

SHIRLEY REIGNS SUPREME AS AMERICA'S MOVIE SWEETHEART

Latest Film Is Liked by Patrons Here

Apollo to Hold 'Poor Little Rich Girl' Over for Second Week.

BY JOHN W. THOMPSON
Besides being a lovable, curly-topped little girl whom almost every papa and mamma would like to claim for their very own, Shirley Temple also is one of the nation's biggest businesses.

For instance, when her current picture, "Poor Little Rich Girl," which the Apollo is to hold over for one week only, starting tomorrow, was released, thousands of merchants throughout the country immediately went into action. Display cards, cut-outs, posters and handbills extolling the merits of various Shirley Temple-recommended products were distributed.

If you don't happen to know it, there are official Shirley Temple rainbow sets, beach sandals, handbags, hair bows, bandanas, pajamas, scarfs, dresses, swim suits, socks, shoes, doll carriages, hats, snow suits, dolls and even Shirley Temple soap dolls, miniatures of the little actress done in soap, which are supposed to make it easy for other little girls to wash behind their ears.

Child Stars Popular

According to Hollywood writers, America at present is in the laps of child stars. No fewer than half a dozen young artists have sprung into fame in the last year or so. And commercial tie-ups with many types of businesses have flourished because American audiences like children in their movies.

Miss Temple continues to occupy lead position among younger stars; however, and unless something unforeseen happens, she is not likely to be dislodged. She has proved, as is shown unusually well in "Poor Little Rich Girl," that she not only acts exceptionally well, but can sing and dance better than many adults now in pictures.

No matter how good the supporting casts in Miss Temple's films, they never are anything but her helpers. Alice Faye, Jack Haley and Gloria Stuart, all of whom have starred, appear in "Poor Little Rich Girl," only as accessories to La Temple.

Parents Responsible

Shirley's parents deserve praise for the splendid way they have preserved their daughter's naivete. She never has been allowed to feel the slightest twinge of egotism, nor on the other hand, any inferiority. Her education is one of her daily duties, and development of her screen personality is something else.

Shirley is America's darling. Not long ago she was sitting on a set with her mother. Her mother, pointing to a man who had come in said:

"Shirley, that's Chandu, the famous magician you've heard on radio." Shirley's chin dropped, her eyes bulged with excitement. And production on her next picture was held up several minutes while she and Gayne Whitman (Chandu) discussed magic.

Parole Records Studied

Ferdinand Reyher, Hollywood screen author, studied the parole records of states of every section of the Union before writing "Don't Turn 'Em Loose," now in production.

WHERE, WHAT, WHEN

APOLLO

"Poor Little Rich Girl" with Shirley Temple, Alice Faye, Jack Haley, Mary Brian, Pat Patterson, at 11:45, 1:45, 3:45, 5:45 and 9:45. **CIRCLE**

"Spendthrift" with Henry Fonda, Mary Brian, Pat Patterson, at 11:45, 1:45, 3:45, 5:45 and 9:45. **Return of Sophie Lang** with Gertrude Michael at 12:30, 3:45 and 9:45. **LOEW'S**

"Dixie" with Jean Harlow, Cary Grant, Franchot Tone, at 1:30 and 9:30. **Two Against the World** with Humphrey Bogart, Beverly Roberts and Linda Perry. **Return of Sophie Lang** with Gertrude Michael at 12:30, 3:45 and 9:45. **LYRIC**

"Earthworm Tractor" on screen with Joe E. Brown and June Travis. **Return of Sophie Lang** with Cary Grant, Franchot Tone, at 1:30, 3:45 and 9:45. **ALAMO**

"Three Godfathers" with Chester Morris and Irene Hervey. Also "The Lady in Scarlet" with Reginald Denny. **AMBASSADOR**

"Girl of the Ozarks" with Virginia Weidler, Elizabeth Russell, Leif Erickson, and Lew Ayres. Also "The Purple" with Sylvia Sidney and Spencer Tracy. **OHIO**

"We're All in This Together" with Ross Alexander. Also "Cross Country Cruise" with Lew Ayres. **FOUNTAIN**

TWO STAGE SHOWS 6:00 P. M. & 8:45 P. M. **BARN DANCE** **WINE** All Your Old Favorites in Person On the Screen, Jimmy Alton "SKY PARADE" At 6:00 P. M. Show and See Them Actually Broadcast.

Ambassador **NOW THRU SATURDAY** **VIRGINIA WEIDLER "FURY"** **GIRL OF THE OZARKS** **SWIM—DANCE** **WESTLAKE** **BEACH TERRACE** **MONDAY** **PAUL COLEMAN ORCHESTRA**

Opening Tomorrow

Apollo

"POOR LITTLE RICH GIRL" (held over for second week only) Shirley Temple, Alice Faye, Jack Haley, Michael Whalen, Gloria Stuart. Directed by Irving Cummings; suggested by stories by Eleanor Gates and Ralph Spence; photographed by John Seitz.

