show- boat entertainer who is a major factor in the background of the turbulent Mississippi. It is reported that Warners is planning to make a story man since Hall Calico's "The Christian." Dan Amche and George Raft are set for the two leading roles and Joan Davis, who was the author's "Boys' Town," the Academy Award winner. Brown wrote the screen treatment.

ADVENTURES OF SHERLOCK HOLMES—A mystery drama of Arthur Conan Doyle's "The Final Problem," based on a story by the author. This is a major production, with the cooperation of the United States Government, which is in charge of special features for this show. While the theme is aviation, it is not a picture to be shown in the market of the old-time hard-boiled pilot, kicked out of the Air Service because of "any longer no pass the physical examination. He is an illiterate man who never grew the fourth grade in school—"who finds himself at one of the smartest universities of the country and is pitched against the intelligentsia. The cast includes Randolph Scott, Margaret Lindsay, "Mollie" Brown, --Beau Ford, Lorne Greene, Warren Hull, Gracie Fields, Kay Armat. The cast includes each with Irving Pichel scheduled to direct. Production starts in December.

THE HONEYMOON'S OVER—Formerly titled "The Simple Life," this is a musical production based on an original story by William Anthony McGuire, deal- ing with the hilarious adventures of a young married couple who live beyond their means. Marjorie Weaver and Stuart Erwin will be featured as the young and misguided couple. Chick Chandler also is in the cast. Miss Weaver and Erwin will be re-united for the first time since they starred as the director. "Honeymoon" was several years ago. William Beaudine is the director. In the color release with a new cast.


SUMMARY OF K-7 PROGRAM

As of Oct.

FEATURE PRODUCT
Produced by Jerry F. Zavack...
Produced by Sol M. Wurtzel...
Produced by R. T. Kane in England...
Total K-7 1939-40 Features...

SHORTS
Produced by Marston Co.:
Veeran Donner's Fashion Contacts in Technicolor
Lenwood Prediction, Inc.
True-Life Drama of Consomme
Barnes' Sports Kings
Novelties...

TOTAL...

MOVIEON NEWS
Issued Twice Every Week

british productions

4 INTERNATIONAL SPECIALS—Negatives of six of these programs have been purchased by first-run companies now at the Home Office. From the six, a total of four will be selected for release to the outlying domestic mar- ket, one every three months. The first, "The Moonlight Sally" with Gracie Fields, is scheduled for release on Oct. 20. Plans are directed to get this story into production to be released in January, is "Inspector Hornleigh On Leave," with Valerie Hobson, Jeanette MacDonald, English Yard slyenth, and Alastair Sim. The third will be the continuation of the "Lady in London" with Bertie Collins and others. "This Is London" is at- tended to the American "Bubbli" role that Will Rogers enacted in the similar British one. The fourth will be the supporting cast of international favorites, including George Sanders, Robert Benchley, John Qualen, Robert Clamp, and others. "So This Is London" is di- rected by David Macarthy and Arthur Rank. The fourth will be selected from the three other com- pleted specials. This assures the domestic organiza- tion releasing a program of $2-feature-length produc- tions during the 1939-40 season, as originally an- nounced, to the total of the programs listed in this issue.

To be continued in next issue.

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