

WORKS PROGRESS ADMINISTRATION

For Release to Morning Newspapers,  
Thursday, November 10, 1938.

## PROMOTIONS ANNOUNCED IN THE FEDERAL THEATRE PROJECT

Two promotions in important executive posts of the Federal Theatre Project were announced today by Hallie Flanagan, National Director, with the approval of Ellen S. Woodward, Assistant Administrator of the Works Progress Administration. The persons concerned in the shift, which will be effective December 1, are George C. Gerwing and James R. Ullman.

Mrs. Flanagan stated that Gerwing will be promoted from his post as Federal Theatre Director for Southern California to Regional Director of Federal Theatre Projects in Works Progress Administration Region I, with headquarters in New York City. Gerwing's new duties will include the complete supervision of Federal Theatre activities in seven Eastern states: Massachusetts, Connecticut, Vermont, New Hampshire, Maine, Rhode Island and New York State (outside New York City).

To head Federal Theatre's second largest unit Ullman is being transferred from New York City, where for the past year he has held the post of Executive Assistant to George Kondolf, Director of the New York City Project. He takes complete charge of a unit of 1400 persons, with producing activities in both Los Angeles and San Diego.

No other changes of personnel are planned in the two regions concerned, Mrs. Flanagan announced. The Southern California

Unit has been turning out a high calibre program and Ullman will assume his new duties as director with the present staff carrying on.

The only change in the East will be the splitting of the present Eastern Region, consisting of 13 states, into two parts. The expansion of Federal Theatre activities in these states has made this change necessary. Gerwing will direct activities of the New England states, while the present Eastern Regional Director, Blanding Sloan, continues in charge of Pennsylvania, New Jersey, Maryland, Delaware and West Virginia.

Both the men concerned in this promotion have long and successful records in the commercial theatre. George C. Gerwing has been actor, stage manager, director and producer in practically all fields of the drama, including radio, films, stock and legitimate stage productions during the past fifteen years. For the last three years he has been connected with the Southern California Federal Theatre Project where his regime has been responsible for a series of hit productions culminating in the present standing-room-only successes of Run Little Chillun and Two a Day.

This will not be Gerwing's first experience with Federal Theatre on the Atlantic Coast, as he was brought into the Eastern Region as Acting Director a year ago to reorganize several Projects. His consequent familiarity with the Projects in the Eastern states and his record both while there and in Southern California have made him the logical choice for his new position.

James R. Ullman, before joining the Federal Theatre, was one of the most noted of the younger Broadway theatrical producers. His record on Broadway includes the original production of the Pulitzer prize play Men in White, as well as of the following successes: The Milky Way, Blind Alley, Stork Mad, The Laughing Woman, Birthday and numerous others. He has varied his career as a Broadway producer with stock productions, studies in Paris and publication of a best selling travel book The Other Side of the Mountain describing his adventures in the Peruvian Andes and the Amazon Valley. For the past year he has been Executive Assistant and Producer to George Kondolf, Federal Theatre Director for New York City and in this position has had a large hand in the production of such successes as One Third of a Nation, Prologue to Glory, Big Blow, Haiti and Shaw's On The Rocks.