

# D He'll Try To Curtail Twin Bills

Manager of New Theater Thinks One Feature Enough.

It took a daring pioneer to upset movie tradition by inaugurating double features, and it's going to take an equally courageous person to bring them to an end.

So thinks Carl Niesse, manager of the Ambassador and Alton Theatres. Mr. Niesse, though he might object to the derogatory adjectives, is the brave soul who is going to re-establish the single feature policy in the new picture house he is building on College Ave. and 63d St.

Double features, everyone agrees, are queer things. The theater owners don't like them particularly, nor do a great many movie patrons. To prove this, just stand around and listen to the comments as the audience files out of a theater. Yet they continue.

#### Women Like Bargains

Mr. Niesse has a few explanations of the perplexing problem which he is going to attempt to solve.

"It's the women who keep the double feature policy in vogue," the youthful veteran of the show business said. "Women are inveterate bargain hunters, and in amusements they want the most they can get for their money. A vote taken recently in St. Louis showed that most of the women in the audience preferred two pictures to one.

"It is generally conceded that of two features, one of them is bad. In the picture industry they're known as 'fillers,' which is an explanation of itself. Under a double feature policy, a neighborhood house can run only one complete bill in an evening, though that may last for four hours."

Mr. Niesse hopes that when his new theater opens around March 1, the new 35-minute "featurettes," with which studios are experimenting, will be on the market. In addition, he hopes to emphasize the new "shorts" on which producers are spending considerable thought and money.

#### More 'Shorts' Expected

"Such things as the Edgar Bergen short features are 'potent,' but there's no chance to use them at present. But we should get more such attractions this season. The big studios have agreed to make fewer and better pictures, though in the first year the proportion has been about 30 per cent 'A' pictures to 70 per cent 'quickies.'

As a counter-attraction to the double feature, Mr. Niesse will have the only Indianapolis house with at-the-theater parking facilities. A lot with a 400-car capacity will be situated directly behind the theater.

"We'll have the latest things in sound equipment which, like automobiles, changes from year to year," Mr. Niesse said. "And the building and furnishings will be in the latest style. We'll have a large gift department store. We have to give the customers a new setting now and then, even though we have the same sort of merchandise on the shelves."

#### 130-YEAR-OLD MUSIC BOX USED IN FILM

##### Times Special

HOLLYWOOD, Nov. 2.—In connection with the orchestration of Anatole Litvak's "Musical Snuff Box" song by Lily Pons in her new film, "Hitting on High," the studio made use of a 130-year-old antique.

A music box, owned by William Hodes of Hollywood, made in Vienna and valued at \$1,000, was borrowed for the picture.

#### WHAT, WHEN, WHERE

##### APOLLO

"Rebel," with Shirley Temple, Jean Hersholt, and Alan Hale, Jr., at 12:31. 3:37, 7:00, 10:00.

"Behind the Mike," with William Gargan and Judith Barrett, at 11:44, 5:34, 8:54.

##### CIRCLE

"Breakfast for Two," with Barbara Stanwyck and Alan Ladd, and Gloria Farrell, at 12:23, 3:14, 6:10, 7:23, 10:10.

"Saturday Heroes," with Van Heflin and Marian Marsh, at 11:44, 4:14, 6:34, 9:34.

##### INDIANA

"All Baba Goes to Town," with Eddie Cantor, Tony Martin, Roland Young, and Sam Levene, at 12:02, 3:49, 4:36, 7:23, 10:10.

"Dangerous Young," with Cesar Romero and Evelyn Keyes, at 12:00, 3:30, 6:10, 9:00.

##### LYRIC

"Something to Sing About," with James Cagney, William Frawley, and Evelyn Keyes, at 11:44, 4:46, 6:30, 10:20.

"Life Begins with Love," with Jean Parker, Douglas Montgomery, and Eddie Fellows, at 12:00, 3:30, 6:15, 9:00.

##### KEITH'S

"Show of 1001 Wonders," on stage at 12:00, 3:30, 6:15, 9:00.

"Saturday Heroes," with Van Heflin and Marian Marsh, at 11:44, 4:14, 6:34, 9:34.

##### OHIO

"Something to Sing About," with James Cagney, William Frawley, and Evelyn Keyes, at 11:44, 4:46, 6:30, 10:20.

##### OKLAHOMA

"Riding on High," with Joe E. Brown. Also "Ever Since Eve."

