

Broadway Beat

By GEORGE SPELVIN

BROADWAY theaters are gadding in on publicity more than ever via ads taken by department stores; latest is a large layout for Saks Fifth Avenue, featuring a photo of Zorina—a photo with plenty of oomph. . . . The copy, aimed to sell corsets and such, tees off with, "if you've a figure like this you can skip this ad"—but dollars to doughnuts the ad sells more ducats for *I Married an Angel* than harnesses for Saks. . . . Speaking of the stores, Lord & Taylor's, which succeed beautifully last Christmas with a window display featuring nothing but huge bells, scores again with a full display that has nothing in it but a snowstorm; no merchandise; nothing but snow. . . . And it probably gets more people into the store than any merchandise display in town. . . . Lorelei, the oft-postponed Jacques Dvali show that boasts four producers (count 'em—four!), is out to get the postponement and refiling record of the season; a whole act was cut out before the first postponement, and now that it's been put off for a couple more weeks further extensive script and cast changes are promised; it's had three directors so far and two leading ladies; the players are on full salaries for this latest rehearsal period; and it was reported that Philip Merivale, star, stayed away from rehearsals for a while, claiming he was willing to do anything they wanted him to do, but he preferred their knowing what they wanted first. . . . Do trouta mean anything? The *Flying Gimbards*, which got invariable trade reviews in Boston, will close after the Hub engagement—while *Blackbirds*, which was heavily panned, will probably open on Broadway next week. . . . Sid Heller, press agent, took *The Billboard's* recent dissertation on doubletalk seriously; he wrote the doubletalk words given in the story on a slip of paper and carries the slip around with him; whenever he has a few seconds he tries to memorize another word. . . . When a local p. n. approached the Casa Cubana, now Latin night spot, to ask for the job the owners told him that six other p. n.'s had already made offers ranging from \$20 to \$50 a week. . . . Some hungry p. n.'s are asking as low as \$15 a week to handle niterias. . . . Cue recently ran a still from *The Citadel* captioned, "Robert Donat portrays the doctor at grips with corruption"—and the picture showed Donat embracing Rosalind Russell.

The introductory lyrics for the new show at the Old Romanian great "Mr. George Spelvin" and assure him that he will see some mighty fine entertainment, all of which is very complimentary—but before the producers asked the lyrics there was quite an argument as to whether it wouldn't be wiser to point the lyrics at a name more typical of the patron—a Mr. Shapiro, for example. . . . Phil Goldfarb, blind accordionist, who was a familiar figure on the sidewalk of Times Square for years, is back on the streets again; it seemed for a while last year that he'd finally found a niche for himself, getting a two-month stay at the Village Barn—but he probably found out he could make more money roaming the streets than playing clubs at the upul salaries. . . . George Mackerray, night club p. n., is doing a column for *Where to Go*, local amusement sheet. . . . Eddie Davis, band leader at La Rue's, and Eddie Davis, the teen and Eddie gay, are trying to work out some way of avoiding the confusion. . . . Margaret Robin, of the Robin Sisters, is very busy these days with the Young American Artists, a new art group; she's quite a painter herself. . . . The Hotel New Yorker brings that MGM sent out 20,000 circulars for *The Great Waltz* last week containing a plug for Tommy Dorsey, claiming he'd gone away and permitted waltzing at his spot; the hotel is holding elimination contests in a tie-up with MGM. . . . They say Myron McCormick walks off with the film version of . . . one-third of a nation, soon to be released. . . . Gerald Griffin went on a diet recently and dropped 40 pounds, no more so Mr. Spelvin still has hope. . . . Frank Mann, vocalist with Knoch Light's band at the Taft (and quite a looker), may thank twice now before accepting any dates; at the last one, a college hop, students began ripping flowers from orange and almost wound up with dress.

Santa a la Rose

PHILADELPHIA, Nov. 19.—"The Girl in the Goldfish Bowl" stunt that was used in local niterias in past seasons will be dusted off for the moppet trade for Christmas. . . . But instead of having a live, judie the stunt will feature a flesh-and-blood Santa Claus behind the trick lens. Stunt is being bought by toy departments of local stores. Sid Stanley, manager of the Fay's Theater here, holds the copyright.

"Prolog" to Chi; Loop Legit Heavy

CHICAGO, Nov. 19.—Federal Theater, encouraged by the success of *The Mikado*, now in its eighth week at the Great Northern, imported *Prolog to Glory* from New York for a run at the Blackstone. The modernized version of the Gilbert and Sullivan operetta gained some staunch supporters for the FT group here and a companion hit is figured to solidify Uncle Sam's position in the local theater. . . . FT's return to two houses, with all other legit strongholds going full blast, is giving Chicago one of the busiest Novembers in seasons. Auditorium is booked up with *The Women and I'd Rather Be Right*, Harris is drawing capacity trade with *Sam and God*, Selwyn continues strong with *Of Mice and Men*, Erlanger has *Dame Nature and the Lunt*, in *Amphytrion 38*, and *The Sea Gull* on tap, and the Grand changed to *On Borrowed Time*. . . . Ethel Barrymore in *Whitcomb* will follow *Of Mice and Men* into the Selwyn November 20. . . . Ada Kutz, of the Auditorium, and Thoda Cocroft, of the Erlanger, report, respectively, enormous advance sales for both *I'd Rather Be Right* and the Lunt and Fontanne efforts.

Agents Stay Nixed

NEW YORK, Nov. 19.—After receiving objections from two defranchised agents and investigating the plea, Council of Actors' Equity reaffirmed its original revocations on the ground that the appeals did not offer sufficient evidence to warrant reissue of licenses. Michael Myerberg and Al Whitton, the two who had registered objections, did not respond to an invitation to appear in person before Council.

Air Acts in Flesh

PHILADELPHIA, Nov. 19.—Three members of the WCAU staff are making personal appearances this week at the Carman Theatre. They are announcer Bill Dyer and vocalists Larry Vincent and Kitty Kallen.

Dramatist-Mgr. Tax Sock

NEW YORK, Nov. 19.—Exemption as an independent contractor from employee status under the Social Security law now leaves the playwright-producer

CBS-American Record Deal To Be Completed This Week

NEW YORK, Nov. 19.—Purchase of the American Record Corp. by Columbia Broadcasting System, with Music Corp. of America as a silent partner with CBS, was well under way this week. A CBS spokesman intimated Friday afternoon that while the deal had not been completely settled, agreement had been reached on major points leaving details yet to be cleared. Settlement is now considered likely for next week. CBS will acquire American's labels, Columbia, Brunswick and Vocalion. Herbert Yates now heads the American ownership.

As reported in *The Billboard* this summer, CBS has had its eye on the recording company for some time, the deal supposedly originating in the idea of Arthur Judson, CBS concert affiliate. It is claimed that because of commercial commitments CBS could not spare time to give Judson's contracted concert performers radio time for build-ups and Judson was hindered in his sale of talent. It is now advanced that instead of Judson falling to benefit to his satisfaction



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