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CIGARETTES

Vol. XLV

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RADIO CITY THEATERS OPEN

No Changes For Old Roxy

Cullman denies rumors of straight film policy and change in operation

NEW YORK. Jan. 2.—Howard S. Cultman, receiver for the Roxy Theater, denies that the theater will go straight pictures or that it is being turned over to new operators. He says he has not seen or spoken to anyone on any deals that would change operation of the theater. It had been reported that the Brandts wanted the house for a cheap vaudefilm policy. Cullman also asserted the house was all set on pictures the next four weeks, getting them from Fox, Warner and Columbia, and that Frank Cambris is being given an absolutely free hand in directing the shows.

Cullman told this paper that he was altobacco man and that he was altobacco man and that he was another than the ward in the theory of the ward of the said that he was armaining the overhead so that the house would not be spending more than it was making. Altho he refused to give figures, it is reported the house nut has been cut down to about \$30,000. There have been many economies effected since Cullman came in, mostly in the production department.

Cullman came in, mostly in the production department.

Altho not a showman, Cullman has already formulated some views about theater operating. He believes that the patron in the balcony is "the forgotten
men" and that successful theater operators must recognize this. He believes
that the producer and the artist should
stick to their line and leave the business
and to others. At the same time, he
nisists that a theater cannot spend more
than it makes and that a balanced budg(See NO CHANGES on page 58)

'33 Gets Welcome

New York, Chicago celebrators spend freely--business largest in recent years

NEW YORK, Jan. 2.— Amusement York bid farewell to the old year turning out en masse with Its usual t and vigor on New Year's Eve. The nors about depression didn't dampen tham's ardor, and so theaters, night is and hotels prospered at tariffs hitly in advance of those asked at the celebration.

celebration.

cilice Commissioner Mulrooney exed the night club curfew from 3
to 5 e.m., and there was a conuous absence of the traditional raids
dripping wet resorts. Last week's
orable decision on the swank and
assically priced Central Park Casino
hally had a lot to do with the local
stabulary's grand gesture. Even fedprohibition agents were unusually
et and did little more than routine
k.

mes Square and immediate vicinity Jammed as per custom. Curbs were d with an unusually large number of lers of novelties, noisemakers and a (See RID '33 on page 55)

Brazilian Government Set To Sponsor Whiteman Band

NEW YORK, Jan. 2.—What is probably the first program of its kind to go on the air, one actually sponsored by a Republic, is being held up temporarily by the inability of the National Broadcasting Company to clear the required time of one hour on Sunday evenings.

The Paul Whiteman Sunday Concerts of symphonic selections is sought by the Brazilian Government as a commercial to boost coffee and possibly other South American products. Sponsor wants this particular program and nothing else and also wants Sunday evenings. So far 45 minutes has been cleared by NBC and this may be the length of the period.

Music Hall, RKO Roxy Start; Present Premiere Offerings

Two theaters represent last word in modern construction and decoration-brilliant crowds at first nights-3,700seat Roxy is actually "intimate"

The Music Hall opened in a blaze of glory, with a crowd which, in both size and number of relebrities, outdistanced the famous picture openings of Hollywood. The huge crowd was crammed to the doors, and such a display of jewels, tophats, evening gowns and swallowtalls (See RADIO CITY on page 56)

NEW YORK, Jan. 2.—The week just passed saw the opening of the two theaters and possibly other Program and nothing else and also wants Sunday evenings. So far 45 minutes has been cleared by NEC and this may be the length of the period.

Another Victory for Authors in the length of the period.

Plagiary Fight

NEW YORK, Jan. 2.—Another victory for Authors in the length of the period.**

Plagiary Fight

NEW YORK, Jan. 2.—Another victory for authors was won when Walter Lowentel's suit charging plagiarism against George Kaufman, Sam H. Harris, Morrie Ryskind, George Jean Nathan, George and Ira Gershwin and Alfred A. Knopf was dismissed and the plaintiff was ordered to pay the defendants \$3,500. However, counsel for Kaufman stated that the defendants "to assure the plaintiff his day in court, little as he deserved in post that the defendants "to assure the plaintiff his day in court, little as he deserved in post to post a bond to cover all costs of the action. Pederal Judge John M. Woolsey in his decision, handed down without 1831. The musical score for U. S. 4. With Music, in this city. He asserted that the defendants "to assure the plaintiff his day in court, little as he deserved in the faction. Pederal Judge John M. Woolsey in his decision, handed down without 1831. The musical score for U. S. 4. With Musical score for U. S. 4. Rummors Already on New Theaters. Rummors Already on New Theaters.*

Rummors Already on New Theaters.*

Rummors Already on New Theaters.*

NEW YORK, Jan. 2.—The week just passed saw the opening of the two theaters in Rockefelar Center with pomp and ceremony fitting to the start of the tremendous entertainment project. Radio City Music Hall opened Tuesday evenings later. In the first, a tremendous house, with an approximate seating capacity of 6,000, the entire program on pages 10 living exceptions, and the first, and the Roc Roxy was versuing later. In the first, a tremendous house, with an approximate seating capacity of 6,000, the entire program on the first and city of the s

Rumors Already on New Theaters; Music Hall May Be Opera House

NEW YORK, Dec. 31.—With the two theaters in Radio City just opened, already rumors are rife as to their probable fates. The RKO Roxy, an intimate and tasteful house playing a vaudefilm Hall, with RKO officials plenty concribed for some time to come, but it is a different question with the Radio City of the theater while Roxy is in the Music Hall, huge 6,200-seater playing straight "flesh," the opening of which became something of a flasco when the show started half an hour late, ran almost four hours, and proved that the house is too big for anything but spectacles. Audibility and vision were both bad beyond the first few rows and the opening received general pannings in the daily press. The consensus of opinion is that if either house were to have a (See RUMORS ALREADY on page 54)

Showmen's League New Year's Party a Tremendous Success

CHICAGO, Jan. 2.—No place in Chicago celebrated New Year's in a more else was in proportion. Joe Rogers was inlarious and joyous fashion than the Showmen's League of America at its had a drinkingly good time. Ed Carown new clubrooms. The dinner was ruthers acted as chairman of the New served in semi-buffet style thru special arrangement of the management of the showmanship style. The old year was shown and the new year was runged in the shape of a horseshoe in front of the band stand, where Bernie Kane and his orchestra played the best hance music ever heard in the League rooms.

Thru the generosity of several loyal members the affair was made a huge success. Attorney Kaplan contributed

The entertainment was handled by Jack Klein, the peppy lad from Dixie, who acted as master of ceremonies. Florence Tenneson, prima donna of Canada Marches On, did several num-(See SHOWMEN'S LEAGUE on page 54)

Oppose A. C. Ballyhoo Ban

Legal fight looms among amusement men protesting mayor's anti-sound law

ATLANTIC CITY, Jan. 2.—Amid scenes of confusion as amusement men clamored to be heard, Mayor Harry Bacharach put new teeth into the anti-ballyhoo ordinances of the city last Thursday afternoon at a regular meeting of the city commission. His pet anti-sound measures were put thru on final reading, effective June 1. Much opposition was voiced.

enective June 1. Much opposition was voiced.

Harry Zoog, president American Radio and Sound Advertising Company, interpupted the meeting when the commissioners moved to shove the measure across without further ado. He blamed the treasurer of The Press-Union for pushing the ordinance and reminded the commissioners that they made abundant use of his sound truck, in which he has invested several thousand dollars, during election time. When Mr. Zoog first protested several weeks ago the mayor stated he might submit a substitute ordinance, but on Thursday refused.

This ordinance provides that "After (See OPPOSE A. C. on page 54)

Shubert Assets May Be Sold If Court Accepts Petition

Lee Shubert and the Irving Trust Company to petition Federal Court Wednesday for permission to sell the holdings and distribute the proceeds among creditors

NEW YORK, Jan. 2.—The Shubert Theater Corporation's assets will probably be sold this week unless the creditors object. Lee Shubert and the Irving Trust Company have been authorized by Federal Judge Francis G. Caffey to petition the Federal District Court for permission to sell the Shubert holdings and distribute the proceeds among the creditors. The hearing will be held Wednesday afternoon in the Federal Court in the Woolworth Building. In the notice to the creditors, it is explained that the receivers will present a petition for a decree ordering the sale and asking for an allowance for compensation of \$40,000 to the receivers; the same amount to Cravath, de Gersoff, Swaine and Wood, attorneys for the receivers; \$1,250 to Wickes and Nellson, solicitors for the complainant; \$5,000 for William Klein, special counsel for the receivers, and \$2,500 to Earl B. Barnes, aspecial master.

No specific valuation of the assets has

celvers, and \$2,500 to Earl B. Barnes, special master.

No specific valuation of the assets has as yet been made, altho several months ago one of the Irving Trust Company's representatives stated that if the current assets were put up at forced sale, there was hardly any likelihood that creditors would receive more than three cents on the dollar. And with conditions as they are, plus the fact that Lee Shubert is the largest creditor and holds at least \$100,000 in receivership certificates, entitling nim to first money, it is felt that little, if any, money will be forthcoming to the creditors.

The properties consist of a chain of theaters, considerably decreased since receivership, warehouses filled with scenery, costumes, lighting equipment and lighting effects, and copyrights and other valuables. Originally the Shubert Corporations' theaters numbered 73, either owned outright or controlled under leaseholds.

Considerable speculation has been aroused as to whether Lee Shubert will make a blanket bid for the properties, it is felt that whatever assets are available would be practically worthless if split up, and the logical turn of events would be for Shubert to take over the properties.

The attitude of the bondholders to the control of the attitude of the bondholders to the control of the attitude of the bondholders to the control of the control

The attitude of the bondholders to-ward the petition for sale of the assets will be considered at the bondholders' meeting Tuesday morning, according to Rushmore. Bisbee and Stern, counsel for the bondholders.

Colorado Towns Lift Ban on Sunday Shows

DENVER, Dec. 31. — Three Colorado towns have loosened up on Sunday

At Loveland, the city council voted them in after they had been out for

At Loveland, the city council voted them in after they had been out for many years.

In La Junta, the theaters had been open Sunday afternoons, but were closed Sunday nights. This was due to an agreement between the city officials, the theaters and the churches. Charles Yaeger, manager of the Southern district of the Intermountain division of Fox West Coast, convinced the merchants that considerable money was being taken out of town due to Sunday night shows in near-by towns. In this way he secured the Sunday evening concession.

At Rocky Ford, city ordinances prevented Sunday shows. However, one of the churches started a series of Sunday night entertainments, with a silver offering. The following week Charles Decker, owner of the Grand, advertised a Sunday night showing of the film free of charge. No objection was made and the following Sunday night he charged admission. He caught his opponents off their guard and they are offering no fight on the matter.

Thurston's Mystery Show For Tony Sudekum Circuit

NASHVILLE, Tenn., Dec. 31.—William J. Hilliar has just contracted for Thurston's Mysteries of India, presented by Harry Thurston, to play the circuit controlled by Tony Sudekum. The big mystery show will open January 6 at the Warner Bros. Grand Theater, Henderson, Ky.

warner Ho.
son, Ky.
While in Nashville Mr. Hilliar was the
house guest of Phil and Gussle Travis
for Christmas, while the local magicians,
including Pink Lawrence and Tom Crawford, staged several parties for him.

Kidding Koppers

NEW YORK, Dec. 31.-A call came NEW YORK, Dec. 31.—A call came into police headquarters yesterday afternoon from Locw's State Building, which brought the cops on the run. When they got there they could see nothing of a criminal nature except the "I'm a Fugitive" picture at the State.

Battle Over Theater Name

ATLANTIC CITY, Dec. 31.—Application for a restraining order against Henry Savage, owner of Aldine Theater on Atlantic avenue, was made in Chancery Court this week by the Royal Theaters Company, former operators of the house. It was asked that Savage be restrained from using the name Aldine on the newly opened theater on the grounds that the plaintiffs had prior rights. Matter has been referred one week by Vice-Chancellor Albert Ingersoll.

John Parsons, attorney for Savage, contends that the Waxman Brothers, who constitute the Royal Theaters Company, abandoned the claim on the title as they made no attempt to use the name clsewhere during the month the theater remained closed. Theater is under the management of Milton Russell.

Radio City

DENVER. Dec. 31.— Stagemands employed at the municipal auditorium were given the alternative of accepting a 35 to 40-cent cut per hour, from \$1.35 and \$1.50 an hour to \$1 and \$1.10 an hour, or having the building closed the last six months of the year. The stagehands decided to take chances on the latter.

Reprinted from The New York Herald-Tribune, issue of December 30, 1932, by permission of the New York Tribune, Inc.

This article appeared originally in The Herald-Tribune as an installment in the Lippmann series running in that paper under the general heading, "Today and Tomorrow."

