

Vaudefilm Grosses

Holdovers Dull Broadway Takes as MH Gets 90G, Roxy 38G, Para 27G

NEW YORK. — Holdovers dulled the Broadway box-office take this week. Spring weather didn't help either.

The Paramount (3,664 seats; \$37,000 house average) substituted Harry James for Benjy Goodman for the fourth and final week of the current bill when Goodman couldn't cancel out on a pair of one-nighters. Take will probably amount to \$27,000. Last week, ended Tuesday (29), the gross was \$35,000. Previous stanzas did \$68,000, and \$55,000. Rest of the bill includes the Copacabana Revue, Gil Lamb, and *Road to Zanibar*.

The Strand (2,758 seats; \$33,500 house average), now in fourth and final inning with Jimmy Dorsey's ork and the Bette Davis film, *The Great Lie*, is set to do around \$19,000 for its bow-out session. Last week, ended Thursday (1), the combo pulled \$25,000. Other stanzas pulled \$42,000 and \$40,000.

The Music Hall (6,200 seats; \$84,000 house average), with a new bill consisting of *Madame Butterfly* in a condensed version on stage and *That Uncertain Feeling* on the screen, should do around \$90,000 for the opening week. The fourth week of *That Hamilton Woman*, which exited Wednesday (30), pulled an okeh \$70,000.

The Roxy (5,835 seats; \$36,000 house average) opened Thursday (1) with *Great American Broadcast* and stage production with Jack Powell, Marty May, and Marion Bellett and English Brothers. Opening week should go to \$38,000. Last week, the second and final inning of *Lady From Cheyenne* and stagershow with Three Pitchmen, Estelle and Leroy, and Johnny Howard fell to

\$18,000 after an opener of \$35,000.

Loew's State (3,327 seats; \$22,500 house average), with the second week of Ed Sullivan's *Crazy With the Heat*, should go to \$19,000, after a first inning of \$28,000. Pic was changed to *So Ends Our Night* after opening week with *Andy Hardy's Private Secretary*.

Hub Vaude Takes Weak 40G in April

BOSTON, May 3.—The RKO-Boston (3,212-seater), sole local house using vaude, grossed \$40,600 for live shows during the month of April. Used vaude 22 days during the month.

Last 22-day vaude month was September, when the house took in \$62,500. With the exception of last August when the season started and when the house used vaude only 16 days to draw \$39,000, the April gross is the lowest so far this year.

Grosses for the month were as follows: April 3—Five-act bill, no names. Stayed four days and drew average \$7,000. Pic, *Footlight Fever* and *Sign of the Wolf*.

April 10—Milt Britton band. Full week stand. Business hit by Holy Week. Drew \$9,200. Pic, *Mr. Dynamite*.

April 17—Earl Carroll's *Vanities* unit in for one week. Take was \$16,800, week considering night admish was upped to 65 cents. Pic, *Ride Vaquero*.

April 24—Edith Fellows headlined five-act bill in for four days. Drew average \$7,600. Pic, *Dark Streets of Cairo* and *Great Train Robbery*.

Regular house scale is 33, 44, 55 cents.

Buffalo Biz Perks After Lull; Bowes 12G; "Casino" 15G

BUFFALO.—Summer weather the past week was responsible for a decided lack of enthusiasm on the part of theatergoers. Current week opened big, despite continued bright skies.

The 20th Century (seating capacity, 3,200; house average, \$6,500 for pix only) opened well week of May 2. *International Casino Revue* expected to go big and house is looking toward a fat \$15,000. Cast includes the following acts: Sibyl Bowman, Gautiers "Bricklayers," Lew Hoffman, Reynolds and White, Gordon Trio, Stanley Kozloff Dancers, Bette North, and Lee Kelson. Film, *Melody for Three*. May 9 week brings in *Stars Over Hollywood* unit, and May 16 is set aside for Bob Crosby's band and acts. Crosby got a bit of advance publicity thru his pic, *Rookies On Parade*, which closed a six-day run at the Century May 1. Coupled with it was the second-run comedy, *Bringing Up Baby*. Layout gathered a satisfactory \$6,000.

The Hippodrome (seating capacity, 2,090; house average for straight films, \$6,700) is back in the vaudefilm category after a long lapse, and is featuring Major Bowes' 1941 *Prize Winners* for week of May 2. Bowes' line-up includes Bernie West, emcee; Jack Carter, Minda Land, the Three Tops, Curley Williams, George Gillette, the Andrews Trio, Wayne Mills, Ross and West, Dorothy Lang. Film, *The People vs. Dr. Kildare*. Gross should reach \$12,000.

