

# 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 resounding 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 capital, 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 (he'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 Johnson, her chauffeur.

Pestered by Gladys Kelsey, 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, hot 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 much 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 Eula 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 Antonette 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 "12 Hours by Air," 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**

King 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.

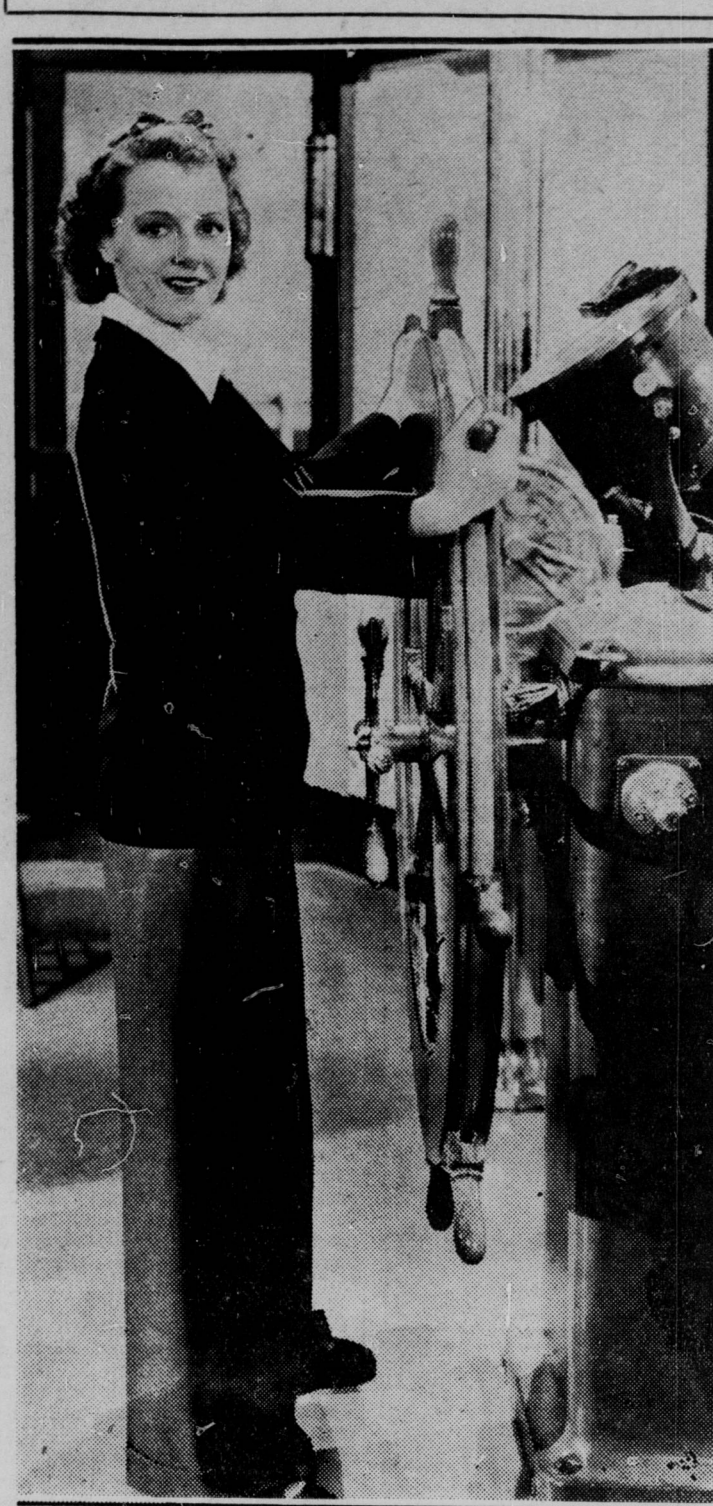
**Dancing Star Has New Role**

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

**KEITH'S TELEPHONE**  
TONIGHT AT 8:15  
FEDERAL PLAYERS  
in "THE BRAT"

NIGHTS—15c, 25c, 40c  
SAT. MAY—10c, 25c, 40c  
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. Although 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.