One hesitates to speak frankly about the Radio City Music Hall in Rockrfeller Center. So many persons have invested hope, and effort, and money in the enterprise that almost it seems incumbent upon the mere outsider to wish it success and say no more. Yet its sponsors invite more than perfunctory tolerance. They have built comething enormous for the purpose of astounding the world, and it will not do merely to ignore them politely.

What they have done is to build a theater which is so long that from the back rows the performers looks like pygmics and is so wide that from the nearer seats the eye cannot encompass the whole stage. For such a theater it would be necessary to create some radically new kind of spectacle, some sort of show in which the individual performer was disregarded, because few in the audience can really establish any relation with him, and to substitute gigantic doils or the mass effect of regiments of people. I do not pretend, of course, to know what can be done on such a stage, but it is evident that the showmen now in charge of Radio City are equally in the dark. There was no evidence on the first night that they had ever paused long enough to consider whether, in changing the whole scale of the theater it was necessary to change the character of the show. It seemed to me at least that they thought the way to use the biggest stage ever built was to put on it the longest vandeville show ever given.

They were like men who had built the Leviathan and were trying to use it as a ferryboat to Staten Island, who had built a great pedestal to sustain a peanut, or a pyramid in their backyards. Among all the fantasies of means from ends, a more obvious case of enormous effort and absolute aimlessness. Among rational men such a theater might be built because there was a great art that required such a theater. But here the theater has been built first, and for years to come the question will be what in thunder to do with it.

The aesthetic aimlessness of the enterprise is equaled only by its social irresponsibility. This collection of mammoth theaters and office buildings is being plumped down in one of the busy and congested portions of Manhattan Island with something like total disregard of its effects on the neighborhood. Within half a mile there are half a dozen theaters which are already absurdly large and absurdly expensive, and already in excess of any need for mass entertainment. Within the orbit of Radio City there are already stupendous office buildings, part empty, part bankrupt, and all in all beyond anything which the people of the city can effectively use. Either the existing theaters and existing office buildings must be gutted to provide audiences and tenants for Radio City or Rockefeller Center will have deficits to meet commensurate with its own pretentiousness. Just as no one seems to have considered what aesthetic use there was for such a theater, so no one seems to have considered how such structures would affect the surrounding community. It is a classic example of individualism ran wild, all the more perfect as an example because the underlying intention was no doubt highminded and public spirited. I do not think for a moment that Mr. Rockefeller took up this project to make money or to engage in ruinous competition with other enterprises in the neighborhood. He had meant to create a great center of popular entertainment. But what he forgot was that in a clossly integrated civilization like that on Manhattan Island, the best intentions are not good enough. There must be also the subordination of enterprises of such a magnitude to a city plan based on some foresight of the use and some consideration as to the convenience and the interests of the whole community.

Radio City is a monument to a culture in which material power and technical skill have been divorced from human values and the control of reason. The great fortune of the Rockefellers, the virtuosity of engineers and architects, have been expended on a preject conceived in the notion that by increasing the quantity you increase the quality. On such reasoning two dinners are more nourishing than one dinner and 80 ballet girls more charming than 10. This is the very essence of materialism, to make human values fit the equipment instead of adapting the equipment to human taste. In Radio City the first consideration was what the available money could buy and the available skill and labor could construct. What use could be made of it, what aesthetic, what human, what social purposes the contraption would serve are questions apparently reserved for the cold gray dawn of the morning after.

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Receivership For Local 306

Judge Cotillo appoints receiver - IATSE and AFL protest action

NEW YORK, Dec. 31.—Local 306, which is being agitated by the innumerable lawsuits, injunctions and disputes within itself and with the IATSE home office, received a further blow when Supreme Court Justice Cotillo appointed John W. Davis, former ambassador to Great Britain, as temporary receiver for the union.

John W. Davis, former ambassador to Great Britain, as temporary receiver for the union.

Declaring that this move on the part of Justice Cotillo was a rank invasion of the legal and administrative rights of the IATSE. William C. Elilott, president of the international order, filed a protest. William Green, president of the American Federation of Labor, made a most vigorous protest against such a receivership, which he declared was the most unprecedented action in organized labor circles.

At the court hearing counsel for the IATSE insisted that the parent body had a legal right to manage the affairs of the local and that the management by the receivers was impractical in view of the highly technical knowledge required for the work. Judge Cotillo, however, declared that his intention in appointing a receiver was meant as a move to conserve the trust funds of the union and that elections at the present time were impossible due to the chaotle condition in the union.

Counsel for Sam Kaplan, deposed president of the local, appeared in court this week, requesting a hearing on his plea that the IATSE be refrained from dismissing him from office. Counsel for the IATSE, on the other hand, has completely ignored Kaplan's repeated lawsuits on the theory that they have complete jurisdiction over the affairs of their member locals and therefore Kaplan's claims have no basis.

Organized labor, according to Elliott and Green, is opposed to court receiverships of unions both on principle and practicability and the IATSE will fight the receivership of Local 306, which promises, if upheld, to usurp some of the power of the national organization.

Playbroker Brings Suit

BRIDGEPORT, Conn., Dec. 31.—Alleging that Barry Connors, playwright, now working in Hollywood, has an income of \$1,000 a week and that Connors owes him \$16,000 on an old contract, Edward Esmonde, New York playbroker, filed suit against Connors in the Superior Court, Bridgeport, this week, asking for damages of \$20,000. The plaintiff allegs that Connors agreed to pay him 50 per cent of income received from plays and scenarios written by Connors and marketed thru Esmonde, and that Esmonde thru performance of his duties under the contract, has now earned \$16,000. Esmonde asserts that the contract was made in 1923, and that he sold some of Connor's work to the Fox Film Corporation. The suit is returnable in the January term of the court.

Water Damages Danbnry House

DANBURY, Conn., Jan. 2.—Extensive damage was done to the interior of the Empress Theater here when a water ply froze and burst. The water flowed from the balcony into the orchestra for hour before the break was discovered. The damage is expected to run into several thousands of dollars. House is only the ater in the city playing legitimate attractions.

Western Railroads To Cut Mileage Fares

CHICAGO, Jan. 2.—Effective Februar, 1, Southern Pacific will inaugurate will other Western lines a movement to further duce fares and expense accounts for large travelling forces by offering or sizerip books rated at 2.7 cents per mile according to O. P. Bartlett, passent traffic manager, Chicago.

This is equivalent to a 25 per cent reduction from the regular mileage room in force.

Three forms of coupon books will issued.

Our Income Tax Department

Income tax returns for 1932 must soon be filed. The requirements this year are considerably changed as the result of a new law passed during the year. In addition, new decisions, revised interpretations, changes of one sort or another, have been made almost daily—all directly affecting the taxpayer's account with the government. It is small wonder that mighty few persons really know how to correctly prepare their income tax returns.

Believing that our readers will welcome assistance along these lines, we will run a series of articles dealing with the new law in a simple, practical way.

will run a series of articles dealing.

The articles will appear regularly, and to broaden their scope, a question and answer feature will be maintained, thru which income tax questions will be answered. The questions should be addressed to M. L. Seidman, care The Billboard, 251 W. 42d street, New York City. All communications must be signed by the inquirers, but no names will be disclosed in the published answers.

The first article appears on page 51 of this issue.



ENIGMA

W HAT does the dear public want?

As one of the seekers of the Truth, sitting humbly at the feet of America's great showmen, drinking in their words, trying to digest their ideas, we have for years sought the answer to this question. We are as far removed from arriving at a solution as we were when we started on our quest.

But we have come to conclusions, by-products of the unsuccessful search, that we have good reason to believe will stand up under the fire of those professing to hold opposite views. We have decided pretty definitely that the public does not want the clean, wholesome entertainment their spiritual advisers, educators of their children and they themselves want us to believe that they do.

We have concluded also that tradition no longer means anything on the American stage; that the "names" that pull them in these days—either at the pleture house, vaudefilm or other hox offices—are those that appeal to the baser instincts of mankind; that the public no longer attends the theater to be both uplifted and amused, but that it wants—in fact, demands—a vicarious theill in verboten amusement from theatergoing that is denied in real life.

These conclusions are not final. Being to our best belief a reasonable person, we try to avoid arriving at final conclusions in regard to anything. But what we have stated here represents the result of close observation in recent months. It applies to the immediate present, and we hope that the gradual dissipation of depression and its attendant effects on the recations of the public will work toward a more promising state of affairs. Be that as it may, a so-called showman today is a gambler, a plunger in the game room of a dizzy casino. They used to say that a man of genius must have some spark of aberration in his mental makeup. This can well apply to the showman of this dizzy era. The showman—meaning by that for the purpose of this little talk a man whose concern is catering to the amusement of the public—who attempts to give the public what he himself prefers in the line of amusement doesn't belong in the show business. The showman who goes to the other extreme and forecasts public reactions hy serving up These conclusions are not final. Being selong in the show dustiless. The show-man who goes to the other extreme and orecasts public reactions by serving up intertainment diametrically opposed to (See SUGAR'S DOMINO on page 23)

ouisiana Dancers Meet: Norma Nuss Is New Head

NEW ORLEANS, Dec. 31.—Norma Nuss, of New Orleans, was elected president of the Louisiana Dancing Masters' Association at the opening session of the organization's five-day annual convention at the Roosevelt this week. Other officers elected to serve during the next 12 months are Emelia Troxler, first vice-president; Roberta Gross, secretary; Amise Mitchell, treasurer. All are New Orleans instructors. eans instructors

Orleans instructors.

Alexander K. Kotchetovsky, graduate of the Imperial School at Moscow and special guest of the convention, gave a demonstration of the old forms of Slavic dances at the opening session. Mrs. Frank Bonner, San Antonio, discussed methods of teaching children only 18 months old how to dance.

Jack Lynch, Cleveland, demonstrated ap dance training and showed a motion bidure of several of the steps. By stopoling the real frequently he showed the position of a dancer's feet while executing difficult presentations.

Tank Bonner staged a tumbling act demonstrate methods of teaching acrobatic dancing.

wo Ohio Opera Houses Burn

LEBANON, O., Jan. 2.—Lebanon Operacuse, one of the oldest in this section the State. was destroyed by fire of untermined origin last week.

LARUE, O., Jan. 2.—The Larue Opera ouse was destroyed by fire last week, th loss estimated at \$10,000. The blaze believed to have started from defec-we wiring under the stage. It has not seen announced if the theater will be

Sues Publix

Asks for receivership, removal of Chase National as trustee, bond payments

NEW YORK, Dec. 26.—Proceedings were instituted against Paramount Publix in Federal Court yesterday for an accounting, equity and other forms of relief. The Chase National Bank, trustee for the indenture, was also named a defendant and its removal as trustee sought. sought.

sought.

The action was filed by L. F. Harris, executor of the estate of Ida C. Harris, Chicago, holder of \$5,000 of the company's \$14,000,000 20-year 6 per cent sinking fund bonds. Plaintiff contends that the terms of the bond issue were violated and the court is asked to declare the honds due and parable and to appear.

violated and the court is asked to declare the bonds due and payable and to appoint a disinterested receiver who will assume charge of the company for the benefit of creditors.

It is alleged that the terms of the issue were violated in 1930 when Paramount declared a cash dividend of \$3,151,514 on the common stock, although the company is alleged to have lost elocompany is alleged to have lost \$10,000,000 in buying stock of subsidiaries. Defendant is also charged with listing its assets at about \$100,000,000 more than actual value.

N. O. Houses Change Drama Perks

NEW ORLEANS, Dec. 31.—First of the shifts and changes in personnel of the new Saenger Theaters, which have taken over the Publix holdings in the South and will buy, it is understood, for houses from the Virginia lines to the Rio Grande, will take place about January 15, with Joseph A. Gordon, formerly of the Globe and Strand here, being promoted to the post of city manager at Meridian, Miss., and Horace Houghland, of the New Orleans Tudor, going to Hattiesburg, Miss. Levere C. Montgomery, formerly booker for Publix in this district, is shifted, as a result of booking office consolidations here under Gaston Dureau, into the operating field to take charge of the Strand, Globe and Tudor theaters at New Orleans. CHICAGO, Dec. 31.—Business of the legit shows in the Loop perked up considerably during the week from Christmas to New Year's, and with two new shows coming in January 8 the year 1933 will start off with a cheerful aspect, albeit the fare will be meager as compared with other years.

Just now there are six shows in Loop houses. The Cat and the Fiddle, which opened Christmas Day, is the outstanding hit It is without doubt one of the best operettas brought here in recent years, and the holiday crowds are flock-(See DRAMA PERKS on page 59)

Tudor theaters at New Orleans.
Dureau, who was with Publix at New
York, is understood to be buying for
what was the entire Publix Circuit, ir(See N. O. HOUSES CHANGE page 53)

Warners Fail To File Bond

AUBURN, N. Y., Dec. 31.—No bond has been filed by Warner Brothers as the first step to gain possession of the Majestic Theater, Hornell. Justice Marsh N. Taylor, of Rochester, in a decision last Saturday, ruled Warner Brothers were entitled to possession of the theater upon filing of the bond. Mr. and Mrs. Fred F. Peters are to retain the theater.