The Buffalo (seating capacity, 3,500; house average for pix only, \$11,500) is bidding its time with double pix until Horace Heidt's band plus acts open another series of flesh dates May 9. Current layout headlines the screen musical, *The Great American Broadcast*. Expected to take \$12,500, but house will be lucky to break even. Co-feature is *Cowboy and the Blonde* plus new *March of Time*. For week ended May 1 the Buffalo scraped together a below-average \$10,800 with double pix, *The Great Lie* and *Round-Up*.

The Erlanger, featuring four weeks of Walt Disney's *Fantasia*, is complaining already after the third week. It isn't getting the desired results. First week grossed a good \$12,000 with 16 performances, while second week dropped to \$7,000 with 10 showings. Third week ended May 3 dug up a measly \$4,000.

Wayne King Leads Chi With 37Gs; Bela Lugosi Fair 12½Gs; 15Gs for S-L Unit

CHICAGO.—Due to a \$60,000 loss suffered with a combo policy last summer under the Jones, Linick & Schaefer regime, Mike Todd, manager of the Oriental, under the advisement of the landlords, is pulling stagershow a week from Thursday (15) in favor of double bills during the warm weather months. House will be managed by Todd, but the operation is still in the hands of Harold Costello, of the Iroquois Management Corporation, and Robert O. Farrell, attorney and rep of the estate controlling the property. The 28-cent (matinee) and 44-cent admission policy will remain in effect.

Current bill (May 2-8) at the Oriental (3,200 seats, \$13,000 house average) has Bela Lugosi on screen in *Invisible Ghost* and on stage in *One Night of Horror*. Weak all around but exploitation of combo may draw \$12,500. Last week, ended May 1, house dropped to \$10,500 with a revue topped by Dick Todd and Eddie Peabody and revival of *Vivacious Lady* on screen.

Chicago (4,000 seats, \$32,000 house average) had a good opening Friday (2) with Wayne King's band unit and the film *That Night in Rio*. Good \$37,000 for the week is a strong possibility, due

to King's local draw. Week of April 25, combo of *The Sea Wolf* and presentation bill with Morton Downey wound up with a so-so \$35,000.

State-Lake (3,700 seats, \$15,000 house average) is holding its own week in and week out and seldom drops below its average. Week of May 2, *Maid 'n America* stage unit and *You're the One* on screen is not faring too well, due to weak draw of second-run film featuring Orrin Tucker and Bonnie Baker. Picture is now a too well-known lemon; \$15,000 in sight. Last week, ended May 1, a stage unit *We're in the Army Now* and *The Penalty* on the screen grossed \$16,000.

Philly Earle Grabs Sock \$20,000 With Heidt; Fay's \$6,400

PHILADELPHIA.—Starting slow but picking up on the weekdays, and with favorable weather breaks prevailing, Horace Heidt's orchestra provided a sock \$20,700 for the week ended Thursday (1) at the Earle Theater (seating capacity, 4,000; house average on straight picture booking, \$14,000). Heidt provided the entire program with Larry Cotton, Frankie Carle, Fred Lowery, Burton Pierce, Red Ferrington and Ollie O'Tooler, Donna and Her Don Juans, Ronnie Kemper, Jerry Bowne, Mimi Cabanne, Bernie Mattison, Buddy Saffer, Buzz Adlam, and Frank Devol. *Blondie Goes Latin* was on the screen.

New bill opened Friday (2) doesn't figure as strong, but if it hits the expected \$18,000 it will be considered plenty satisfactory. Raymond Scott's orchestra and quintet get entire billing. Ania Louise was originally set for the stand, but the screen star canceled out and no substitution was made. Jimmy Byrnes, Gloria Hart, Clyde Burke, Al Bernie, and Gil and Bernice Malson round out the bill, with *There's Magic in Music* on the screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,900) with Dagnar and Ermain Parker for the burly flasher, finished the week ended Wednesday (30) with a neat \$6,400, considering that these are the closing weeks for the West Philly house. Act interpolations included Dooley and Audrey Evans, Jack Holtz and Milday, and Demay, Moore, and Martin with Jimmy Lonnergan's house line and Billy Klais's band. *Scotland Yard* was the pic.