Although Mr. Twain never confided to any one just why he wrote the satire, friends have found clues here and there that lead them to believe it came about this way:

**There Was Bullet Hole**

The author visited a British museum. Among the curios was a breast-plate, supposed to date back to the sixteenth century and to have belonged to Sir Sagramor, one of King Arthur's knights. Twain examined it closely. He started. There was an unmistakable bullet hole just over the heart.

Carrying the heavy plate, Twain frantically sought an attendant.

"That was far before the invention of gun-powder," explained Twain. "I can't understand how a knight of the sixteenth century could have been killed by a bullet."

**Attendant Explains**

"He probably wasn't sir," replied the attendant, "it is supposed to have been the work of vandals in the time of Oliver Cromwell. They took great delight in destroying relics and it is probable that one of them put the bullet through the breast-plate."

"Your explanation," said Twain, "shows a grasp of history but a lack of imagination." He supplied the imagination and soon published his book, based on the trip of a twentieth century gentleman to the sixteenth century setting where King Arthur's court held sway.

This was one of the late Mr. Rogers' first talking pictures and is to be the beginning of a revival of his films. Others in the cast include Maureen O'Sullivan and Frank Albertson.

**Selects Hairdress With Care**

Katharine Hepburn had tests made of 18 different styles of hairdress before she chose the one she wears in the dramatic "Mary of Scotland."

**Dix Stardom Longest**

Richard Dix has enjoyed movie stardom for almost 15 years, longer than any other screen celebrity playing at the present time.

**LYRIC**  
Last 3 Days!  
"GOING HOLLYWOOD"  
Daily Musical Revue with  
HARRY HOWARD  
"America's Crazy Man"

BALLET IN BLUE  
Europe's Latest Hit

ON SCREEN  
A BLIZZARD OF BLONDES  
GEORGIE BRENT  
GENEVIEVE TOBIN  
GLENDA FARRELL  
PATRICIA ELLIS  
FRANK MCGUGH

2 FEATURES  
LOEW'S  
WARNER BAXTER  
"ROBIN HOOD OF EL DORADO"

AM SOUTHERN  
"YOU MAY BE NEXT"

Friday's S. V. DINES  
GARDEN MURDER CASE  
EDMUND LOVE  
DON'T GAMBLE WITH LOVE

ENGLISH—TONIGHT  
TOMORROW—MATINEE AND NIGHT  
PETERBONT PRIZE PLAY  
"PERSONAL APPEARANCE"

or "HOW FAR IS THE BARN"

GLADYS GEORGE—N. Y. CAST

504 Times in N. Y., 186 Times in Chicago

Nites, 35c to \$2.25, Mat., 25c to \$1.65

INCL. TAX

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INCL. TAX

## 'Brat' Given by Federal Play Group

It's Pleasant Story, Filled With Unpleasant Folk; Cast Does Well.

BY JAMES THRASHER

A pleasant play full of extremely unpleasant people is the week's offering by the Federal Players at Keith's. It's "The Brat," Maude Fulton's comedy success of a few years back. It opened last night with a cast headed by Betty Anne Browne, Jack Duval and Ned Le Fevre.

"The Brat"—and she is known throughout the play by no other name—is a devastatingly genuine little creature, brought into a wealthy home by the smug, self-centered, eldest son, who is an author. The household also contains a mother who dotes on MacMillan, the writer; her brother, a sanctimonious bishop, and his self-effacing wife; two snobbish young society ladies, both out to capture Mac, and the younger son, Stephen, driven to drink by the family's hypocrisy and complete lack of understanding.

Mac is searching for a "type" for another best-seller, to be called "The Brat." When he finds this penniless and homeless waif in police court he feeds her, labels her and proceeds to "pump" her to fill the pages of his book.

**Lines Are Rather Dated**

"The Brat," falls hopelessly in love with Mac, but when Stephen, unable to endure the family any longer, starts for the West and kisses her good-bye, she realizes where her affection really lies.