GRAND RAPIDS, Mich., Dec. 31.—Ted Lehmerer has been appointed assistant manager of the Regent Theater here, Manager E. P. Kennelly has announced.

Radio Legislation Chances Are Slim

(See DRAMA PERKS on passe 59)

Up in Chicago

Holiday business satisfactory — "Show Boat" and

"Play's the Thing" coming

WASHINGTON, Dec. 3i. — Despite a manifest desire upon the part of members of the present short session of Congress to enact radio legislation before March 4, which would supposedly cure many of the defects from which regulation is suffering, in the view of "radio legislators" prospects are for nothing to be done. In that event, Senator C. O. Dill, of Washington, who is determined, if possible, to fix license fees on all users of radio wave lengths, and has introduced a bill to bring this about, will have to start all over again in the new Congress. Regulation of radio by the Fedral government is growing more and (See RADIO LEGISLATION on page 59) WASHINGTON, Dec. 31. - Despite a (See RADIO LEGISLATION on page 59)

WANTED Musical Stock Company

Of a least 25 people, including Band, to fol-low 10-week engagement of Ambler Players at WEATHE, ZANESVILLE, O. No Abba. THEATHE, ZANESVILLE, O. No Abba. The Amble of the Con-rus and competent Cast. Naturally of the hour show without prictures. Great opportun-tly for right company. Open January 8. Wire or write

C. H. BROWN, Mgr., Zanesville, Ohio

Showfolks Gifted With Tax Refunds

NEW YORK, Jan. 2.—Show business was well represented by fortunate firms

NEW YORK, Jan. 2.—Show business was well represented by fortunate firms and individuals who were informed last week of federal tax refunds during the past fiscal year.

Refunds were made to the Edward F. Albee estate, \$31,379.45; Reed A. Albee, \$10,694.81; Gloria Caruso, \$34,239.60 and \$2.258.76; Famous Players-Lasky Corporation (Paramount Publix successor), \$369,971.42; Fox Theaters Corporation, \$13,697.17; Maurice Goodman, \$12,598.59; Venita Gould, \$1,056.21; Otto H. Kahn, \$2.096.12; Edwin G. Lauder Jr., \$1,716.83; John J. Murdock, \$21,635.57; Jules E. Brulatour, \$8,938.67; George M. Cohan, \$4,195.09; Consolidated Film Industries (now Republic Film Industries), \$5597.26; First National Pictures, \$3,550.66; D. W. Griffith, Inc., \$2.290.77; cstate of James K. Hackett, \$8,457.86; estate of Alice Harris (Sam H. Harris, administrator), \$6,512.42; Arthur M. Loew Jr., \$15.257.79; Jane C. Loew, \$9,306.68; estate (Sec SHOWFOLKS GIFTED on page 53)

Acquire Birmingham Houses

BIRMINGHAM, Dec. 31. - With the BIRMINGHAM, Dec. 31. — With the acquisition of the Strand and Galax theaters, straight film units, from the Wise Interests, R. B. Wilby and R. M. Kennedy have consolidated the operation of the two houses with the Rialto here, The trio will be under the direction of Nelson Hampton. Kennedy is district manager of the 18 Valatenga houses in this territory.

Bay City Theater Burns

BAY CITY, Mich., Dec. 31.—Fire of undetermined origin swept thru the Wenonah Theater here, causing \$25,000 damage. The theater was flames were discovered. The theater was empty at the time

Chicago Operators Seek an Accounting

CHICAGO, Dec. 31.—More strife loomed

CHICAGO, Dec. 31.—More strife loomed in the ranks of the motion picture operators' union Friday when a bill was filled in Superior Court by Fred Oser and six other union members, asking an accounting of \$230,000 in union funds, charging connivance between city employees and union officers to let incompetents get licenses, and asking that the elections of 1925, 1927 and 1932 be woided because of gunmen's presence.

Thomas E. Maloy, business agent, and 25 other union officers were named in the bill; also James Maloy, brother of Thomas and head of the city bureau which examines licenses and applicants; W. A. Jackson, city commissioner of gas and elecricity; Michael Kennedy, successor to Jackson, and Samuel R. Todd, a city inspector. The bill sets forth that the union has 490 regular members, but 500 temporary operators have been accepted on payment of a percentage of their earnings to the union. Revocation of these temporary permits is asked and also that union officers be restribed. of these temporary permits is asked and also that union officers be restrained from molesting members.

Lawmakers Get 'Oakleys'

DENVER. Dec. 31. - Denver theater managers, following a precedent estab-lished two years ago, will issue passes to State senators and representatives. These passes will be good at any theater in Denver during the session of the State Legislature. The session opens in January and sometimes lasts for four or five

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Rep. Piano Player, Agent. Salary or split. JERRY
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Rehearse January 25. Pull Acting Company, Single
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to 251 West 42d Street, New York City-SIDNEY HARRIS,

RKO Vaude Books Building; Close to 20 Weeks by Jan. 8

Adds seven houses and loses one—they are New York Palace, Kansas City, Omaha, Newark, Troy, Albany and Hempstead-two Radio City houses are additional

NEW YORK, Dec. 31.—RKO vaude is making a slow but sure comeback, and by the second week of the new year will have close to 20 weeks, which is a gratifying increase over the 13 weeks and two days now on the local booking floor. This gain on the circuit's books comes despite the fact that recently the officials announced there would be few, if any, additions to "flesh" policies. The half a dozen houses being added to bocks have been represented by circuit vaude before. To meet this increase in houses, Dolph Leffler has been reinstated as a booker, according to Martin Beck, in charge of RKO vaude,

Among the first of the houses to return to vaude was the Proctor's Palace, Newark, full-weeker, which opened yesterday to capacity business. Gross was \$500 up until 5 o'clock the opening day. Bill comprises Cherry and June Preisser, Yaughn De Leath, Barto and Mann, Ait Frank and Ralph Cooper and Band. Next week's headliners will be Nick Lucas and Irene Rich.

Next week's headliners will be Nick Lucas and Irene Rich.

Opening last Saturday was Proctor's. Troy, a split-week stand that has been out for but a couple of weeks. Albany opens today with a vaudefilm policy on the same arrangement as Troy. However, the circuit's operating department contends this is just a special show, altho the booking office has the policy down as permanent.

January 6 will see the Mainstreet, Kansas City; Orpheum, Omaha, and the

down as permanent.

January 6 will see the Mainstreet, Kansas City; Orpheum, Omaha, and the Rivoil, Hempstead, L. I., reopening as a full-weeker, three-dayer and split-weeker, respectively. Kansas City was out because of labor trouble. The local Palaco, as has been written before, reopens January 7, giving another week to the RKO books. There is a possibility that the floor will book the Cosmopolitan here, now supplied with shows by Arthur Fisher, but there may be a hitch because of the circuit's neighboring Colonial Theater The Liberty, Elizabeth, N. J., Skouras house playing RKO vaude, leaves the books January 6 due to its inability to battle the competition of Warner's Ritz.

In addition to these houses, RKO's 'nesh' is also represented by the International Music Hall and the Roxy in the Radio City development. These dates are four-week stands and contracts are given out thru the booking floor.

The houses now on the RKO books, not mentioned already, are the Albee and Prospect, Brooklyn; Academy of Music here, Providence, Boston, the Lincoln and Capitol, Trenton: Regent, Paterson; Westwood, N. J.; Lynbrook, L. I., N. Y.; Toronto; Hippodrome, Cleveland; Palace, Chicago; Milwaukee, Minneapolis, New Orleans, and the Albee, Cincinnati.

NEW YORK, Jan. 2. — The Weber-Simon Agency has incorporated under the name Weber & Simon and capitalized at 10,000 shares. The new corpora-tion is controlled by Irring ized at 10.000 shares. The new corporation is controlled by Irving, Ferdie and
John Simon, who are now running the
local office. The Western office will be
called the Harry Weber Agency and run
by the Weber boys, Herman, Harry and
Herbert. Under the new arrangement
the Western office will dig up talent
and sell to the film studios, while the
local office will handle its acts for vaude.
The Bill Jacobs agency will continue to
lundle Weber-Simon acts in the Chicago
will continue handling Loew and indie
dates for Weber-Simon acts. Phil offin
and Russell Decker are still with the
local office.

Van Cello Badly Hurt

READING, Pa., Dec. 31.—Van Cello, known in private life as William H. Taylor, suffered a fractured skull, broken nose and possible loss of the sight of an eye when a 20-pound barrel he was twirling with his toes slipped and struck his face. Van Cello, lying in a hospital cot, was more concerned about the first failure of his act in 20 years than about his injuries.

NEW YORK, Jan. 2. — A club booker was approached by speak-easy owners last week and asked for piano-and-singing acts for New Year's Eve. Average offer was \$25 for a team, but with the provision that the act had to bring its own

Stoll Not Selling To Gaumont British

LONDON, Dec. 24.—Negotiations between the Gaumont British Corporation and Str Oswald Stoll for the acquisition of the Stoll group of theaters have broken down after being in progress for sev-

eral weeks.

Sir Oswald Stoll will continue to direct his interests as before, and many drastic economies will be introduced in the working of his theaters and chemas. Several officials and departmental heads in the organization are already out and more have been told that their services will be thru after a certain date. Salary cuts, amounting in some instances to as much as 20 per cent, will be applied to members of the staff, including stage crews and pit musicians.

Dows Get New Ones

New York, Jan 2.—The Dows have landed two new houses, the Walnut in Philadelphia and the Olympia in Utica, N. Y. The Philly house is a split week, Friday opening, and opened last wetk. The Utica theater opened New Year's Eve and will be a split-week stand in addition, the Dows are now booking the Paramount, Newark, five acts on a full week, Friday opening. They booked it last year, aitho Lawrence Golde took it from them for a short time.



median, who is now featured in the Fanchon & Marco condensed version of "Sally," playing the Mid-

Philly Hit By Indie Vaude Wave

PHILADELPHIA, Dec. 31. — The lowprice vaude idea seems to have hit here
in a wave following the opening yesterday of Keith's Theater under the management of Abe Sablosky and John McGuirk, presenting pletures and vaudeville at a 35-cent top. The Walnut Street
Theater was to have opened last night,
under the management of the Popular
Theater Enterprises, with a picture and
vaude idea at a 25-cent top. So far no
advance exploitation as to bill has been
submitted by the latter house. Lease
was negotiated for the theater from
James Beury, owner, by Lionel Freedman,
Inc.

Inc.

First Keith bill presents Al Wohlman as m. c.; Marcelle, Williams and Company, edagio company; Mullen Sisters, Billy Rolls and Dorothy and Joe Mayo and Company. The picture is Self-Defense, an indie production.

Meanwhile, as opposed to this low-price policy, the Earle is keeping up its box-office tag with a program headed by the Eddle Cantor-George Jessel combination this week.

by the Eddle Canto bination this week.

RKO Owes 'Rio Rita' a Week

NEW YORK, Dec. 31.—The condensed version of Rio Rita has but one week coming yet from RKO on the deal that circuit made with Loew. This will be played at Proctor's Palace. Newark, late next month.

Weber-Simon Reorganization Opening of New De Luxers Makes Name Act Shortage Yet More Acute

NEW YORK, Jan. 2.—With the two a Radio City houses, the recently added Broadway and the revived Palace bringing the total of Times Square ace flesh houses to eight, the shortage of name acts has become more acute than ever. The booking offices are searching high and low for new name acts and, most of the time, have to be satisfied with repeating old names at exrobitant salaries. Standard acts are plentiful, but acts that can draw are very much in demand and the eight local de luxers, not counting near-by de luxers like the Brooklyn Paramount and the Paradise, are competing keenly for the few available.

This situation is booming salaries for new names, especially those from radio, while old names are enabled to hold on to old salary levels. For the booking offices the situation is unfortunate. They get plenty of headaches booking bills that can really draw. They have to maintain extra-sharp lookouts for new tellent and, in addition, pay salaries entirely out of keeping with depression conditions.

The houses competing locally for names are the Broadway, Capitol, Paramount, Roxy, State, Palace, the new Roxy

and the Music Hall. The Music Hall, of course, has the biggest budget. Booking the house will not be such a headache because most of the talent comes from outside ficks like the circus, concert and opera, and the other houses do not compete in this. In getting vaude names, however, the Music Hall will undoubtedly have trouble. The Capitol and the Paramount also have heavy budgets. The Paramount has had to repeat many names recently, while the Capitol is admittedly Loew's hardest house to book. Both houses have been splurging on names right along.

As far as the two Radio City houses and the Music Hall. The Music Hall, of

names right along.