New bill opened Thursday (1), as the case of the Downtown Earle, also was hit by a cancellation. Up to opening day, entire billing was turned over to Faith Bacon, with last-minute fill-in in Budan and Evette. House will call the week complete with \$6,000. Remaining bill provides for Christy and Brown, Mardo and Kaye with Roger, the Dancing Starrs, and Tom Barry. *Ellery Queen's Penthouse Mystery* is on the screen.

MAX FREEBORN TRIO, after vaude dates in Detroit, Cleveland, and Buffalo, have invaded the Boston sector, where they expect to remain until late in June.

WLW Jamboree Sets Record in Dayton, O.

DAYTON, O., May 3.—As was expected, the WLW Boone County Jamboree at the Colonial last week pulled down the season's record. In fact, with a box-office of \$12,100, in comparison with an average of around \$7,500, the jamboree topped any week since the Colonial has offered stagershow.

Patrons included hundreds who never go to any other show of the year and in scores of instances they came not only once but two, three, and four times during the week to see their radio favorites.

Earle, Wash., Big 19G; Capitol 17G

WASHINGTON.—Dip in temperature should help downtown theater business this week, but holdovers dominate most theaters here. Loew's Capitol showing *Doctor Kildare vs. People* for week ending May 7 expects only \$16,000. Patricia Bowman, Arren and Broderick, John Gallus, Hollywood Canines, and Rockets are on the stage. Last week Lew Parker, with *Night in Rio* on screen, did a fair \$17,000.

Warner's Earle is holding over the Joe Cook unit on stage with *Penny Serenade* on the screen for the week ending May 8. Expected gross is \$15,000 as against a big \$19,000 last week. Cook is getting a publicity break due to Catholic University's original production *Cook Book*, which is reflecting in Earle box office. Warner management featured Catholic University members some nights on stage with Joe Cook.

"Waikiki" 65C In Detroit

DETROIT.—Dropping of stagershow by all downtown theaters except Raymond Schreiber's Colonial brought the total of local vaude grosses way down this week, with no prospects of important pick-up until the Fox resumes a stagershow policy.

The Colonial (1,500 seats, house average \$6,500) just hit around average business of \$6,500 for the second successive week, with *Waikiki Nights* unit on the stage. Week-end of unusually good weather hurt the normal draw.

King Hits Strong 135C in Minne

MINNEAPOLIS.—Wayne King's ork, making its first appearance at the Orpheum here in several years, drew a strong \$13,500 for the week of April 25-May 1. Good weather breaks helped. Pic was *The Trial of Mary Dugan*. Currently at the Orpheum is Woody Herman and his ork, to be followed the week of May 9 by a Major Bowes unit.

At the Alvin, burly house here, Charmaine, strip-tease headliner, grossed a fair \$4,100 for the week of April 25-May 1. Heading the cast this week is Tirza, wine-bath girl.

"Habana" Good In Atlanta

ATLANTA.—*Casa Habana*, last stage revue, teamed with *A Man Betrayed* film, will do a fair business at the Capitol Theater this week.

Rita Marquita, the Arnaut Brothers, Kirk and Lawrence, Carl Randall, Peggy Cornell, and other acts made the stage offering a better bet than the film.

Ray Herbeck Average \$8,000 in Ind'p'lis

INDIANAPOLIS.—Unknown here, Ray Herbeck and his orchestra could entice only an average \$8,500 into the Lyric (1,892 seats) box-office for the week ended May 1.

Part of the draw has to be attributed to Judy Canova, whose pic, *Sis Hopkins*, was on the screen.

A Golden Opportunity

(Continued from page 4)

on farms are ready, with money in their pockets and a growing fear of doom in their hearts, to patronize living entertainment handsomely.

Labor will have to help or be damned. The actors will help if their unions will see the light while resting from their little game of leader bite leader. Theaters, so important in a revival, will join the parade as soon as the men who run them come to the realization that double and triple features, dishes, money games, and amateur nights are the cake they are trying to sell when the people are yelling for bread.

Let's open up theaters to actors, stagehands, electricians. Let's start money rolling into the coffers of supply firms, of hotels, railroads, and merchants. While there is still some light on the horizon of America's future prosperity and peace let's revive an industry that will help to lessen the shock when the day of economic reckoning dawns. If it's peace we will have, such planning is tremendously important. If war is to come, the morale feature of a revived stage will be of tremendous import.