

HOLLYWOOD GETS SLAP IN FACE IN 'PERSONAL APPEARANCE'

Gladys George Is Almost Perfect as Brazen, Blond Star of Moving Pictures

Story Tells of Film Queen's Attempt to Win Country Lad, Who Isn't Interested in Her; Play, Strictly Adult Fare, to Be Here Through Tomorrow.

BY JOHN W. THOMPSON

Gladys George, as a brazen, blond movie queen, deals Hollywood a sounding slap in "Personal Appearance" now at English's.

Although Lawrence Riley's vitriolic play is based on a type of female which is probably a minor quality in the film capitol, he has grabbed an idea which contains all the vitamins necessary for a barrel of laughs. At least one would judge so from the reception last night's audience gave his play.

The first scene is presented on the screen, featuring Carole Arden ("Miss George") in an overplayed skit from a Benjamin Z. Fineberg production (she's her husband), "Drifting Lady," in which the heroine goes noble, sacrifices all to give her lover to another woman.

Then Carole Arden on a personal appearance tour, walks on the stage, tells the folks in a syrupy tone that she really is a quite normal person.

Actually Starts in Second Scene

The play actually starts with the second scene, which takes place in the run-down tourist home owned by the Struthers family. Living there are Mrs. Struthers, who clings to family tradition in spite of depressed finances; her daughter, Joyce, in love with Chester Norton, a handsome lad who runs the filling station in front of the house, and modern-minded old Aunt Kate Barnaby.

When her car breaks down, the glamorous Carole is forced to seek refuge in the Struthers home, along with her coterie, Gene Tuttle, press agent; Jessie, her maid, and Johnnie, her chauffeur.

Pestered by Gladys Kelcey, the movie-struck girl who lives next door, Carole is furious at the delay until she sights the broad-shouldered Chester. Then she decides to win him if it takes all night.

But Chester Isn't Interested

Chester, not in the least interested in Miss Arden's physical charms, shows her a device he has invented to be used on talking picture cameras. She tells him she will take him to Hollywood and help him sell the idea to her husband, Mr. Fineberg.

When Joyce finds Carole and Chester alone in the parlor at 1 in the morning, her jealousy gets the better of her and she gives Chester up for lost. But Aunt Kate saves the day.

The role of Mr. Riley's expertly written play is given an almost flawless presentation by the versatile Miss George. One can not imagine the part played better. One moment a temperamental egotist, the next an unsophisticated bird in a gilded cage, she is responsible for most of the play's success.

The best scene-stealer is little Florence Robinson who reminds us of Fannie Brice, in the role of Gladys, the movie fan next door. Merna Pace is pleasing as the real heroine of the piece and Edna Guy does some fine character acting as Aunt Kate. Others are adequate.

It's Strictly Adult Fare

The play, which is to be presented tonight, tomorrow afternoon and tomorrow night, is strictly adult fare. It has been well directed by Antoniette Perry, handsomely set by John Root.

Typical scene: Miss Arden has called Mrs. Struthers' home a "dump" and the latter is taken back. Mr. Tuttle explains that Mrs. Struthers is one of Miss Arden's staunchest admirers. With an upstage voice and grandiose manner, Miss Arden turns quickly, contradicts her first statement with:

"You know, my dear, I just had to come in and see the inside of your lovely home. I wanted to see if the interior was as divine as the exterior."

Russians Will View New Chaplin Movie

Times Special
NEW YORK, March 31.—The Soviet motion picture industry has secured distribution rights to "Modern Times." Charlie Chaplin's new picture, it was announced here today. The distribution agreement also includes "City Lights."

"Modern Times" is to be shown in Russian theaters ahead of "City Lights," the announcement said, to capitalize on the timeliness of the more recent film and the international publicity the picture has obtained since it opened in many capitals of the world.

Mr. Chaplin is to be invited to attend the opening in Moscow.