As far as the two Radio City houses go, the new Roxy is considered opposition by the other de luxers while the Music Hall is ruled out as a freak house. No office, however, has yet moved to officially declare either Radio City house opposition. The return of Palace vaudeville will bring an oldtimer back into the fold and perk up opposition for the State, while the Broadway will undoubtedly be affected adversely by the Palace's return. The Roxy, on the other hand, is almost in a class by itself and does not compete for names.

Music Hall **Bill Changed**

Roxy ill, with Aylesworth now in charge—running time cut-show reroutined

NEW YORK, Dec. 31.—The show at addo city Music Hall, which ran for eight minutes under four hours on opening night, is still being switched and changed in an effort to get it down to a reasonable running time without impairing too much of the "name" material. On second night drastic cuts were made, including the elimination of De Wolf Hopper and Weber and Fields, which brought the time down to under three hours. Patrons, however, were disastisfied, feeling they had been cheated by the omission of names prominently displayed on the billing, and letters poured in the following day asking how come. Hopper and Weber and Fields were put back in the show immediately. Salaries for the three total \$2,100.

Changes are being made daily, with the

Changes are being made daily, with the lineup still far from settled. H. B. Franklin and Martin Beck viewed the layout again several times this week, with further changes as the possible result.

buit.

Definitely out, however, is Titta Ruffo, well-known operatic baritone, who was used in the condensed version of Cormen, his place being taken by Desire Defrere. Also out is Joan Abbott, who showed in Night Club Revels, the finale of the first half. Jeanne Lang, radio singer, who delivered With a Feather in My Cap as a prelude to the Roxyettes first number, walked out when she obtained an additional radio contract, her place being taken by Gertrude Niesen. The Berry Brothers have been given two spots of their own.

The lineup of the show at present

The lineup of the show at present (subject to change at any moment) follows: Minstrelsy, Berry Brothers, Vers Schwarz, Music Hall Impressions, States of the Skillet, Taylor Holmes at the microphone, Harald Kreutzberg, Ray Boger; the Tuskegee Choir, the Roxy Bellet, Dr. Rockwell, Night Club Revels, intermission, Carmen, Martha Graham, Roxyettes, Berry Brothers and the Star-Spangled Bnancr tableau.

gled Bnnner tableau.

The opening of the Music Hall developed into something of a flasco and drew pannings from the press. H. B. Franklin returned hurriedly from the Coast, arriving here two days later and just in time for the opening of the RKO Roxy. Roxy today retired to a hospital with reports saying that the strain of opening both theaters was too much for him. M. H. Aylesworth, president of RKO, moved into Roxy's Music Hall difices and assumed active charge. It is thought that Aylesworth may do some pruning on the heavily-hooked-up Roy setup.

Various acts booked for the two these

Various acts booked for the two theaters were let out before the opening when it appeared that the topheavy Music Hall show would be almost endles Among them were Cherry and Juni Preisser and the Four Bronetts. Then the deach been booked for four weeks at the Music Hall, which have been taked care of elsewhere.

Another chapter is the dronning of the

care of eisewhere.

Another change is the dropping of the symphony concert scheduled for tomorrow morning, to be conducted by Lebold Stokowski. It was dropped, according to report, at the instance of Eros Rapee, who claimed that it would be to much of a stain on the musicians. Instead, there will be a concert by an NBO orchestra under the baton of Fritz Reiner.

Sid Frauklin Goes Vaude

NEW YORK, Dec. 31.—Sidney Frank-lin, Brooklyn's buildighter, was accepted for RKO dates and opens January 11 at the Regent, Paterson, following January 14 with the Prospect, Brooklyn, Be heads a 14-people flash, including Mexican orchestra and a Spanish dans team. Act is reported to be getting 8750 for the showing week.



By EUGENE BURR

A PASS TO THE RKO ROXY

A PASS TO THE RKO ROXY

RASHLY your reporter decided on Friday afternoon to look in again at the show at the RKO Roxy. With that purpose in mind he wandered up to 49th street and Sixth avenue, in the shadow of the L. Crowds began pushing at 47th street, and from then on it was each man for himself. On 49th street the sidewalk was roped off, with a seething mob behind the ropes stretching as far as eye could reach, while the theater portais belched forth humans in jittering spurts, and replacements made their way inside beneath the spouting fountains over the ticket booths. It was a mob scene at which Cecil De Mille might have paled in envy.
Your reporter took one look and de-

The might have paled in cavy.

Your reporter took one look and decided to make a trip to the publicity offices in the Music Hall Building, in search of a passport thru the lines and, if possible, a police escort. Therefore he entered the Music Hall's stage door and was told by a harassed-looking Irishman that the publicity department was on the eighth floor. There was an elevator to take him up. In the elevator was a plaque stating that the name of the operator—a nice-looking young gentleman with an Oxford accent—was Mr. All Roxy employees can now be called by name. Names of ushers are displayed on their aisles; the cleaners probably have their names printed in nice white letters on their dustpans.

At the seventh floor Mr. Hepplethwaite

At the seventh floor Mr. Hepplethwaite topped the elevator and waited. Your eporter waited, too. Finally Mr. Hepplethwaite volunteered the information hat the publicity department was on he eighth floor and that it would be necessary to walk up one flight.

bessary to walk up one flight. That wasn't the half of it. A stair-ay, with three turns in it, led to the ghth floor and to a corridor which huld have come directed from projected enery of Metropolitan Hospital. The pridor, conservatively, was half a block hig, and midway it was bisected by anher corridor with a sign reading, "To be Publicity Department." Your reporter plodded hopefully on.

At the end of the second corridor nother half block) was an open door, shind which a domineering young man as instructing comely young ladies (in impers) in rhythmical gyrations. It as a cheery sight to aid the weary anderer on his way.

The corridor of the young ladies ended tiptly, and another hallway took the urcher once more to the 50th street e of the building. On a door at the d was the legend "Publicity Departur" and it seemed that diligence had last earned its reward. But immetely behind that door, when opened, a another door bearing the simple of "Toilet." Your reporter by this me was slightly bewildered.

Comerford, Auditorials W-V Try Flesh

Comerford-Paramount negotiations concluded--stage shows continue if they click

NEW YORK, Jan. 2.—Wilmer & Vincent and the Comerford circuits are both trying out flesh in several spots and may continue if the experiments are successful. Wilmer & Vincent is experimenting with stage shows in Harrisburg. Easton and Allentown, and with road shows in Richmond and Norfolk, while Comerford has revived vaude in Scranton and Wilkes-Barre, and is also trying it out in Hazleton, Shenaridoah, Pottsville and Williamsport, Pa.

Wilmer & Vincent are just finishing playing Harry Krivit's Moran and Mack unit at the State, Harrisburg; the State, Easton, and Colonial, Allentown. The circuit experienced trouble with the musicians' union in Harrisburg but that was straightened out. Jack Dempsey has also been booked and a small show is being built around him for his three full-week dates—Harrisburg, Easton and Allentown—opening next week. The circuit is using these three houses only for its flesh experiments, as they are the only houses with stages large enough for vaude. Tho cren in these instances the stages are smaller than regulation size. It has other stages equipped houses, but they are considered obsolete for modern vaude.

According to Joseph D. Eagan, general

According to Joseph D. Eagan, general manager, the circuit is reopening the Lyric, Richmond, and the Colomial, Nor-folk, to play a musical road show, Broadfolk, to play a musical road show, Broaduay Rhapsody, featuring Gene Austin,
radio name. The show goes into Richmond today for a week, followed by Forfickl January 9 to 11. Eagan says the circuit would try flesh even more than it
does now if it did not have so much
trouble with the unions. In some cases
the musicians' unions demand pit bands
in addition to the stage bands. All these
bickerings hold up booking and make
the circuit shy away from flesh.

In the meantime M. E. Comerford and
Paramount-Fublix have finally conclud-

the circuit shy away from flesh.

In the meantime M. E. Comerford and Paramount-Publix have finally concluded several weeks of negotiations, the M. E. Comerford group reacquiring a major interest in 47 houses in Pennsylvania and two in New York. Comerford has already taken over active management of the houses and is trying out vaude in the Strand, Hazleton; the Capitol, Pottsville; the Strand, Williamsport, and the American, Shenandoah, Pa. Fally Marcus is booking four acts the last half. First shows went in Thursday, Full-week five-act waude has been revived in the Capitol, Scranton, and the Penn, Wilkes-Barre, beginning last Monday. The policles are all temporary and will be continued if business at the opening shows is good.

George Walsh, who had been in charge of the Comerford circuit since Publix acquired it August, 1930, has returned to the home office, where he becomes assistant to Sam Dembow Jr., now in charge of the theater department. The theaters in the deal are the Canicio Bloomsburg.

another door bearing the simple title of "Tollet." Your reporter by this time was slightly bewildered.

Search revealed the fact that steps led down to the left, past the second door. Then another hall to the right, and then, after another right turn, there were at the publicity offices. After that it was a simple matter to go thru three towns and find the gentleman we sought. "My Lord," he gasped, looking he, how'd you get here? When we first moved in I stayed here for three days without going home. I was afraid I bouldn't find my way back."

S me time later, bearing a paper with he words "Admit Immediately," your reporter passed again the door marked Trollet," stopped for a moment to watch the young ladies in rompers, who were by this time banging on tambourlines; of any with the polented chorus girls surrounding a right field of the chorus girls surrounding a right field pull, probably.

Back at the RKO Roxy, with the paper roking as an "Open Sesame" in splitting the lines, your reporter was told ya surprised young lady in the box mice that he would have to find Mr. Nolan was inside, and a salteman in a peaked cap volunteered to bear the by-now-crumpled message to barathe. A little while later a gentleman he was not Mr. Nolan escorted us in right was not Mr. Nolan escorted us in remaining the lines, your reporter was told to bear the by-now-crumpled message to barath. A little while later a gentleman he was not Mr. Nolan escorted us in right was not Mr. Nolan escorted us in remaining the laughed. "Naw," he said, "gimme. I'll put it out fer ya." He was the first human being encountered on the trip. the home office, where he becomes assistant to Sam Dembow Jr., now in charge of the theater department. The theaters in the deal are the Capitol, Bloomsburg; Orpheum and Strand, Carlisle; Ritz, Danville; Rex, Dickson City; Garden, Dunmore; Pastime, Duryea; Freedman, Forest City; Capitol, Feeley and Grand, Hazleton; Lyric, Honesdale; Kingston, Kingston; Luzerne, Luzerne; Capitol, Mauch Chunk; Savoy, Northumberland; Holland, Old Forge; Granada, Olyphant; Parsons, Parsons; American and Roman, Pittston; Shawnee, Plymouth; Capitol and Hippodrome, Pottaville; Sayre, Sayre; Bell, Capitol, Globe, Manhattan, Rialto, Ritz, Riviera and Roosevelt, Scranton; Strand and West Side, State; Strand, Shenandoah; Rialto and Strand, Sunbury; Keystone, Towanda; Alhambra, Capitol, Hazle, Irving, Orpheum, Penn and Sterling, Wilkes-Barre, and Victoria, Jersey Shore, all in Pennsylvania, and the Tloga, Oswego, and Capitol, Waverly, in New York.



FLORENCE LAKE, who is appearing with her brother, Arthur, at the Valencia Theater (Loew's), Ja-maica, N. Y., this week, in a singing and comedy act. She was formerly in films.

Percentage Units **Under Control Now**

NEW YORK, Jan. 2 .- The percentage

NEW YORK, Jan. 2.—The percentage unit idea in vaude is settling down now to the point where the hastily puttogether units are folding, and only the better-produced and handled units are still in the field. The fever rush to go out in such units has already subsided, many acts being frightened off by tales of units that were stranded thru bad bookings and mismanagement. Reliable producers and veteran performers, however, are continuing to make a good living out of the newly developed field. The Nicholas Boila-Denny White Carnival of Fun unit has already played six weeks, mostly up-State, and reports good business and smooth going. The average grosses have more than covered the nut and the unit is continuing. Charles B. Maddock reports that his unit is covering its weekly nut and even turning in a profit, but warns that the percentage dea is still "dynamite" because the field is so unorganized. He says the best dates are those booked direct and in small towns, where a fashy show gets a better response than a sophisticated big-town audience. Furthermore, the small-town dates can be repeated, audiences supporting repeat dates of shows they like.

Maddock says flat guarantee dates seldom cover expenses and the percentage dates must be expected to turn in any profit margin. However, the houses for percentage dates must be expected to turn in any profit margin. However, the houses for percentage dates must be chosen carefully. Maddock has already combined with three other units—Carnival of Fun, Roscoe Alis' unit and Country Club Scandals—in exchanging information about the dates each unit plays. In addition, the four units are sharing the cost of an advance man, who is now combing the territory westward to Detroit and supplying them with confiden-

the cost of an advance man, who is now combing the territory westward to De-troit and supplying them with confiden-tial dope on theaters available for book-

Apparently units can make a living out of wild-catting now if they book themselves carefully, manage their financial affairs properly and travel under as small an overhead as possible.