##### AMBASSADOR

"Lost Horizon," with Ronald Colman.

##### ALAMO

"Reported Missing," with William Gargan and Alan Hale, Jr., and "Fight to the Finish," with Rosalind Russell.

##### INDIANA

"Ali Baba Goes to Town," with Eddie Cantor, Barbara Stanwyck, and Alan Ladd, at 11:44, 4:14, 6:34, 9:34.

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##### LYRIC

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##### ST. CLAIR

"Saturday Heroes," with Van Heflin and Marian Marsh, at 11:44, 4:14, 6:34, 9:34.

##### STATE

"San Quentin," with Fred MacMurray "EXCLUSIVE."

##### POLLO

"Shirley Temple in Heidi," with Shirley Temple, at 11:44, 4:14, 6:34, 9:34.

#### HEAD IBSEN PLAY CAST



#### I.U. Audience Pays Tribute To Kreisler

Violinist's Concert Eases Rumors He Has Lost His Technique.

By JAMES THRASHER

For those who could find it in their hearts to forego our city's Halloween festivities last evening, there awaited the quiet pleasure of Fritz Kreisler's playing in Bloomington.

As the silver-haired artist and his faithful companion of the piano, Carl Lamson, entered the hall, the audience rose and cheered them in an enthusiastic welcome. It was a fitting tribute to a man unique in our century's music.

No violinist has endeared himself to so large a public, for none has been able to combine the reverent and artistic approach to great music with the simple yet dignified utterance of familiar tunes dear to the hearts of millions of laymen alike. Since these qualities are found in every Kreisler recital, such events remain delightful and treasured.

Bothered by One String

There is little to be said about Mr. Kreisler's playing that has not been dealt with already, unless it is to quiet the still persistent rumors that "Kreisler's technique is gone." Last night there was the same golden tone, deft bowing, fleetness of finger and, except for some slight difficulty with one string, true intonation.

Two familiar works, the Corelli "La Folia" in the recitalist's arrangement, and the Prelude and Gavotte from the Bach E Major Sonata for violin alone began the program. Then came a brilliant performance of the Tartini-Kreisler Fugue in A Major.

The second group was devoted to the Mendelssohn Concerto. Now this one is different, but it is attempted by all the others, but its worth is not realized until it comes into the hands of a master. Mr. Kreisler gave the three-familiar music a superb exposition. Disdaining to make of it a vehicle for showing virtuosity, he chose to emphasize its lyrical qualities. Rather than dazzling us with speed, he brought a lofty conception and an unburdened delivery to his interpretation. With the memories of much belaboring by students in the minds of most of us, it came almost as a recreation of the composition.

Provides Little Fireworks

Nor were there many fireworks in the concluding group, which contained compositions by Gluck, Cyril Scott, Albeniz, de Falla and Mr. Kreisler. Here, and in the familiar encores, one could marvel again at the artist who can take music of a most ordinary sort and, through the warmth of his personality, impart to it a dignity beyond its worth.

It is not unlikely that the secret of Mr. Kreisler's beauty of tone and his patrician style may die with him, as did the secret of unexcelled violin construction with Stradivarius. But this, we hope, will not be for many years, and meanwhile we may look forward to the artist's further visits to the Bloomington campus.

The background, camera, and celluloid washing departments have also been augmented for the same purpose—to make the most of the feature at the first of the year. Because of the constant growth of the studio, many of the added personnel will be put on the permanent pay roll.

