At The Movies

NEXT WEEK



Life is just one long joke to Mary Boland, os the exotic and balmy Queen of Malakamokalu in 'DOWN TO THEIR LAST YACHT,' RKO-Radio's musical extravaganza. In this scene she is telling Polly Moran, stranded commodore of the yacht, that she has been elected to the post of masseuse to Her Royal Highness.

The thing they do best and often the identical thing that got them into pictures, they are never permitted to do on the screen.

Take Will Rogers, for instance. A cowboy, expert with the rope, he is never given an opportunity to show the wares that led to his present high place on the screen.

He has made 15 pictures for Fox Film and has never played the role of a Cowboy.

In 'They Had to See Paris,' he was a small town mechanic; in 'So This Is London,' he was a well-to-do country merchant; in 'Lightnin',' he was the shiftless husband of an ambitious wife who ran a hotel; in 'A Connecticut Yankee,' he played the role of a radio expert; in both 'Young as You Feel' and 'Business and Pleasure,' he appeared as a business man, and in 'Ambassador Bill,' he was a politician.

Rogers was permitted to play himself in 'Happy Days,' but the role savored nothing of wild west. In 'Down to Earth,' he was a plutocratic business man, and in his next picture, 'Too Busy to Work,' he became a ragged, happy-go-lucky tramp.

Next, in 'State Fair,' he played the role of a farmer who specialized in hog raising. In 'Doctor Bull,' he was a country physician; in 'Mr. Skitch,' he appeared as the owner of a 'fixit' shop; in 'David Harum,' he was a banker and horse trader, and in his latest picture, 'Handy Andy,' coming to the New Lyceum Theatre on Monday, and Tuesday, September 17 and 18, he enacts the part of a small town druggist.

Judging from advance reports, 'Handy Andy' is the funniest of the lot. Rogers portrays a henpecked husband whose wife wants him to sell his drug store and learn how to play. And he does! Peggy Wood plays the wife, and Conchita Montenegro is one of the playmates.

A long time has passed since old Dan'l Cupid spread such active love germs as are dispensed by 'Down to Their Last Yacht' coming on Wednesday and Thursday, September 19 and 20 to the new Lyceum Theatre.

In it is Mary Balond, doing her first job as a siren! She appears as the white queen of a South Sea Island paradise, and throughout the picture it is all she can do to remember who her last husband was, who her present husband is, and who her next one is to be. The picture is said to sway its audiences like its forerunner 'Flying Down to Rio.'

The island in the photoplay is called Malakamokalu, because it rhymes with its music theme which is, 'there's nothing else to do, on Malakamokalu, but love.' And into this setting, into this amorous place of dreams, comes a boatload of rich Americans, beautiful girls, handsome men! The Queen falls in love with some, the girls fall in love with some others and even grim old Ned Sparks takes a cropper for Polly Moran.

In addition to the entertainment described the film boasts a cast of 40 celebrated players, singers and dancers, 25 'baby blondes,' specially selected, 25 'perfectly desirable men' selected by 5,000 women for their goodlooks, physique, wit and persnality, a swell Hawaiian orchestra, a chorus of sixty trained voices, and novelties and spectacles too numerous to mention.

Five song writers wrote the music and it required four scenarists to piece the ploture together. It is a Lou Brock production for RKO-Radio, directed by Paul Sloane.

The feature for Friday and Saturday, September 21 and 22 will be the new comedy but 'Their Big Moment' starring Zazu Pitts and Slim Summerville.

OIL COMPANY TO EXPAND IN SOUTHERN STATES



"We're investing in the South because we believe in the South," C. G. Swank, of Socony-Vacuum, tells Mayor Howard W. Jackson of Baltimore.

Baltimore, Md.—A wide-spread program of business expansion in the South, to meet "greatly improved conditions of industry and agriculture in this region," was announced here by the Socony-Vacuum Oil Company, Inc.

A new policy of direct sales by the company of its lubricating products in this territory has been instituted; divisional offices have been opened in Baltimore, and new warehousing and distribution facilities have been established in key point in Maryland, Virginia, West Virginia, North and South Carolina and the District of Columbia.