NVA Drops Celebration

NEW YORK, Jan. 2.—For the first time in years the NVA clubhouse did not hold a New Year's Eve celebration. It's part of the economy drive in running the club. Last year the club put on a vaude show, and in the years previous dinners and shows at reserve-seat prices were the order.

However, this year the club held a Christmas Eve buffet for members and also gave out food baskets to the needy. The clubhouse was decorated for the holidays and also housed a large lighted Christmas tree.

Cliff Work Back

SAN FRANCISCO, Dec. 31.—Olifi Work returned to the RKO fold this week as city manager here after being in Vancouver on private business for a week. With Work here, J. J. Franklin goes into his job as city manager of Cleveland, starting January 7. He replaces Ted Thomas, who moves to the Keith, Flushing, L. I., as manager.

InterstateBack To Hoblitzelle

Seems certain chain will revert to owner-Freeman would do booking

DALLAS. Dec. 31.—It appears certain now that Karl Hoblitzelle will remove his Interstate Circuit from RKO operation and once again handle it independently as of old with vaudefilm policies. In this event it is reported that the "flesh" booking will be done by Charles J. Freeman, former RKO booking chief and one-time booker of the Hoblitzelle houses. This is significant with the expected visit here by Freeman within the next 10 days while on his way to the Coast.

with the expected visit here by Freeman within the next 10 days while on his way to the Coast.

This has been rumored around for quite some time, but it did not take any definite form until recently, when Hobilitzelle intimated to RKO that he would get it a break on his houses. The circuit is seeking a rent reduction right now, but the inside is reported to be that Hobilitzelle is convinced he can make a go of it on his own as he did some years ago.

The houses Hobilitzelle has in RKO operation are the Majestic theaters in San Antonio, Houston, Dallas and Fortworth. If he does pull the houses and resumes with vaude booked by Freeman it is more than likely that he will offer booking services to indie theaters around that territory to get up a representative-sized vaude book.

Freeman left as RKO's booking chief some time ago, but immediately connected with the circuit's Radio Pictures subsidiary on the Coast in the capacity of a talent scout. He is in the East at present, where he has been for about five weeks on a purported search for talent in his picture capacity.

Palace Vaude January 7; No First-Run Pictures

NEW YORK, Dec. 31.—The Palace's date and policy on its return as a vaude-filmer has been changed again. Opens January 7, as was originally planned, and will play second-run pictures instead of first-run. Probably will be severacts instead of six, and the picture will be Constance Bennett in Rockabye instead of The Mummy. As a result, the Mayfair continues as a first-run picture house.

migration officials. The circuit intends posting a bond for him, and he's to get \$500 for the date.

As was written last week, Fred Cruise moves over from the Mayfair to managership of the Palace. His berth at the Mayfair is to be taken by Harry Marx, recent Palace manager, Charles Stein will be the Palace pit leader. He was formerly at the Hippodrome and the Madison, Brooklyn.

RKO Thrift Books Sell Big

NEW YORK, Dec. 31.-RKO's 12-week contest among division, district and house managers for the sale of thrift books will be completed January 12, and already the \$500,000 goal has almost been reached. Prizes will be awarded at the expiration of the contest and the thrift sales will be continued.

Rheingold Sentence Waits

NEW YORK, Jan. 2.—Sidney Rhein-gold, indie booker, who was found guilty of operating an employment agency without a license October 19 and whose without it license October 19 and whose sentencing was postponed twice, came up for sentencing Thursday in the Court of Special Sessions and was granted another postponement on plea of his counsel that the judges who found Rheingold guilty were not sitting that

Rheingold's counsel, Bernard Mitnick, Rheingold's counsel, Bernard Mitnick, made a motion for a new trial, and the court set January 12 as the date for consideration of a new trial or the handing down of the sentence. Rheingold's case originally came up April 4 in the Court of Special Sessions.

NEW ACTS

Reviewed in New York

Henrycko-Marie-Victor and Company

Reviewed at the Prospect. Style— Dance flash. Setting—In one and full stage. Time—Thirteen minutes.

Included in this six-people act are the Included in this six-people act are the Bertrand Sisters, Ruth and Sonya. This stepping pair is headed for something better than family time, and tr's just a matter of when. They're easy on looks, select their costumes artfully and offer a brand of ped rhythm that registers heavily. Open with a precision tap in military regalla and follow with a softshoe number.

Standard bearers are mediocre in Standard bearers are mediore in Spanish baliroom and adagle offerings. Suffer by comparison with the team of fem hoofers and by poor choice of music selections. Gal piano accompanist (Elaine Doris) pumps a medley of poptunes from wind instrument in lifeless feables.

Spotted at closing here, with the Bertron gals corralling the plaudits. D. C.

Al Mamaux

Reviewed at the Orpheum. Style—Singing and talking. Setting—In one. Time—Seven minutes.

Mamaux, now the manager of the Newark baseball team, is continuing his another custom of playing vaude during winter layoffs. Unlike most celebrities who take dips into vaude, Mamaux does not stress his baseball background much, but tries to put himself over by talent. He is fairly successful, as the customers



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rarely expect talent in freak acts, and when they get a bit of it they're easily when the

satisfied.

He comes out in tux following a baseball newsreel trailer. Accompanied right along by a male planist, his routine consists of songs interspersed with baseball talk and a few gags. He sings My Feet on the Ground, then an Irish tune, followed by Say It Isn't So, and closing with a parody version of It's a Girl. He has a pleasant tenor voice that just about gets him by and a modest personality that does much to cover any deficiencies in material.

Spotted second here, he pleased and drew a fair hand,

Frank Conville

With Sunny Dale

Reviewed at the Orpheum. Style—Comedy and singing. Setting—In one. Time—Fifteen minutes.

Time—Fifteen minutes.

Conville formerly did a two-act unit. He is now doing a comedy turn assisted by Sunny Dale, a tall blonde. The new turn is decidedly slow and could easily stand cutting. It does not really begin to hit off the laughs until the Charlie Chaplin number toward the close. Fixed up plenty and shortened to bring in some pep, the act should do all right. As it is now it is a slow and spotty comedy turn that doesn't quite come off. The opening portion is very loose and

As it is now it is a slow and spotty comedy turn that doesn't quite come off. The opening portion is very loose and gives the impression of being haphazard. Conville wanders on and off, working his comedy ideas too de iberately to eatch the laughs. He and Miss Dale do a hoke singing bit and then she mauls him. She is on alone for some acrobatic cooching, followed by Conville's solo comedy, in which he does hoke dancing and a clever satire of a burlesque prima donna stripper. Up to this point Conville is not so funny, but swings into line with his Chaplin impersonation. He works this into an amusing Ten Cents a Dance comedy number. As Chaplin he does a very funny dance with Miss Dale, the bit giving the act a punchy close. It was spotted next-to-closing here and drew a fair run of laughs. Fixed up, it should do better.

Nita Martan

With Sidney and Sanford Green

Reviewed at the Broadway. Style—Singing, Setting—In two. Time—Eleven minutes.

minutes.

Nita Martan, billing herself as "Red-Headed Woman From Reno." was on Broadway in 1928 in the musical shows, China Rose and When You Smile, but for vaude her act is a fizzle. Strictly a singing act, with two pianists accompanying her and filling one wait. They are Sidney and Sanford Green. Not a chance for the act as it stands. Miss Martan happens to be a prima donna, altho she attempts an exaggerated blues singer. Her conception of a hot delivery

altho she attempts an exaggerated blues singer. Her conception of a hot delivery is unfortunately comical.

She does three numbers, Rhythm in Your Soul, How Do You Do It? and a special on St. Louis Blues. For them all she uses tricky and low-down arrangements, which absolutely do not fit her voice. At times it appears she's hoking a blues singer. And the way she swings her arms and affects other bits of delivery are inclined to rub the wrong way with an audience.

Was the second act following intermission on the opening bill of Arthur Klein's two-a-day vaude layout. Flopped, and at the finish the audience broke away from its politeness and gave her

away from its politeness and gave her the "bird." S. H.

Gardner Quadruplets

Reviewed at the Boulevard. Stylc—Singing, dancing and comedy. Setting—In one and three (special). Time—Ten minutes.

These Gardner Quadruplets are blond

These Gardner Quadrupicts are blond girls, looking as much alike as peas in a pod, and they're doing a turn that makes one think of the Four Golden Blondes. A pleasant enough act as it shapes up now, but it needs maturing to get away from skimpiness and become more robust in its entertainment. More has to be offered. The girls themselves are good to look at and have sufficient talent.

There are really but two numbers to the whole act and the rest is just a smattering of song, dance and talk. The first special has three of the girls as former country lasses gone sophisticate, later teaching the ways of the big city to their hick sister. For the finish they do a special on scrub women, which is a clever item and well handled. Nothing outstanding to the singing and legging, altho it gets by.

Closed the five-act bill here, but really belongs in the middle. Did okeh.

VAUDE NOTES

BETTY NYLANDER has replaced Florence Barlow in the Dillon and Parker

CARNIE ELLIS has joined the Radio Rhythm act, now being recast and re-

Theater men are breathing easier now that the holidays are ever. The pre-holiday period was a tough one. In addition to the usual slump at that time, many lobbies were "plekted," more or less, by men and women soliciting funds for charities. This drives away some business. With the lobbies free and the shopping and eelebrating over, theaters are now settling back into normal—altho this, of course, does not necessarily mban a profitable normal.

EDDIE JACKSON dropped out of the Paramount Grill show last Tuesday be-cause of laryngitis. Will be out two weeks. Other show changes are Chaz Chase dropping out this Tuesday and Beth Challis coming in. The Three De-mons went out last week.

THE NASH SISTERS closed at the Chez Maurice Club, Montreal, last week and open Thursday at the Cocoanut Grove, Boston.

Plenty of performers picked up a few dellars playing Santa Claus in department stores during the holidays. Magtelans, acrobats and clowns were also fortunate in getting department store work, this source of income being developed more and more each year. This type of work may not be so remunerative, but it's a good filter-in between regular dates.

INDIE CLUB BOOKERS report New Year's Eve club dates were the lowest

THE FANTINOS sailed aboard the Manhattan Wednesday for Paris. They are making the itrip especially to settle an estate, altho they may stay longer and play some vaude dates.

PERZADE AND JETAN have returned from up-State New York, where they had been playing clubs and vaude since

In attempting to dispose of its costly building, the NVA is banking on prohibi-tion reform to help out. If the 18th Amendment is repealed soon, the NVA in-tends to reinstall the restaurant and make enough money to carry the defielt of the building. As 4t is, the carrying cost of the building is a serious handleap to run-ning the NVA economically.

THE SLATE BROTHERS leave January 15 on the Paris and open January 30 at the Palladium, London.

HARRY GOURFAIN has rejoined the New York F. & M. staff after doing a special unit for B. & K. in Ohicago. F. & M. had released him just for that

JACK DORMONDE, who had been broadcasting from WREC, Memphis, has quit radio to rejoin his brother, George. They're doing their old act after being They're doing their old apart the last five years

So the circuits couldn't hold out any longer in that Newark N. J., "filesh" situation. It probably burned them up to stand by while an indie operator reaped a harvest with a vaudefilm polley in a ripe territory. Now the town is overseated again, with Publix, Loew, RKO and the indies using combo policies.

EDDIE GARR impersonates more than a dozen personalities in MGM's coming feature, Hollywood Premiere.

ARTHUR BENLINE, of RKO, came near missing the Radio City Roxy open-ing when he hunted for his dinner-shirt collar. An obliging laundryman helped him out with the collar, size 18.

LOUIS K. SIDNEY, Loew's production chief, spent the New Year's holiday in Atlantic City.

The Artists' Representatives' Association in RKO is handing out franchises and associate rights for the booking floor with seemingly utter disregard for the strictness of the old days. Maybe it's because the board is inbuned with that spirit of giving folks a chance to make some sort of a living, or perhaps it feels that there's another agents' shakeup in the offing.

ALEX GERBER and "Slim" Timblin took a 10-day holiday cruise to Nassau and Havana.

JERRY FRANKS was a general relief man for the stage show at the Capitol, New York, last week. He subbed for one of Paul Ash's specialty people one day,

and for three days pinch hit as m. c. for the bill when Ash was too ill for the job,

LOEW CIRCUIT has put the clamps n passes for the State, New York, and on passes for the State, Ne the Metropolitan, Brooklyn.

About time that somebody started action to keep house trailers from running so long. If anything gets on an audience's merves it is acting shot after shot of what's going to be seen at the theater in days and even weeks to come. Hope Bob Sisk of RKO makes headway in his determination to slike the trailers from the usual 10 to 13 minutes to no longer than 4½ minutes. minutes.

BERNIE HINES, of RKO, is a frequent visitor to Washington, and it's not about polities either.

HAROLD B. FRANKLIN, president of RKO theaters, made a quick jump of his last trip to the Coast. He got there on a Thursday, left Sunday and reached New York Thursday. His secretary, Jim Finey, made the jump with him.