Story—Little rich girl strays from railway station after nurse is killed, becomes lost in New York streets. Pair of out-of-work vaudeville performers get idea to "adopt" youngster and use her in radio skit. Little girl finds adventure behind the mike. Daddy hears voice over radio, rescues her.

Circle

"RHYTHM ON THE RANGE" Bing Crosby, Bob Burns, Martha Raye, Frances Farmer. Directed by Norman Taurog; original story by Mervin J. Houser; photographed by Karl Struss.

Story—Cowboy and pal con prize at New York rodeo. Buy bull with money. Cowboy meets Eastern heiress on boxer. Girl travels incognito, inspired to be real Western pioneer. Cowboy falls in love. Tramps attempt to abduct girl, cowboy finds out who she is before picture's climax.

"BUNKER BEAN" Owen Davis Jr., Louise Latimer, Robert McWade, Jessie Ralph. Directed by William Hamilton and Edward Kelly; from Lee Wilson Dood's play; photographed by David Abel.

Story—Young man with terrific inferiority complex, is working in a mine, secretly perfecting airplane stabilized. Told by clairvoyant he is destined to be a millionaire. Man picks up, makes daughter of "boss" mad. Little girl falls for him and one weekend visit to fortune teller, young man hears he is destined from Pharaoh. Setting mummy up in apartment, young man makes good. Discovers mummy's fake and is almost ready to slip back into old complex when girl saves him and his fortune.

Loew's

"MEET NERO WOLFE" Edward Arnold, Lionel Stander, Joan Perry, Victor Jory. Directed by Herbert Biberman; screen play by Howard J. Green. Bruce Manning, Joseph Anthony; photographed by Henry Freulich.

Story—Forty detective stumbles into double murder committed on golf links. After chauffeur is killed by poisonous snake, golf pro reveals South American love tangle, which leads to eventual solution.

"THREE WISE GUYS" Robert Young, Betty Furness, Raymond Walburn; Bruce Cabot. Directed by George E. Seitz; author, Damon Runyon; screen play by Elmer Harris; photographed by Jackson Rose.

Story—Railroad owner's son falls for girl crook carrying out plot of two men pals. Girl really falls in love with playboy. When boy's father cuts off allowance, pair go west and settle down. Boy becomes implicated in bond robbery in plant where he works. Baby is born, crime cleared and railroad owner reconciled.

Lyric

"BLACKSTONE, Magician (on stage)—Also the Nine Bytontettes, dancing specialists; and Ada Brown, star of "Blackbirds," appearing in skit, "Dixie Rhythm."

"TWO AGAINST THE WORLD" (on screen) Humphrey Bogart, Beverly Roberts and Linda Perry. Directed by William McNamee; screen play by Michel Jacob; photographed by Sid Hickox.

Story—Radio network manager attempts to stop program involving beamed past of reformed murderer. Owner forces radio program on air. Daughter of murderer, scheduled to marry rich boy, attempts to kill radio network owner after her parents, to clear her name, commit suicide. Network manager fires secretary, resigns, marries her.

There's Wealth of Tradition in Pulling Rabbits from Hat

Predecessors of Conjuror Blackstone, Who Brings Bag of Tricks to Lyric, Go Back to Ancient Egypt.

When modern audiences go to see a magician pull a rabbit out of a hat they probably don't realize the wealth of tradition back of this whole magic business.

One of the outstanding twentieth century conjurers is Blackstone, who is to bring his bag of tricks to the Lyric stage starting tomorrow, but Mr. Blackstone's predecessors go back as far as the early Greek and Roman days and the cradle years of ancient Egypt.

The priests of Egypt may have been the first real magicians as they attempted to imitate the miracles of Moses. Optical illusions are recorded in the same age when Egyptian priests and Roman and Greek magicians astonished their on-lookers by throwing spectral images on smoke from burning incense by use of concave mirrors.

Thunder and lightning sometimes accompanied these feats. The former was produced by rattling a sheet of iron. The lightning effects were obtained by firing a pistol made by a certain type of moss. Today, magic men produce lightning more easily by crossing electric wires.

For centuries optical illusion was the main trick of the magicians. As early as the fourteenth and fifteenth centuries these illusions were referred to as magic lantern effects. Chaucer in his "House of Fame" refers to "appearances such as the subtil trajectours perform at feasts."

These first illusions contained pictures of persons and objects, many of whom used the old acrobatic tricks.

Hippolytus revealed himself as one of the first debunkers by explaining the trick of the speaking head, by showing that an assistant was concealed near the head and spoke the words through the flexible bullet of a crane.

In recent years Mr. Blackstone has been active in exposing fake mediums throughout the country, many of whom used the old acrobatic tricks.

Acoustic tricks are almost as old as the optical illusions. Early acoustical wonders were the speaking head of Orpheus, and the golden virgin whose voices resounded throughout the temple at Delphi.

A new era in optical illusion began in 1863 when John Neill Maskelyne introduced a disappearing and reappearing act done with the aid of a huge cabinet. This illusion has been improved upon for years, and today the disappearing act is one of the most popular among stage artists.

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