The entire program, calling for the expenditure of thousands of dollars in the Southeastern States, was instituted after an extensive survey by Socony-Vacuum, the world's largest marketers of lubricating oils. This investigation revealed not only unusually sound conditions here, but a "vast potential market which is coming back faster than almost any other section of the country," it was stated by C. G. Swank, who has been appointed general manager of the Southeastern Division of the company.

"For more than sixty years Socony-Vacuum products have been sold in this state," Swank said. "For a part of this time they have been marketed through a single large distributor.

"Today, increased business and our belief in the future of this region, now makes a more direct service desirable. Therefore, effective at once, Socony-Vacuum institutes a policy of direct sales in this state of its industrial and marine lubricants, and direct or jobber sales of Mobiloil. We have instituted a definite plan of business progress to keep step with this rich territory which we will now directly serve."

Swank announced that the services of Socony-Vacuum's engineering staff and laboratory research facilities, would now be available to local industry.

Fred Callahan, who has been connected with the sale of Socony-Vacuum products in Southern States for many years, has been appointed salesmanager of the Mobiloil division of the company here.

HIGH SCHOOL CONDITIONS

PARENT TEACHER ASSOCIATION OF CHESTERTOWN HIGH SCHOOL PRESENTS ARGUMENTS ON SCHOOL CONDITIONS

The following is the third of a series of articles sponsored by the Parent-Teacher Association of Chestertown High School in an attempt to answer arguments advanced against the improvement of school facilities for Chestertown High School pupils.

ARGUMENT NO. 2—THAT IT WOULD BE FINANCIAL ECONOMY TO REOPEN THE SMALLER CLOSED HIGH SCHOOLS TO RELIEVE PRESENT CONDITIONS IN CHESTERTOWN HIGH SCHOOL.

The best answer to this argument is to let costs per pupil speak for themselves. In the instance of all the Kent County High Schools, other than Chestertown, Rock Hall, and Galena, it has not been possible to provide for Industrial Arts or for Home Economics due to the small number of pupils enrolled and the cost of equipment for such a small group; yet in spite of the absence of these additional subjects from the curriculum the cost per high school pupil per year was higher in the smaller high schools than in the larger high schools. Comparison of all high schools in the county from 1923 to 1934 inclusive will show that the larger the high school enrollment, in general the smaller will be the cost per pupil.

Taking individual years, in 1923 it cost $94 per pupil with 123 pupils enrolled in Chestertown High School, while it cost $258 per pupil in Betterton High School with 20 pupils enrolled. Comparison of Chestertown High School in 1925 with the three smaller high schools during the last year that all of the closed smaller high schools were open shows the following relation between the number of pupils belonging to the school and the cost per pupil,

Chestertown, 139 pupils, $103 per pupil
Betterton, 9 pupils, $195 per pupil.
Kennedyville, 13 pupils, $152 per pupil.
Fairlee, 15 pupils, $126 per pupil.

In 1927 only Fairlee of the three smaller high schools remained open. That year, with Chestertown High School having absorbed Betterton and Kennedyville High Schools, the enrollment in Chestertown High School was 267 pupils, at a cost of $84 per pupil whereas it cost $142 per pupil in Fairlee High School with 11 pupils enrolled.

To substantiate the claim that the larger high school costs less to maintain, costs are cited for the four present high schools of Kent County for the school year of 1932-1933, the last school year prior to the present reduced school budget and present salary cuts for teacher. Costs per pupil for the different high schools in 1932-1933 follows:

Chestertown, 304 pupils, $95 per pupil.
Rock Hall, 103 pupils, $99 per pupil.
Galena, 75 pupils, $106 per pupil.
Millington, 32 pupils, $118 per pupil.

Citing costs for the school year 1933-1934, with the present reduced budget, the relation between high school enrollment and cost per pupil belonging was,

Chestertown, 295 pupils, $84 per pupil.
Rock Hall, 103 pupils, $86 per pupil.
Galena, 73 pupils, $103 per pupil.
Millington, 37 pupils, $116 per pupil.