W. B. HALL and associates reopened the Palace, Youngstown, O., former RKO house, installing a vaudefilm policy.

MARY NOLAN was released from ball when it was learned that she was no longer wanted in Minneapolis on a charge of passing a \$304.58 fraudulent check at the Hotel Radisson, that city.

MAX WAHLL, an Earl Carroll import, made his American debut at the Roxy last week. Agented by Ed Davidow's

RKO has it in for Lou Forman, former pit leader at the Palace and now at the Broadway, New York. The circuit claims he tried to grab some of its musicians from the Albee, Brooklyn, by offering more dough. Besides he's giving RKO a headache in that it's having a tough time of it getting a personally leader for the vaudefilm return at the Palace.



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NEW YEAR GREETINGS

LINDY'S RESTAURANTS

1626 B'WAY

Near 50th Street

1655 B'WAY Near 51st Street

Broadway, New York

(Reviewed Monday Evening, Dec. 28)
The old Main Stem got a Christmas present tonight in the form of a two-adsy big-time vaude show. Arthur Klein plays the role of a promoting Santa Claus, while the Broadway Theater is the harborer of the revived policy. The Broadway mob was out in all its glory to welcome back what for a time appeared to be a lost art. The Peggy Joyces, Lou Holtzes, Fanny Brices and Billy Roses were there, lending importance, in addition to a house jammed full of "Tiesh" enthusiasts who vigorously applauded from the time Lou Forman raised the baton until the 12 Aristocrats rang the curtain down.

As a show, running two hours and 46 minutes, including a 16-minute intermission, it is a trim 10-act layout, except that a few things have crept in to dull the edge. An injustice is done to the second half by Nita Martan, whose singing act was treated politely long enough, but the "birds" eventually came. Conflictions set in as well, with stooges galore, and the quietness of Jack McLallen's comedy suffers from such rowdylsm as dished by Ted Healy and Joe Frisco. Too bad that the second half doesn't hold up like the proceedings before intermission.

All the acts are playing the date on percentage of the gross, ranging from Healy's 15 per cent down. If the house grosses \$20,000, as Klein so optimistically pictures, the performers can come out with a living wage on the week. Still (Reviewed Monday Evening, Dec. 26)

Healy's 15 per cent down. If the house grosses \$20,000, as Klein so optimistically pictures, the performers can come out with a living wage on the week. Still that figure is tall shooting. The house seats 1,900, while the box-office scale for week days is from 25 to 50 cents for matinees and 50, 75 and \$1 evenings. Holiday scale is from 50 cents to \$1.50. Klein's operating expense is figured at \$4,000 and the rent is \$2,500. May Wirth and Family, following the overture buildup of Lou Forman and the 15 pit boys, skillfully launch the show with their familiar equestrian turn. In addition to Miss Wirth's excellent bareback work there is delightful comedy from one of the males. Others in the family are Stella, Marilus, Freddie, Ethel and Charles.

DeWolfe, Metcalfe and Ford make the deuce frame ring to show-stopping laudits for their outstanding stepping. Each one is a sock dancer, which gives the act its terrific appeal. Helping a lot is the neat routining and staging. They've got what it takes to give a bill speed and punch.

Val and Ernle Stanton, given a big mitting welcome, are the first comedy gab servers, and the smartness of their material went big with the first-nighters. They're a clever pair, in the know on how to handle smart stuff, and they vary the going with amusing side businesses. A blond girl gives them brief assist.

Ann Codec and Frank Orth are on

brief assist.

Ann Codec and Frank Orth are on after Ted Healy and his stooges, Howard, Fine and Howard, make the first of their three interruptions in the first half. Start off mildly, but pick up quickly with the slapstick sessions induged in by the couple and an unbilled mixed team. On the whole, a quietly

dulged in by the couple and an unbilled mixed team. On the whole, a quietly amusing affair.

Mosconi Brothers (Charles and Louis) got a big entrance hand from the friendly mob, and they wound up with a huge reception. Their type of dancing is rare different and calling for unusual endurance. They did their solo and double work, with Dorothy Van Alst helping out well several times. Ted Healy follows them for a few minutes before the ahow signs off for intermission.

Twelve Aristocrats, coupled off, are the right thing for following intermission. It's class ensemble dancing with keen precision, and there's not too much attempted. The folks enjoyed this and were strong with their applause appreciation.

were strong with their applause appreciation.

Nita Martin, aided, by two planists. Sidney and Sanford Green, had the next spot and died. She was in several musical shows seasons back on Brondway, but for vaude her act is a fizzle. The wrong slant in having a prima donna trying to be a blues singer, and her conception of hot delivery is unfortunately comical. Audience was polite for a while, then uneasy and finally rude.

Joe Frisco luckily is the next turn and he gets the show back on its feet. Here's a funny fellow, working a la natural and slaying the audience with his wisies. Does his familiar stuff and gets in several new bits to swell the laughs. He, too, uses a stooge and a hula dancer. Gave them plenty to giggle at and in return got big applause.

Jack McLallen, aided by Doris Ellington and Tony, the stooge, got by all right, but his bad break is that his smooth work has to be sandwiehed by the horseplay of Healy and Frisco. He managed to make some impression, tho.

Radio City Music Hall, N. Y.

Roxy's "Theater of the Rising Sun" opened laxt ingith with a fanfare of trumpets, reams of newspaper publicity, celebrities tripping over each other's corns all over the huge arena, and everything except personal appearances by President Hoover and President Elect Roosevelt. It seems that years ago one man standing at the prow of a ship saw the sun rising huge and glorious out of the sea. At the time he conceived the noble idea of using that sunrise as the basis of a theater—which to one lowbrow customer showed a greater resemblance to the inside of a barrel than to a sunrise at sea—you will have to turn to another section of this issue. And with the review of the theater out there seems strangely little left to review. True, there were various tiny figures performing intricate gyrations on the huge and distant stage, but they were so far away and seemed so singularly unimportant in all that vastness that at hardly any time did they take on the general contours, the life and color, of a stage show.

Usual Roxy magnificence smites the eye as soon as you enter the portals of the huge playhouse. There is the expected group of oilly obsequious flunkeys doing their usual drill, and even the gentiamen who tear the atubs off your tickets have their names on the boxes in which the stubs are deposited. This reporter, for instance, was no end bucked to find that it was a Mr. Rogers who, under a towering tophat, tore his ticket apart. All the ostentation will probably appeal hugely to the boch trade, but it is both embarrassing and nauseating to the adult playgoer.

Autibility in the playhouse is, considering the size, fairly good—tho not good enough to make talking acts particularly desirable. By dint of ear-straining and the aid of the p. a, system, you can eatch what's going on but occasionally it's an effort. However, no matter how good the audibility may or may not be, your reporter humbly submits that people cannot enjoy a show when they need a telescope to ohtain a faint, far view of the stage.

SYMPHONY Of The CUR

an excuse for playing the Star-Spangled Banner, while Taylor Holmes, pretending to be Francis Scott Key, kneels melodramatically on the deck of the British man-o'-war.

ORCHESTRAL INTERLUDE, comprising Radio City Overture, written by Fende Grofe, gives the big and really excellent symphony a chance to perform under Erno Rapee's baton.

IMPRESSIONS OF A MUSIC HALL follows. It has the Wallendas, one of the most exciting circus acts in the world, working on an upper level, while the Kikutas, Oriental Risley turn, perform sensationally beneath.

SISTERS OF THE SKILLET, Ed East and Ralph Dumke, lend the first hint of comedy with their excellent burlesques of radio performers over the p. a. system. The audience woke up and gave them a hand.

RADIO CITY MUSIC HALL BALLET, with Patricia Bowman as soloist, comes down both ramps to the stage, dressed in the lovely regulation ballet costumes. Florence Rogge has provided them with a graceful and altogether beautiful routine, which they perform excellently. An entirely lovely number.

FRAULIEN VERA SCHWARZ, imported for no obvious reason from the Stats-Opera of Berlin, gives one number and an encore in nice voice, but not any nicer voice that a score of native singers who come to mind offinand.

KIRKWHITE AND ADDISON, London music hall dancers, go thru a whiriwind and excellent routine in the next spot.

THE TUSKEGEE CHOIR, led by William L. Dawson and making its first New York appearance, intones three Negro spirituals in splendid fashion. The voices of the colored singers are magnificent, and so are the arrangements provided by Dawson—but the beautiful stuff fell dead in this house. And the gold robes are both gaudy and tasteless.

RAY BOLGER wakes up the customers again in the next spot with his extremely amusing hoofing.

HARALD KREUTZBERG and a dance group go thru an interpretative number, powerful and heady, called The Angel of Fate. In a house of this size, however, the emotional effect so necessary to this sort of dancling is ecompletely lost, even for the customers

e of them.

DOCTOR ROCKWELL is on next with his hilarious tomfoolery, but it's hard for anything to be hilarious here. In the first place the atmosphere is all wrong, and secondly it's hard to hear. The doc fared nicely; but, thru no fault of his own, the effect of his act was limited to the customers in the first few rows. The Music Hall is no spot for comedy—and what's a music hall show without it?

NIGHT CLUB REVELS closes intermission, with everybody crowded on the stage who can be crowded on—and its a big stage. Various principals go thru routines, with the Berry Brothers outstanding as usual. McHugh and Miss Fields are introduced, and she sings while he plays one of their new numbers. Hey. Young Fella, a potential hit.

INTERMISSION was passed by most of the mob in the downstairs lounge, which makes Grand Central Station seem like a phone booth (and there's no clock to meet under).

EXCERPTS FROM CARMEN open the second half. It is billed as a condensed opera, but it is more condensed than operatic. In the first place there is no possible way of judging voices when you hear them over the public address system. And in the second place, tabloid opera is a horrible thought to anybody who cares at all for music. The so-called "hig" scenes are presented—six of them, all well cut—with Titta Ruffo performing familiarly as Escamillo, Coe Glade making the best looking Carmen sing familiarly as Escamillo, Coe Glade making the best looking Carmen sing familiarly as Soung (and singing the Tambourine Song very badly), and Arnoldo Lindi, doing very well, as far as could be judged, by a much—(See RADIO CITY MUSIC HALL on page 12)

and Miss Eilington's singing is a relief The from the bill's avalanche of hoking and diegwork.

Ted Healy has this spot as his own Carafter his frequent bobbing in and out Eac in the first half. And Ted works in his my prime, carrying on crazily with his fun. nut my stooges and handling songs okeh will himself. One minute he pans the Shuare berts and the next minute sings Broth. Graer, Can You Spare a Dime? from their and recent show. Howard, Fine and Howard girl are as funny a trio of stooges as you tho could want, serving a lot of new bits in som addition to some of the old reliables. A nor new Howard (Babe) replaces Shemp, and he's a howl. Ted doesn't need the rub. girl ber-leg hoofer and so much of the blond fast new Howard (Babe) replaces Shemp, and he's a howl. Ted doesn't need the rub girl ber-leg hoofer and so much of the blond fast girl's singing.

The show should have closed after wind Healy's work, but the 12 Aristocrats are acre.

brought back for a short ensemble rou-tine. SIDNEY HARRIS.

Palace, Chicago

Palace, Chicago

(Reviewed Friday Evening, Dec. 30)

Dolinoff and the Raya Sisters opened with a luminous skelcton novelty, fol Yeel lowed by several variations of a hoop dance containing much posing and bal some anoing. An adagio, comprising double wit turns, splits and novel twists, was next of and the act closed with a comedy panto lay mind the act closed with a comedy panto lay mind the continental manner. A colorful foreign novelty on that drew a good hand.

The Three Swifts, in deuce spot, had wit no difficulty in keeping the audience in out a happy frame of mind with their clever ago Indian club juggling. This trio is one pion of the most entertaining of its kind, and this the comedy patter between the routines it a scored many chuckles. Their work, start. Fing with three clubs, increasing to as isn' and closing with nine at times becomes fast and furious. They bowed off to a track the propular, the action takes place in a bee elaborate set representing a room filled with antique treasures. In this Ernd ferr does his well-known "rubberlegs" chan acter as a drunk. The episodes that fol. allow are filled with merriment, and the who plays a butler got laughs galore was The finish had Leon's uncontrollable pits the cause of breaking vases, statues and sidshes. Loud applause.

Ruth Roye, next-to-shut, galloped on the stage and started off by single, and Everything's Gonna Be All Right. A bally-unhooligan ditty called I'm the Life of the list of the stage and started off by single, and Everything's Gonna Be All Right. A bally-unhooligan ditty called I'm the Life of the list of the stage and started off by single, and Everything's Gonna Be All Right. A bally-unhooligan ditty called I'm the Life of the list of the stage and started off by single, and Everything's Gonna Be All Right. A bally-unhooligan ditty called I'm the Life of the list of the stage and started off by single, and ever a suggestive lines. A dialectic number, When Fritz Played on His Fill Colo, followed. Her last, Wattin' for the Robert E. Lee,

all her songs and it gets a bit annoying Two bows.