Meanwhile, Mac has been "hooked" by one of the designing ladies. He discovers how completely he has been taken in, and by the time "The Brat" has told him what he really is, he feels pretty low. But the two lovers escape and the curtain falls.

The play is rather dated in many of its lines, but after a limping first act, both the plot and the players last night carried on nobly. Miss Browne, after a too high-pitched beginning, played the title role with a sure touch, contrasting light comedy with a pathos appealing in spite of its exaggerated vernacular.

**Le Fevre Is Excellent**

As Stephen, Mr. Le Fevre was excellent. The bright spot in Act I came when he became completely and convincingly inebriated. His deft handling of the situation recalled the beautiful "binge" in "Design for Living."

Mr. Duval was a Mac whom one could dislike with pleasure. Others in the cast, including Elsa Ewell, Ruth Benefield, Alice Arnold, Ira B. Klein and Caroline Dean, gave adequate portrayals. It's "The Brat's" show, however, and Miss Browne's capable handling of the role gives many moments of pleasure.

## Studios Want Spanish Actors

They Are to Be Used in Latin American Movies.

By United Press

HOLLYWOOD, March 31.—A new drive by Hollywood studios for Spanish actors to be starred in pictures intended primarily for the Latin American market was reported today.

Jose Mojica, noted Mexican tenor, has been signed for three pictures which probably will be released through Metro-Goldwyn-Mayer's South American exchanges.

The singer is on a concert tour of Mexico at present but will arrive here within three weeks, George Hirshman, producer of the series, said today.

English versions may be made of one or two pictures, Hirshman said, but they primarily are intended for Spanish audiences.

Raul Roulien, Brazilian screen star, recently completed a deal with an independent producer, Frank Z. Clemente, to make several pictures that may be released by Paramount.

Clemente was said to be negotiating with several Spanish actresses to play opposite Roulien, a top box-office attraction in South America.

**Given Feminine Lead**

For her fifth film role, Margaret Calahan will have the important feminine lead opposite Richard Dix in "Special Investigator."

**Tonight, Wed. and Fri.**

LADIES' NIGHTS

Service Charge 15c

(Including Checkers)

Grandstand 25c Before 9

Dutton-DeSautelle Orch.

INDIANA

CIRCLE

Melody and Romance!

GIANTS

SWARTHOUT

Give Us This Night

Thriller! Mystery!

The Preview

Wanda Hendrix

DOUBLE HIT

PROGRAM!

INDIANA

2 HITS

CAROLE LOMBARD

"LOVE BEFORE BREAKFAST"

A PRESTON FOSTER

1st MARCH OF LOVE

JESSIE MATTHEWS

"FIRST A GIRL"

25c

SNOWED UNDER

25c

## Hooper, 4, Is Coming to Indiana



Scarcely out of short trousers, Billy Lee (above), 4-year-old Indiana youngster, fast is becoming one of the top-notch juvenile actors. He is one of the principals in "Too Many Parents," a feature opening at the Indiana Theater Friday. Billy does some tap dancing this time.

## Being Film Stars Doesn't Keep Younger Showmen From School

Los Angeles Education Board Has Strict Rule Requiring Instruction for All Players Under Age of 18.

BY PAUL HARRISON

HOLLYWOOD, March 31.—(NEA)—When a screen player is less than 18 years old, he or she goes to school three hours a day. Formal education is as unavoidable as death and taxes, and in a good many cases is just about as heartily welcomed.

As one of the more obstreperous examples, take Sunny O'Dea. Sunny didn't need simultaneous quadratic equations to help her dance on Broadway. She capered in London without an inkling of English medieval history.

She danced with the Prince of Wales, now King Edward VIII, and he didn't once ask her to conjugate an irregular Latin verb.

**Protests Unheeded**

But in Hollywood, Sunny goes to school.

"I'm a grown woman," she protests, and there's no one to contradict her except the Los Angeles Board of Education. That obdurate body, knowing that Miss O'Dea isn't quite 18, assigns one of its teachers-at-large to drill the young hooper in geometry, composition and the like.