Actor Turned From Easel
Fred MacMurray, opposite Joan Bennett in "13 Hours by Air," a studied commercial art to be a newspaper artist, the career pursued by John Barrymore and Gary Cooper before their acting debut.

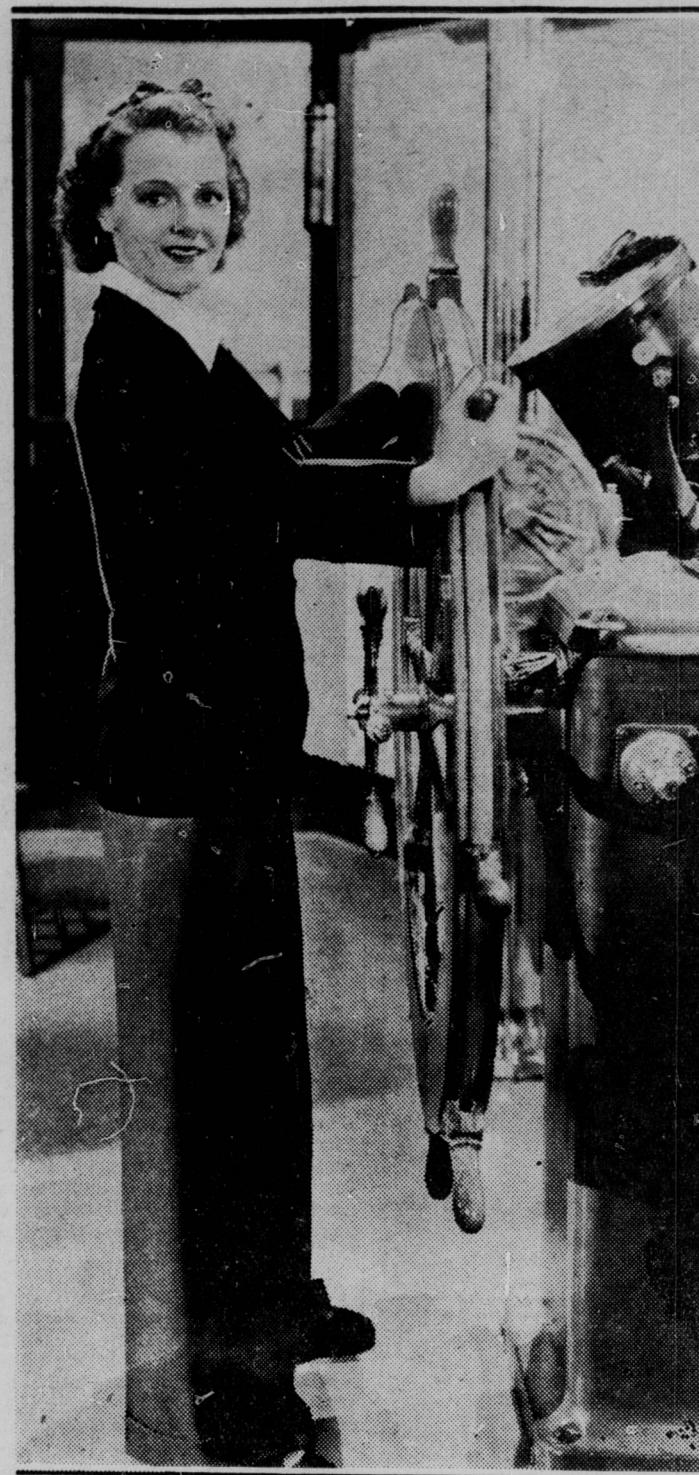
Collects Autographs on Wall
Bing Crosby is an excellent autograph collector, but instead of collecting his autographs in a book he has his friends sign their names on a wall in the playroom of his home.

Brother Also Sings
Jan Kiepura, Continental singing star who makes his American screen debut in "Give Us This Night," has a brother, Ladislav, who also is a noted tenor.