Bud Harris and his Rhythm Rascal (12) closed the bill with a colored schestra that is different. Unlike mes bands of their race, Bud and his boys ont go in for the henry brass stuff, and keep the Harlem hotcha down to a mindine, the band swings into I Got Rhythm Paul Harris, Bud's younger brother shows how fast feet can travel and elited much applause. Lila Dancer got good reception for her rendition of U derneath the Harlem Moon, followed by Jenkins and Jenkins, boy and girl, wind id some stepping they called The India Hop. Bert Howell was a hit singling Three's a Crowd and Please in a sweetenor voice with accompaniments himself on the uke. Some pleasing comedy patter between Bud and Bert much enjoyed. Mood Indigo was the final number, played sweet with recand muted brasses. Bud's gang is kinto the eardrums and that's something A hit.

F. LANGDON MORGAN.

Earle, Philadelphia (Reviewed Friday Afternoon, Dec. 30)

Reviewed Friday Afternoon, Dec. 30).

The Earle had to stop selling ticket for the first show today at 12:30, what a squad of police was needed in frost of the house to keep traffic moving ato keep the line standees in order.

The reason was the booking of the first time in Philadelphia. Buness for the week, considering the existence of the first time in Philadelphia. Buness for the week, considering the existence of the first time in Philadelphia. Buness for the week, considering the existence of the first time in Philadelphia. Buness for the week, considering the existence of the first time in Philadelphia. Buness for the week, considering the existence of the first time in Philadelphia. Bunes for the week, considering the existence of \$28,000, as compared to the \$13,000 the house has been running lately.

Both performers got a big hand their first appearance today. House set to give them a real reception while the revue which followed strictly routine in its form. It plus the customers. Cantor and Jessel nately spoof and salve each other out the show, and Cantor gets

couple of plugs for his radio coffee and The Kid From Spain, his new picture due in town next week. Each has his song spot, Cantor singing My Baby Just Cares for Me and Making the Best of Each Day, while Jessel leaves his mamy songs for a couple of quick-stepping numbers. They join in a sobby ballad which declares what sort of pals they are. They also put on a burlesque of Grand Hotel, with Centor as the dancer and Jessel as the baron. Alded by a qirl stooge, Colletta Ryan, an attractive, the corpulent, young lady, they put on some more moments of entertaining nonsense.

In the revue is a quartet of dancing in the revue is a quartet of dancing ints with a good variety of steps, a sat-moving eccentric hoofer, the tango of rumba team of Holland and Knight, hich had two good spots, and a clever robat with a ladder-balancing stunt. The film is Breach of Promise. H. MURDOCK.

Albee, Cincinnati

(Revicwed Saturday Afternoon, Dec. 31)
An unannounced advancement of the show schedule, to take care of the New Year's Eve midnight performance, caused us to miss the first two turns—Alice and Sonny Lamont and King, King and King, Without even looking in on this brace of acts, we can safely say that this week's layout doesn't begin to stack up with last week's offering. Of the five acts on the bill, four have appeared here at least once in the not-too-distant past with the very same offerings they dish out on this occasion. It gripes the average theater patron to have to look at a picture he has been before, and the same thing goes for vaude acts. At any rate, it gives the customer the feeling he isn't getting "a run for his money." And he isn't.

etting "a run for his money." And he ent.

Billy House and company occupy the rey spot with their very familiar Resourtors act. House's comedy stuff got wer oken with the minority that hadn't een the turn before, but with the rest clicked just so-so. House was at his est at this viewing in a bit of ed libbling, made necessary when one of the em supports broke a strap while hoofing. Appearing in Billy's support are and and three fems. Turn bowed to a newarm hand.

Charles King, the Broadway Melody lad, as next with a cycle of pop. numbers, actuding a string of those that made in popular. King was seriously handiapped by a bad cold. That, coupled that the fact the turn is practically the ame one King did here about a year ago, u his effectiveness about 50 per cent. Its plano accompanist, Bob Hamil, got ood results with a vocal solo done in a ch baritone. King bowed to fair aplanes.

plause.

The closing turn is a crudely routined finer, billed as the Dawn Sisters and Paul Cadieux. Latter warbles a pair of ditties in good voice, while the Dawn direction with some mildly funny dance burlesques. A mixed pair also contribute some fair stepping. Registered just fair at the end.

On the screen, Ann Harding in The Animal Kingdom. House half full on the first floor at today's first show.

BILL SACHS.

Loew's State, New York Reviewed Friday Evening, Dec. 30)

oliticed Friday Evening, Dec. 30) of 11th-hour switch brought the Hala Casino Orchestra to topline this sut. Frank and Milt Britton origive booked in the spot were whisked to the Capitol to pinch-hit for Maryen, suddenly Ill. Vaude fare is ishing, but lacks the punch of rebills. Its 58 minutes running time so less than usual. B.-o. draw leans the film, I Am a Fugitive, Paul Muni, wet May Dies open the fun box.

wily to the film, I am a Fugitive, h Faul Muni.

The May pries open the fun box h five minutes of aerial work. Does sever rope and ring routine and winds with a series of one-arm planges to accompaniment of drum rolls from pit. Latter feat brought a talvo of fluse. Elimination of the posing, estally on opening, would be an asset. It oliver, in deuce spot, convinces t audiences still go for music on its merits, not merely to fill a curtain t. Coaxes notes out of a piano that ds a heavy quots of plaudits. Scrapes sigut in company with Margot Cranand response is almost as good. His sesion chatter was depressing, one. Bernoff and Wensley follow with trefreshing dance novelty. Start of a conventional ballroom glide and go amuck. Purposely lose their and go amuck. Purposely lose their and go sprawling thru what develints a comedy adaglo routine. All makes for gales of laughter. Clowncreen, however, falls to cover the eand agility of the trio.

RKO Roxy, New York

(Reviewed Thursday Evening, December 29)

(Reviewed Thursday Evening, December 29)

As a matter of record, the stage show at the RKO Roxy is far better than that at the Radio City Music Hall. For one thing, there is no such surfeit and overpiling of what the producers considered entertainment as at the Music Hall, and for another thing, what entertainment there is is not snowed under by the gaudy lavishness and tremendous size of the theater. A 3,700-seat house is no pygmy, but against the wide open spaces of the Music Hall it looks like a hall bedroom.

Also, the RKO Roxy is a nice theater, tasteful in every way except for the pretentiousness of its lobby, and altogether a playhouse of which anyone might be proud. It lacks the usual flashy bad taste of the de luxers and presents luxury without ostentation. In spite of its large capacity, it is really an intimate theater. That statement sounds strange, but, with just one or two necessary reservations, it is true. Audibility is affected by the size, and vision, of course, to a certain extent, but the general atmosphere of the house is that, definitely, of a theater and not of an auditorium. Perhaps it's the color scheme or the architectural arrangement. Whatever it is, it is something for the public to be grateful for and the sponsors to be proud of.

Perhaps it's the color scheme or the architectural arrangement. Whatever it is, it is something for the public to be grateful for and the sponsors to be proud of.

Aside from the lobby, which has fountains playing over the ticket booths for no good reason, the only pretentious feature is the usual Roxy attendant corps—tho in this case even its members seem less smugly polite than usual. Which helps greatly.

Very definitely, the RKO Roxy, and not the Radio City Music Hall, is the spot for stage shows. What the Music Hall is the spot for is still an open question—some people have suggested the opera and others a bus terminal—but the RKO Roxy is perfect for a vaudefilm policy or even a straight vaude lineup. Certainly something went wrong when the tremendous Music Hall—which might possibly have shown pictures without much bad effect — was given the alleged vaudeville and the Roxy was handed the combo policy. The size of the stage was the deciding factor, of course, but the football-field rostrum at the 50th street house is, actually, just another reason for its inability to play stage layouts effectively.

The stage show at the RKO Roxy is a combination vaude show and old Roxy program—and it's too bad that it wasn't all vaude. The Roxyettes, of course, come under the head of production, and so does Maria Gambarelli, and neither of them could be omitted without loss. But it seems that with them as a staple in the house, regular vaude layouts could be bocked in and socked over to grand effect. The reception accorded Dave Apollon's act goes a long way toward proving that statement.

The festivities opened with speeches on the right ramp by M. H. Aylesworth, Roxy and Will Hays, which failed to deviate any whit from what everyone expected.

The RKO ROXY THEATER SYMPHONY ORCHESTRA opens the pro-

The festivities opened with speeches on the right ramp by M. H. Aylesworth, Roxy and Will Hays, which failed to deviate any whit from what everyore expected.

THE RKO ROXY THEATER SYMPHONY ORCHESTRA opens the program with a Dedication Overture, written by Maurice Baron. It is supposed to depict the history of New York from the purchase of the island from the Indians to the completion of Radio City in Rockefeller Center. There is a tableau injected, showing the Indians putting over their deal on the white men, and then, according to pictures flashed on the screen, the entire history of the city is the building of Rockefeller Jenter.

VON GRONA, aided by a ballet group, cruots in the middle of the overture to do one of his mechanistic dance routines extremely effectively. EMIL BOREO, who emsees the layout, steps out from between the curtains when the newsreel is safely stowed away. Choosing him for the opening bill is somewhat inexplicable. With Dave Apollon also present, Boreo makes two dialecticians in the short show—and Apollon, incidentally, is a far better emsee. Boreo, who pops in and out between the turns, died consistently, the customers being polite, but finding him just a borco.

THE RKO ROXY BALLET CORPS follows with a number set to Scriabin music by Lasar Galpern. There are 10 girls and 5 men in the group, and they perform a well backgrounded but ineffective routine.

OLD VIENNA, one of the old-fashioned Roxy presentations, is next. In it Marla Gambarelli dances beautifully. William Robyn sings not quite so beautifully, and the customary Roxy singing ensemble backs him up. Miss Gambarelli, of course, is lovellness personified.

THE ROXYETTES, 24 of them in this house instead of the 48 in the Music Hall, do a lovely, intricate and perfectly executed fan number in the next spot. There can't be too much Royette on any bill that this reporter covers.

DAVE APOLLON, with Danzi Goodell, Nora Williams, Jeanne and Bob

next spot. There can't be too much Royette on any bill that this reporter covers.

DAVE APOLLON, with Danzi Goodell, Nora Williams, Jeanne and Bob and the Mexican Apollonians, closes. It's the same grand act that played for three weeks at the Palace before it left for Engiand and a sensational international triumph. Apollon and his company pulled the show together and carried the huge crowd wherever they wanted. The applause they rang down was more than that obtained by the whole Music Hall show. Miss Williams, thinner and prettier than when she was last in New York, this blues-shouts to the complete satisfaction of the mob and whisties thru her teeth with sang-froid and ability; Miss Goodell, one of the most charming dancers of our stage, does her routine now in skirts instead of pants; Jeanne and Bob prove as sensational in the contortionistic routine as ever; the little stooge ("7 years") is both amusing and charming; the band is a grand musical aggregation, and Apollon himself does everything but a trapeze act and does it all excellently. It is, as you don't have to be told by this time, a swell turn.

Outside of the Apollon act, the show itself is nothing to speak of—but the house is capable of almost anything the sponsors care to do with it. It is a very reat addition to the entertainment world and does a great deal to destroy the dark, dark taste left by the elephantine and ridiculous Music Hall.

EUGENE BURR.

itable style. Some of their gags missed fire, but once Buck begins pounding the ivorles in earnest and Bubbies tattoos his bell-clear taps, this pair of old favorites hit home. They shamble and shuffle thru a routine as only they know how and garnered a din here.

Havana Casino Orchestra hold down the farewell spot. Work full stage against a colorful native drop. Ork consists of 12 men, who play leaderless unless they take their cues from the violinist perched in front center. Grouping is excellent, several of the boys working on a raised platform. One of them also does some warbling, The Ice Cream Man in particular being sold to good effect. Brown-skin Iem does a washtub-dance number that's a humdinger. Act got a warm sendoff.

DAVE CANTOR.

g creen, however, fails to cover the care and agility of the trio.

BURNS AND ALLEN will double from radio into Loew vaude. Opened in Jermble thru their routine in their inimdisc next week.

DE LUXE SHOWS

Old Roxy, New York

(Reviewed Friday Afternoon, Dec. 30)
From the looks of the stage show and the new price scale the receivers here seem to be making a "do or die" attempt to put the house on a paying basis. They'll probably succeed if the volume of business at this first show is an indication. The lower floor was almost full, with kids galore. Strictly the stage show and it isn't even entertaining. The feature picture is No More Orchids, with Carole Lombard. Prices are 25 cents at all times for children under 12: 5,000 seats for 35 cents until 1 o'clock; 2,000 seats for 40 cents from 1 until 6 o'clock, and 2,000 seats for 55 cents after 6 o'clock.