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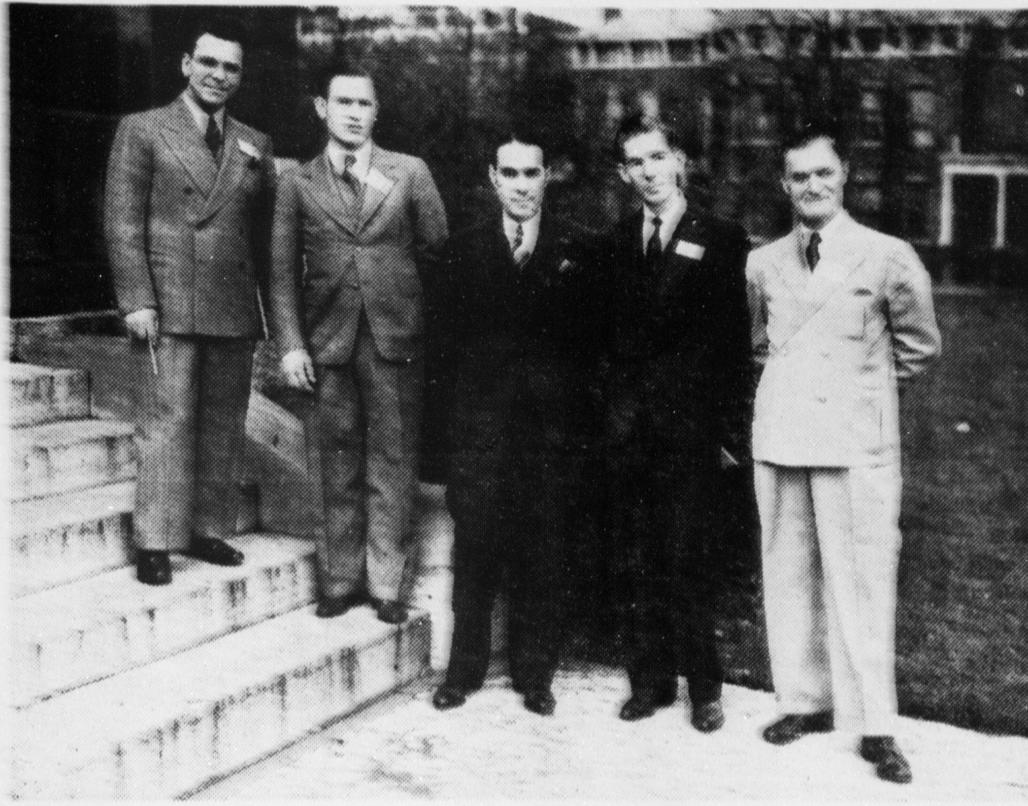
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#### JOIN CONSERVATORY FACULTY



New members of the Arthur Jordan Conservatory faculty, who are also new Indianapolis Symphony Orchestra members, are shown here with Fabien Sevitzky, conductor and recently appointed head of the music school's orchestra and conducting departments. Left to right are Julio Mazzocca,

clarinet; Charles Munger, trumpet; Mr. Sevitzky, James Hosmer, flute, and Jacob Nabokin, bassoon.

At the first faculty meeting yesterday, Mr. Sevitzky announced that Ferdinand Schaefer, Indianapolis Symphony Orchestra founder, would be associated with him in work with the school's student orchestra.

Hall is showing "The Fireman's Flame," a saga of the rivalry between two blaze-eating fraternities in the Mauve Decade.

15c KEITH'S 25c LAST 2 DAYS

The World's Master Magician

BLACKSTONE

AND HIS ALL NEW

SHOW of 1001 WONDERS

40-PEOPLE-10

ON SCREEN

First City Showing

HERE'S FLASH CASEY

WITH ERIC LINDEN BOOTS MALLORY

#### Opening Day Is Advanced

Loew's Weeks' Runs to Begin on Thursdays Until Thanksgiving.

Just to get its patrons in a holiday mood, Loew's has decided to open its new pictures on Thursday instead of Friday until Thanksgiving. The policy will take effect this week with the showing of "Live, Love and Learn."

The announcement should give rabid first-day enthusiasts something to be thankful about, and will bring particular joy to reviewers who a week's movie going each Friday.

Following this week's attraction will come "Conquest," in which Charles Boyer and Greta Garbo bring to the screen the famous romance of Napoleon and the Polish countess. Then Loew's has a pair of comedies booked: "The Awful Truth," co-starring Irene Dunne and Cary Grant, and Carole Lombard and Fredric March in "Nothing Sacred," which will be the Thanksgiving week attraction.

"Live, Love and Learn" features Rosalind Russell with that amusing brace of Roberts, Montgomery and Benchley. The two gentlemen are cast as a couple of Greenwich Village police. Starring Noel Coward, and Inspiration leaves him. And it takes Mr. Benchley's best and most amusing efforts to revive his friend's creative energies and patch up his deflated romance with Miss Russell.

#### LOEW'S

##### LAST 2 DAYS

##### THE KING OF SOCKS

##### James CAGNEY

##### In His BIGGEST HIT

##### 25c To 6

##### LIFE BEGINS WITH LOVE

##### Evelyn DAW