Dancing Star Has New Role
Eleanor Whitney, dancing star, is to be seen next with a group of other young players in "Three Cheers for Love."

KEITH'S TELEPHONE Lincoln 9000
TONIGHT AT 8:15
Federal Players in "THE BRAT"
NIGHTS—15c, 25c, 40c
PEMBERTON PRIZE PLAY
"PERSONAL APPEARANCE"
OR "HOW FAR IS THE BARN?"
GLADYS GEORGE—ORIGINAL
N.Y. CAST
50c Times in N.Y., 10c Times in Chicago
YEAR'S COMEDY SMASH
Nights, 35c to \$2.20, Mat., 35c to \$1.65
INCL. TAX
NEXT WEEK—"THE BARKER"

Janet Gaynor Film Booked Here



Off the screen for several months, petite Janet Gaynor (above), is to be seen in "Small Town Girl," with Robert Taylor, at Loew's early next month. Al-

though she has made comparatively few pictures, Miss Gaynor continues to hold her own as one of the 10 best boxoffice attractions in the movie world.

Bullet Hole in Knight's Armor Seen as Mark Twain Inspiration

Film Version of 'A Connecticut Yankee in King Arthur's Court,' with Will Rogers, Returning to Apollo.

How could a bullet hole come to be in the armor of a knight of King Arthur's Round Table?

That question is said to have inspired Mark Twain to write "A Connecticut Yankee in King Arthur's Court," the movie adaptation of which is to return to the Apollo Friday, with the late Will Rogers and Myrna Loy in leading roles.

WHERE, WHAT, WHEN

"CIRCLE" APOLLO
"Gone With the Wind" with Dick Powell, Joan Blondell, Jack Oakie, Ruby Keeler and Hugh Herbert, at 11:31, 1:31, 3:31, 5:31, 7:31, 9:31.

"GIVE US THIS NIGHT" screen door, with Joan Bennett, Gladys Swarthout, at 11:15, 4:45, 4:30, 7:20 and 10:10. "Preview Murder Mystery," with Spencer Tracy, and Spencer Tracy and Gail Patrick, at 12:45, 3:30, 6:20 and 9:30.

"ENGLISH" INDIANA
"Personal Appearance," with Gladys George, at 8:20.

"LAW BEFORE BREAKFAST" with Carole Lombard and Preston Foster, at 1:01, 4:07, 7:13, 10:19. Also "First a Girl," with Jessie Matthews, at 10:30, 11:30, 12:30, 1:30, 2:30, 3:30, 4:30, 5:30, 6:30 and 9:30.

"KEITH'S" BELMONT
"The Brat," Federal Players production, with Ned Leo, Jack Duval, Betty Anne Browne, at 8:20.

"LOEW'S" INDOOR
"Robin Hood of El Dorado," with Warner Baxter and Ann Darrow, at 11:45, 2:45, 7:15, 10:15. Also "Any May Be Next," with Ann Sothern and Lloyd Nolan, at 12:30, 3:15, 6:30.

"LYRIC" INDOOR
"Snowed Under," screen door, with George Brent, Glenda Farrell, Gene Tobin, at 11:28, 2:21, 5:14, 8:07, 9:30.

"MUSIC" INDOOR
"The Brat," with Ned Leo, Jack Duval, Betty Anne Browne, at 8:20.

"REED'S" INDOOR
"The Brat," with Ned Leo, Jack Duval, Betty Anne Browne, at 8:20.

"ROXIE" INDOOR
"Snowed Under," screen door, with George Brent, Glenda Farrell, Gene Tobin, at 11:28, 2:21, 5:14, 8:07, 9:30.

"ST. CLAIR" INDOOR
"The Brat," with Ned Leo, Jack Duval, Betty Anne Browne, at 8:20.

"TUXEDO" INDOOR
"The Brat," with Ned Leo, Jack Duval, Betty Anne Browne, at 8:20.

"WALTER" INDOOR
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