



Our Letter Box



The Jewish Criterion invites correspondence to the "Editor's Letter Box" on matters of general interest to the Jewish people of good faith, though we will not publish—but we notify our readers that we shall be in no way responsible for the opinions expressed in this section. Anonymous communications will not be published. We ask that you sign your name as an indication your name if you do not desire it.

The Lando Theater
Pittsburgh, Pa.
November 28th, 1929.

Publisher of The Jewish Criterion
1208 Clark Building
Pittsburgh, Pennsylvania.

Dear Sir:

A LETTER TO PITTSBURGH THEATER-GOERS ON THE YIDDISH THEATER SITUATION IN PITTSBURGH

Two years ago a prominent Pittsburgh realtor felt the need for a permanent Yiddish playhouse in this city. To that end he erected a beautiful playhouse in the heart of Pittsburgh at the corner of Center Avenue and Green Street.

Pittsburgh Jewry was slow in accepting this new endeavor, with the result that the Lando Theater Organization has operated at a great loss since its inception. The management, however, withstood this deficit kindly, as it felt that in due time, no doubt, Pittsburgh Jewry would take advantage of the presentation of Yiddish art, Yiddish morals, Yiddish music, Yiddish heart-rending melodies that have thrilled the Jewish heart for generations.

This week the Lando playhouse has been dark. Why?

The cast of performers who made up the personnel have revolted and gone back on Pittsburgh theater-goers.

Has the Lando Theater been fair in its actions toward the Actors' Union?

Since the formation of the Lando Theater in Pittsburgh, at the end of each Saturday evening performance each and every performer has been remunerated with his wages. A number of the performers have even been advanced with wages for a number of weeks. Yiddish theater-goers throughout the United States have suffered tremendously due to the fact that playhouses have not operated for any considerable length of time because the various theatrical sponsors have not been able to meet current wages and other expenses. TO MEET THIS CONDITION, MR. LANDO HAD DEPOSITED WITH THE ACTORS' UNION \$2,500, and \$1,000 WITH THE NON-UNION GROUP as a mark of good faith and his sincerity in meeting the expense of every detail.

Is the present attitude toward Pittsburgh's Yiddish theater-goers and Mr. Lando a just one?

It cannot be said that the Lando Theater failed Pittsburgh theater-goers. At a great expense it has brought such celebrities as Mollie Picon, Maurice Schwartz, Mischa and Lucy Gherman, Leon Blank, Ludwig Satz and others, because it felt that Pittsburgh was deserving of the finest in Yiddish art that money and effort could secure.

Pittsburgh Jewry, however, need not fear. The Lando playhouse was built as a monument to Yiddish art. It shall remain so.

The Lando Organization is still sincere in its efforts to give Pittsburgh Jewry what has always been desired, and what is rightly deserved.

Yiddish art, Yiddish morals, Yiddish heart-rending melodies that have thrilled generations before us are as "The Jewish soul which shall never die", as long as the Jewish theater lives.

In deep sincerity,

MR. WILLIAM LANDO.