

# MOVIE MACHINE REVIEWS

## Reel 1034

Produced by Minoco Productions. Released by Soundies Distributing Corporation of America, Inc.

This production does not have many artists who are well known enough to draw business on their name value alone, but they should keep the customers entertained once they are given the opportunity to do so. The reel, on the whole, has enough variety to stamp it as a balanced program. Fred Waller produced it in New York studios. Technically, it is okay.

**GOLLY, I DID IT AGAIN**, featuring the Landt Trio in an action short, boasting many shots of beautiful girls, some of them seen as dancers on a carnival midway. The boys sing with spirit.

**MOTHER MACHREE**, featuring Michael Bartlett, singer, contributes an attention-worthy rendition of the Irish favorite which should go over almost anywhere. He is broadcasting the song from a studio during his delivery scenes of attentive radio listeners in various homes are flashed, increasing the interest of this subject.

**ANCHORS AWEIGH**, featuring the Nationairs, are six good-looking men who harmonize effectively to the music of this national tune, while newsreel shots of the Navy in action on the football field at Annapolis during graduation exercises and on the high seas are flashed intermittently. A standard shot that can be played anywhere, anytime.

**THE TINKLE SONG**, featuring the Maxwell Girls, offer a lively tavern tune in the informal setting of a typical neighborhood tavern. Girls are dressed as waitresses and serve customers while harmonizing. A gay spirit prevails throughout. A five-piece band furnishes a bouncy musical background.

**O, SUZANNAH**, featuring the Charioteers. Boys, are seen in a cabin happily singing one of the best tunes of the South. The four boys are strong on voice. Little effort is made to sell anything but the familiar rhythms of the song.

**DELIGHTFUL DIMPLED DOLLIES**, featuring Michael Loring with a gang of shapely bathing beauties who should draw the customers away from their beers. Loring, young and handsome, sings the number, while the gals in bathing suits display their curvaceous figures.

**GETTING AN EYEFUL**, featuring Willie Howard, is a repeat of a talking skit he used to do in his early vaude days. Customers will have to pay close attention to this one if they want to get any laughs out of it and will have to concentrate on Howard's Yiddish dialect to understand him. Howard in this one is the patient of an eye doctor (Earl Gilbert). A pretty nurse shows up in several scenes.

**THE BAND PLAYED ON**, featuring Men and Maids of Melody, a mixed group of eight singers in Gay '90s costumes singing in an old-fashioned outdoor beer garden. A merry short that will please both old and young.

## Reel 1035

Produced by Minoco Productions. Released by Soundies Distributing Corporation of America, Inc.

Music and comedy predominate here. The subjects are generally interesting in story content and enough action is contained in each short to keep the interest sustained thruout. Another Fred Waller production. Light and sound are very good.

**I'M STEPPING OUT WITH A MEMORY**, featuring Bert Frohman, musical comedy star, a vocal of a song that is standard in the musical catalogs and therefore of consistent value to the operator. Frohman has a full, interesting voice and works with the showmanship of a veteran. Sings the number to an eye-appealing model.

**COLLEGE ECHOES**, featuring the Collegians, a group of young singers in a medley of college songs. A natural for school locations where the students will play over and over again. The setting is a gay and crowded campus tavern.

**WHEN PATTY MCGINNTY PLAYS THE HARP**, featuring Gus Van, veteran dialect singer of stage and radio, in one of his best Irish tunes. A native jig is danced by a youthful couple during the proceedings.

**YOU APPEAL TO ME**, featuring Patricia Ellis, former screen player, in a popular tune well worth listening to. Miss Ellis isn't bad on voice and excels on appearance. Men will pay attention to her.

**I NEED A NURSE**, featuring Michael Loring. An amusing skit of a patient in a hospital pleading for a nurse. He winds up with a number of beautiful ones around his wheel chair who listen to his vocal rendition of the title song. An interesting short.

**JOE AND CHARLIE'S COFFEE POT**, featuring Smith and Dale, old vaude favorites. A talking skit. This one must have attention to go over, since the interest in the skit depends on the dialog. The pair's Yiddish dialects are not hard to understand but will demand concentration. Lines are only fairly funny.

**I DREAMT I DWELT IN HARLEM**, featuring the Delta Rhythm Boys, a quartet of Negro boys who harmonize much in the style of the Mills Brothers and impress with their version of this catchy tune. A dance number with a line of Harlem girls in a cafe is cut in while the boys continue to dream in song.

**DON'T RUN DOWN A WOMAN**, featuring Romaine Stevens, a satire of the emphatic singers of the Gay 90's, but her voice does not do that impression any justice. The subject is saved by an interesting portrayal of the song's story content.

## Reel 104

Distributed by Associated Producers Distributing, Inc., Hollywood. Release Date, October 27.

**JIM**, released by Techniprocess. Film features dynamic Gertrude Niesen singing the tune *Jim*. Opening shot shows Miss Niesen playing solitaire. Scenes are in a penthouse. Miss Niesen does an excellent job of torch singing against a background of music by Lud Gluskin and his orchestra.

**DADDY'S COLLEGE BOY**, released by Featurettes. As one would suppose, this film is at college, with girls in sport

clothes. There is a good rug-cutting sequence that speeds up the tempo of the show. Music of the featured tune is swell, but the words don't follow true. Girls fail to click solidly. Joe College tempo should net operators good money in school locations.

**RIGHT KIND OF GIRL**, released by Techniprocess. Guy Rennie sings a version of his own song, *Providing*. He is shown following his girl into an office building. Rennie does a good job of impersonating Harry Richman, Maurice Chevalier and Rudy Vallee. Music and vocal work good, and Ralph Hammas does a good job on photography. Film is likely to be a money-maker but nothing sensational.

**HI! NEIGHBOR**, released by Featurettes. With this tune hitting the high spots the picture is likely to follow suit. It possesses good music and the lyrics are catchy. Has good guitar and harmonica part.

**YOU ARE MY RHAPSODY**, released by Featurettes. Has all the requirements of a topnotcher. Music is tops and the lyrics are catchy enough to make it outstanding for bathroom warblers. Orchestra hits symphonic sequences that are certain to please the most fastidious. Zarek and Zarina do some smooth dancing, too.

**NEVER WATER A LILY WITH WINE**, released by Featurettes. Film features June Barnette, who does a swell job on this tune. Barbershop quartet backs up the solo work.

**DELILAH**, released by Techniprocess. Jack Beekman has the leading vocal role and goes strong on lyrics against an old temple background. He displays his strength until his locks are shorn by beautiful maidens, leaving him at the mercy of his Roman guards. Roy Mack wrote and directed the film, with Lud Gluskin handling the musical direction.

**YOU'VE GOT ME GUESSING**, released by Featurettes. Don Kennelly handles the vocals and does a good job. There is nothing to make the film a sensational hit, but it undoubtedly will be a convenient money-maker.

## G. V. Customers Say Gum Sales Up

NEW YORK, Oct. 18 (MR).—Miss A. M. Strong, of the G. V. Corporation, reports heavy business for the firm and says that operators are loud in their praise of the G. V. Adams Gum venders. Typical example is the following extract from a recent letter:

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