Comparing the figures for 1932-1933 under the old plan and 1933-1934 with the reduced budget it is plainly evident that when economies are needed that they can be made with greater effectiveness in the larger school than in the smaller school.

Granting that it would be possible to open the closed small high schools, there would still be the costs for general equipment and for special equipment, as for science and the school library. In addition there would be the added costs of remodeling of the old buildings to meet present needs.

On the basis of all comparisons cited above, it is quite evident that there was no financial saving in maintaining the small high schools, particularly in view of high costs and by reason of the fact that it was possible to offer but a single curriculum, and that the small high school could offer but few of the advantages of the larger county high school. Furthermre, even though the closed high schools might now have a somewhat larger enrollment than when they were closed, it is not probable that pupils would return to these small schools to provide or to maintain a sufficiently large enrollment to financially justify the reopening or maintenance of the small high schools. In any event, it is not likely that the cost per pupil in the closed small high schools, if they were opened, would be less than that of the smallest high school now maintained in Kent County. On the basis of actual cost per pupil, here conclusively demonstrated, it would not be financially economical to reopen the closed high schools of Kent County.

THUMB YOUR NOSES, BOYS

'What is Crimso Gulch doing about the crime wave?'

'We have built a good time jail with iron doors and window shutters.'

"And if Dillinger comes along?'

'We'll barricade ourselves in the jail and defy him.'

THE MORTGAGE LIFTERS DILEMMA

(BY DR. JOHN M. EVVARD)

FEWER HOGS, MORE HOG MONEY

For years, and years, and years, yeah decades, the American hog proved to be a wonderfully effective dollar maker and mortgage eradicator. The hog is still with us and we swear by him and at him as a helper, but economic conditions have changed, vastly so, as compared to the good old days. But remember this: the hog is still a valuable asset to American farmers if the owners of each and every one of our some over sixty million hogs, once predicted for this year, providing that the hog producers still do their cooperative bit in keeping down production to the point whereat the combined domestic and foreign markets will pay a profit making price.

What's the trouble anyway? In a condensed sense it's very simple. In the year 1919 we exported at good prices the products from seventeen million porcine head. In our latest year, 1933, we sent across to other lands only about four million orthodoxly dismembered swine. The average annual report for the five years 1919 to 1923 was approximately twelve million porkers or three times the '33 export. Therefore we are forced to the conclusion that, as compared to 1919 to '23 that we should, to enjoy porcine benefits, produce annually at least some eight million less pigs. Fortunately the government production and reduction program was sensible and practical, so practical, in fact, that our pork producers cooperated to the extent that, practically eight million prospective head of 'squealers' were 'nipped in the budding stage,' being removed as future market depressors through the elimination of young pigs and bred sows.

The present corn-hog program is, seemingly, working out splendidly, to the effect that the 1934-1935 hog market should be a profitable one, once again. Surely it is unwise and hazardous for the hundreds of thousands of American hog farmers to pursue a policy of 'rugged individualism,' and, thanks to the sound judgement of the hog growers, considered as a whole, they have realized that uncontrolled and unbridled hog production would be ruinous. And so it is now that the hog economic future is looking better, much better than it has for some years.

I congratulate the Secretary of Agriculture, H. A. Wallace, his associates, and the hog raisers of America for their harmonious cooperative spirit—and I anticipatingly rejoice that in the years ahead the American-wide cooperative cutting of production to what the markets of America and the world still stand, at a profit, will continue to rebound with gain to our swine raisers.

Swine producers everywhere must continue to adjust their production to the number that the markets will absorb at a profit, and in addition there is the ever present problem of producing the reduced numbers of swine at the lowest possible cost per hundred weight.

The adjustment of numbers produced so as to meet profitable marketing prices goes hand in hand with economy of production through the use of superior methods of breeding, housing, feeding, and general management.