When she was one of the Golden Girls in "Strike Me Pink," Sunny and Elaine Johnson, another under-age show girl, had to report for lessons twice a day.

**Have to Make Up Time**

It didn't do any good, either: to play hooky by dashing off to Palm Springs. They had to make up their school work or lose their movie jobs, the law being very strict in such cases.

Take Shirley Temple. The super-tot is an eager and able student, and wouldn't play hooky for anything.

But it does seem a little strange to see a \$4000-a-week actress under the supervision of a public welfare worker whose job it is to see that the stupendous starlet divides her time properly among recreation, study and toil before the camera.

**12 Teach in Studios**

There are about a dozen studio school teachers who are sent by the Board of Education wherever school age minors are performing.

They may have one pupil or a large class, but ladies may include kindergarten children and youngsters of high school age.

Miss Birdina Anderson, for example, was the instructor of Sunny O'Dea. Later, at the same studio, she taught 28 little girls who were

Outline for a movie biography: Ambitions in Dubuque. Ingenue in stock. Broadway. Film contract. A statement on the Chief. Being met at Pasadena. Once-overs at the studio. Bathing-suit pictures. Interviews. Conferences. Supporting roles. Stardom. Free-lancing. Character parts. Bits. Bankruptcy. Benefits.

**Is Veteran Actor**

Rose McQuinn, stand-in for Esther Dale in "Farmer in the Dell," was a featured player with the old Kalem Co. in silent picture days.

**Mae Favors Old-Timers**

Mae West is known for her willingness to give the old-timers a break in her pictures.

**15 OHIO 15**

DON'T MISS IT! "LAST DAY"

Joe Penner and Jack Oakie in "COLLEAGUE"

Plus—"If You Could Only Cook"

**TONIGHTS PRESENTATIONS**

WEST SIDE EAST SIDE

STATE 2702 W. 10th St. Double Feature

"FRESHMAN LOVE" Double Feature

COMEDY NOVELTY Double Feature

BELMONT 2401 W. 10th St. Double Feature

"STRIKE ME PINK" Double Feature

"PADDY O'DAY" Double Feature

DAISY 2540 W. 10th St. Double Feature

"CLIVE OF INDIA" Double Feature

"CHEERS OF THE CROWN" Double Feature

NORTH SIDE

RITZ Illinois at 24th Double Feature

"ROSE OF THE SOUTH" Double Feature

"EXCLUSIVE STORY" Double Feature

UPTOWN 42nd & College Double Feature

"MAGNIFICENT OBSESSION" Double Feature

"EVERY SATURDAY NIGHT" Double Feature

GARRICK 30th & Illinois Double Feature

"FRISCO KID" Double Feature

"TRANSATLANTIC TUNNEL" Double Feature

ST. CLAIR St. Clair & Ft. Wayne Double Feature

"MAGNIFICENT OBSESSION" Double Feature

"PROFESSIONAL SOLDIER" Double Feature

REX 30th & Northw'ly Double Feature

"AH WILDERNESS" Double Feature

"HERE COMES COOKE" Double Feature

TALBOTT Talbot & 22nd Double Feature

"DANGEROUS" Double Feature

"RIFF RAFF" Double Feature

STRATFORD 19th & College Double Feature

"SPIED DEVILS" Double Feature

"THE THROBBACK" Double Feature

MECCA Noble & Mass. Double Feature

"SHE GETS HER VIEWS" Double Feature

"SUNSET OF POWER" Double Feature

DREAM 2361 Station St. Double Feature

"THE FRONT PAGE" Double Feature

"BARS OF HATE" Double Feature

EAST SIDE

RIVOLI 3155 E. 10th Double Feature

"STRIKE ME PINK" Double Feature

"ROSE OF THE RANCHO" Double Feature

TUXEDO 4020 E. New York Double Feature

"RIFF RAFF" Double Feature

"IF YOU COULD ONLY COOK" Double Feature

TACOMA 2401 E. Wash. St. Double Feature

"COLLEAGUE" Double Feature

"MARY BURNS, FUGITIVE" Double Feature

IRVING 5507 E. Wash. St. Double Feature