WORTON

Mrs. Howard Carter and daughters, Audrey and Betty have returned to their home in Syracuse, N. Y., after spending several months with her parents, Mr. and Mrs. B. F. Rash

Mr. and Mrs. C. H. Clayville entertained Mrs. Viola Conoway and friend, Mr. Jack Kelly, of Dover, Mr. and Mrs. W. O. Draper, of Easton, and Mr. and Mrs. Kenneth Walraven, of Chesapeake City Sunday.

Messrs. Paul Joiner and George Clayville left Wednesday for the Century of Progress Chicago, they will be gone about a week.

Mr. and Mrs. George Williams entertained the following at dinner Sunday: Mr. and Mrs. George T. Williams, Jr., of Baltimore, Mr. and Mrs. Ralph Van Dyke and daughter, Frances, Mr. and Mrs. Thomas Van Dyke and iMss Lula.

Miss Emma C. Cooper has returned to her home in Pleasantville, N. Y., after spending the summer with her sister, Mrs. James Matthews.

Mrs. Margaret Duyer visited relatives in Baltiomre several days recently.

We are sorry to hear little K. Booth Steel is not so well and had to return to Wilmington Hospital last Friday.

Mrs. Blanche Zoller who has been quite ill with Intestinal flue is convalescent.

Mrs. McCausland and son have returned to their home in Philadelphia after visiting her brother, Rev. Lee Marker and family.

Mr. and Mrs. Ralph Williams spent several days last week with relatives in Baltimore.

CAUSE FOR EXCITEMENT

Excited Lady: 'Porter, two of my trunks are missing.'

Porter: 'Yes, lady. But don't you worry your head about 'em. This isn't a dressy place.'

BETTERTON

The ladies of the Methodist Church will hold their annual fall supper in the church basement Saturday evening, October 13th. The Harvest Home service will be held on September 30th and the Sunday School Rally service on October 14th.

The Masonic Lodge, of Norristown, Pa., held its annual outing at the Chesapeake Hotel last Saturday and Sunday.

Mrs. Martha Crew has purchased the home of Mr. and Mrs. William Brice on Main Street and will move there at once.

Mrs. Floyd Smith and baby daughter returned to her home from Easton hospital on Tuesday.

Miss Isabel Brice has entered the Womans Hospital in Baltimore, where she will take up professional nursing.

Capt. Horace Brice has been critically ill at his home this week.

Mr. Kemp Brice has returned to his home in Philadelphia after spending the summer with his grandparents, Capt. and Mrs. Horace Brice.

Mrs. James Curry entertained the members of the Ladies Aid Society for their September meeting, at her home. Plans were made for a large bazaar to be held in October. The next meeting will be a joint meeting with the sister society of Still Pond at the parsonage on October 5th.

Handel's "Messiah"

According to a book entitled "George Frederic Handel," by Newman Flower, "The Messiah" was written in London and filed away by Handel, who had no idea of producing it when he wrote it, due to the fact that he was so discouraged over the reception given him in London and the indifference displayed for his compositions, that he had about made up his mind to return to Germany when he received a pressing invitation to go to Dublin and there produce some of his other compositions. Whether it was because the Irish are a music-loving people, or that the type of religious music for which Handel was noted appealed strongly to them, is not known, but he achieved tremendous success in Dublin. With persuasion, he was induced to produce "The Messiah." Of all of his compositions given in Dublin, "The Messiah" achieved the greatest fame and Handel's success from then on was assured.

NOTICE TO CREDITORS

NOTICE is hereby given that the undersigned has obtained from the Orphans' Court for Kent County letters of Administration c. t. a. on the persoanl estate of

VERA D. BOTTOMLEY

late of said county, deceased. All persons having claims against said deceased's estate are hereby warned to exhibit the same, with the proper vouchers thereof, to the undersigned on or before the 25th day of February, 1934, otherwise they may by law be excluded from all benefit of said deceased's personal estate.

All persons indebted to this estate must settle at once.

Given under my hand this 21st day of August, 1934.

WILLIAM T. JONES,
Administrator c. t. a.

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