The presentation has small money

written all over it, and unfortunately it shows clearly. Not much thought or money is being spent for specialty people, and no longer is there that elaborateness in filling the stage with loads of people or expensive acts. Now when a horse and royal carriage is called for, it is expressed simply via scenery and not with the real stuff as of old. So with the current show the things artistic and beautiful are tacking, as well as the entertainment. the entertainment

the entertainment.

For the opening portion there is a 15-minute portrayal of the Cinderella story that's right in the alley of the kid trade. The action is in pantominue, the story being read from the stage by a father to his child, but, saidly enough, the reader could scarcely be heard at this show. He is Lemaire King, while the kid part is played by Mibsic Kerr. Catherine Littlefield, who directed this number, does Cinderella; Max Wahl and Mitchell Hodges, the ugly sisters: Dorothy Swain, the good fairy, and Igor Mellor, the prince. The singing ensemble and ballet corps also take part. It has been done poorly, but the kids aren't critical.

After a newsreel and animated cartoon interlude the balance of the show takes the stage. It's billed as Welcome 1933 and is spilt up into three sections. First is a short one in which the singing ensemble warbles greetings while Robinson and DeWitt do a dance routine. Music and lyrics for the special song were written by Murray Cutter and Monroe Karasik, respectively. Whole thing means very little. Tamara, recently in Americana, follows from the raised platform in the pit with two numbers, which she sings in fair fashion. The songs are More Than You Know and Two Black Eyes. As the closer, there's some attempt to depict New Year's Eve. The singing ensemble works some more; Wahl and Hodges serve mild comedy, with one of them forte on eccentric legging; the 32 Roxyettes do a nice dance routine, and Dave Kraft solos with his clever acrobatic stair dance.

Last part of the show runs 23 minutes, which makes it 38 minutes for this week's entire "flesh" program. After a newsreel and animated car-

Paramount, New York
(Reviewed Friday Evening, Dec. 30)
This gaudy theater starts the new year off on the wrong foot, for, altho the stageshow is expensive, it is remarkably low on entertainment value. Following the tabloid Vanities and coming before the Cantor-Jessel bill next week, the current show is a dud. Of course, the picture is the thing and Clark Gable in No Man of Her Own is strictly box office. Nevertheless, the show is really not half as good as it appears to be in lights. Lou Holtz and Peggy Hopkins Joyce, the headliners, will draw, of course, but they certainly don't provide much in entertainment.

lights. Lou Hoitz and reggy hopking Joyce, the headliners, will draw, of course, but they certainly don't provide much in entertainment.

Holtz, of course, is the backbone of the show. He emsees amusingly enough and works heroically to bolster Miss Joyce, who really amounts to a mannequin suddenly expected to entertain. Holtz is still sporting his cane, but does not use it much here. However, he still gets a lot of comedy out of making amorous passes at pretty gals. This time it happens to be Miss Joyce and Lillian Miles. Holtz is still spilling a load of dialect gags and most of them are frunny, but would be funnier if not prolonged so much. Altho Holtz is far from surefire here because of the size of the house, he still earns his reported \$4,000 by working hard to give the bill a semblance of big-time entertainment.

His coheadliner, Peggy Hopkins Joyce, is, of course, a freak act. She is there to parade gown creations for the benefit of the ladies and her much-reputed exappeal for the benefit of the men. Her entrance is worked up big and she emerges from within an ascending inclosure. Her first and most majestic entrance reveals her in a silver rhinestone gown. After some gagging with Holtz she comes on later for an anemic blackout with Holtz and his stooge. In the final ensemble number she goes hillbilly, losing her dignity for the sake of dear Borls Petroff, who staged the show.

This show also marks the Broadway debut of Al Siegal and his latest protegee, Lillian Miles. Coming from pictures, she displays a vivid personality and plenty of confidence. However, her singing voice is nothing to rave about. Siegal gives her wonderful piano accompaniment and the music arrangement is tricky, but she does almost everything but sing. She gesticulates dramatically and does comedy with the orchestra, but does not sing enough to sell her voice. She needs a new routine.

Gordon, Reed and King, male trio, hoofed away energetically and made a good impression, while the Albertina Rasch girls contributed some fair en-

New Year's Greetings to all our Friends

Paula Stone

Billy Taylor

Jack Goodman interrupting

Direction—MARTY FORKINS and JACK KLOTZ

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DIRECTION

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semble dancing. The Robbins Family, consisting of pop, two sons and two daughters, did very well with their fast and punchy acrobatics. And we must not forget Holtz's Englishman stooge, who is quite amusing.

Production effort was fair, while the

Production effort was fair, while the overture led by Rubinoff and consisting of 1932 song hits was nicely put over. Business was good at this show and will probably continue so the rest of the week. Leave it to Mr. Gable's dimples. PAUL DENIS.

Capitol, New York

(Reviewed Friday Afternoon, Dec. 30)

There's a pile of big names on the bill this week, but when you get thru looking you feel the show is still on the marquee. It has its moments and plenty of them, but for some reason or another it's a disappointment. Everyone tries hard and does nobly in their time allotment, but the proceedings lack cohesion. And it wouldn't have hurt to include a dancer on the bill. Business was capacity at the first showing and the standees were numerous. All this partly due to the Hayes-Novarro picture, The Son-Daughter (MGM). The layout's rinning time of 62 minutes seemed much more because the show dragged aplenty.

The Yacopis opened the bill with a (Reviewed Friday Afternoon, Dec. 30)

The Yacopis opened the bill with a bang. This troupe's fast-moving and spectacular acrobatics had the crowd banging their hands together in a terrific salvo of applause at the conclusion of their flash finish, employing the chair trick opened the bill with a

of their flash finish, employing the chair rick.

Phil Baker, who did m. c. for the show, then came on and engaged in a few cracks with his jack-in-the-box, Humphrey Muldowney. These clicked mildly and then Baker introduced the distinguished Greck Ambassador in the person of George Givot. Givot didn't cause any sensation, but got a fair quota of laughs. Baker followed again with a new batch of laugh ticklers and the usual stunt of playing louder than Humphrey could sing.

Rex Weber, assisted by Murray Rumshinsky, was then introduced by Maestro Baker as the wonder boy of the generation. Weber's first songs didn't bear this statement out to any great extent. His ventriloquistics amused the first few rows, but the crowd back of the 15th row didn't know what it was all about. He sang a reverse by Murray Rumshinsky of Brother. Can You Sware a

row dich't know what it was all about. He sang a reverse by Murray Rumshinsky of Brother, Can You Spare a Dime?, which had something to do with his optimism that everyone would have three square meals a day in the year 1933 A. D. The original Dime number was cut because of objections from the Shuberts. He captured smash applause when he used Baker as a foll, the latter going thru the motions while Weber yodeled thru his teeth.

Givet then did his familiar imitation of Harry Richman, which drew him a fair-sized hand strictly from those down front, this stunt needing a more intimate house for the best effect,

The Boswell Sisters were given a beaut of an introduction by Baker and were

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greeted with a big hand. They went our in their usual sensational manner, altho Connie Boswell's solo number was a bit too long and slowed down their routize considerably. Baker clowned a bit with the trio while they delivered the \$\frac{1}{2}\$ to business drew a nice collection of laughs.

Following this, Baker, his annoyer and Givot threw a choice collection of sluring remarks at each other to a nice dect, altho they too dragged their victory along until long after the climax

Radio City Music Hall, N. Y.

(Continued from page 10)

(Continued from page 10)

cancer routines are staged by Florence Rogge.

MARTHA GRAHAM is on next with her group, using an unfortunate selection for-this house and this audience. It is a chorio dance for an antique Greek tragedy, with music by Louis Horst, and depends chiefly for its effect on interpretations of rhythms. It is typically excellent Graham, but, like so much of the dancer's work, it depends on abstractions rather than interpretation. It was as far over the heads of the crowd as Roxy's palatial spartment on the roof.

DOCTOR ROCKWEIL is on for some more clowning, this time with his large lady stooge, which gets over about as well as anything can get over here.

MINSTRELSY, with the entire company assembled on the stage in tiers, ends the show. By the time it came on the wise customers had departed and the merely weary ones were too weary to take much interest. Weber end Fields do some of their dialog and De Wolf Hopper acts as interlocutor but by this time it just doesn't matter. Which, all things considered, is too bad.

The Music Hell—even with the ridicularly evertigent 42.50 too.

but by this time it just doesn't matter. Which, all things considered, too bad.

The Music Hall—even with its ridiculously exorbitant \$2.50 top—should catch the boob trade, especially from out of town, for about six months to come, strictly on its draw as a showplace. It will be on all itineraries along with the Statue of Liberty, the aquaritim and a trip to Chinatown. The old Roxy passed thru the same stage when it first opened—and look at the old Roxy now.

Judged strictly as entertainment, the Music Hall show is so crammed and undisciplined a mixture that it simply isn't there. Even spectacle palls when you get an entire evening of it—and spectacle is far from the top in entertainment value anyhow. This show, lasting just a few minutes under four hours. Is due to be cut, but no cutting can change the size of the house and the fact that the vast distances would destroy the enjoyment of even 2 good show. And the Music Hall layout is not that.

LATER: SPECIAL POST—Expected cutting slashed the running time on second night to about three hours. Among those out were Weber and Fields and De Wolf Hopper (all of whom get prominent billing outside) with disgruntled customers the obvious result. Further changing is planned, with the final lineup carried in the news section.

EUGENE BURR.

Exhibitor's Weekly Digest of Film News

THE EXHIBITOR

Fox West Coast raises Sunday and Monday admissions on ace films in practically every location outside of Denve to 40 cents. Results reported profitable.

ITO of Northern California tells Hollywood indie producers it will support their products.

Police Commission of Los Angeles re-laws 90 theater permits for 1933. The-ars may open Sunday and Monday, ew permits carry proviso they will be not if investigation shows no violation.

City council of Canton tables indefi-nitely petition of IATSE Local 671, seek-ing to compel operators to pass exami-nation and take out city license before being allowed to work in any local

Chicago exhibitors, thru their organiantion representatives, Jack Miller and Aaron Saperstein, conferring with Tom Maloy, head of operators' union. Exhibi-tors seek drastic cut in operators' wages

Abram F. Myers, Allied counsel, holds recent meeting of Carolina MPTO in Charlotte was "not a representative gathering of independent exhibitors." Meeting approved new standard contract and disapproved legislative action.

Vandals in Toronto almost wreck Weston Theater, steal property from Melba and throw stench-bombs in Cum-

judge Stanley Dunn of City Court, New Haven, dismisses charges against A. J. vanni and Jack Sanson, managers of Palace and Roger Sherman, respectively, neld for violating etty ordinance requir-ing two stagehands. Court holds law is uncertain, vague and ambiguous."

L berty, nabe stand in Akron, O., seunes Prosperity despite Loew's ad, during film's run in that city recently that
it would not be shown in any other
alread theater. Move regarded as blow
to future advertising of exclusives in
that city that city

ramount and 11 other distributors, ttacking constitutionality of Wisconsin mfair trade practices law, secure tem-orary injunction preventing depart-ment of agriculture and markets from nvestigating film business in that State.

souri Supreme Court hands down ion declaring illegal contribution of betting at Wellston Kennel of St. Louls. Theaters in St. and Kansas City will profit mateby removal of this serious compe-

A torneys of Walter O. Burkey file notion for retrial in suit against dis-ributors. Decision, if favorable, will will him damages under outlawed stand-exhibition contracts, attorneys con-

Hartman, of Columbus. O., part of feet Lakes Circuit, which recently indoned legit in favor of straight or res, will adopt vaude January 8. acts will be booked from Gus Sun.

HICAGO EXHIBS

le Covent Theater, dark for some , reopened Christmas week and will te on a seven-day-a-week policy in-of just week-ends as in the past, n Bloomfield is new manager of the tal Theater, having succeeded Leo

Katz have announced a in admission prices to the Uptown, oil and Southtown theaters. Scale will be 30 cents for matiness and cents for evenings on week days. On a clays 35 cents up to 2:30 and 50 to thereafter. Warner Bros. also be thereafter. Warner Bros. also be reduced prices at the Capitol and alph theaters to 25 and 40 cents on the days and 50 cents top on Sundays. other smaller Warner houses also be reduced their prices, it is animized by James E. Coston, local Warnlead.

Address all communications on Film Mat-trs to Elias E. Sugarman, 251 West 42d treet, New York City.

HIGHLIGHTS

SIDNEY R. KENT, Fox president, discloses Publix abandoned plans for construction of eight theaters in Greater New York during 1926-728 under agreement with Loew in which Loew offered to exercise a franchise on Paramount product. This testimony brought out at trial in Quittner monopoly suit against Paramount in Federal Court, New York.

ALLIED'S EXPANSION PROGRAM, held back during 1932 because of adverse economic conditions, will soon resume. Association optimistic over prospects and will shortly announce several new affiliations, according to Abram F. Myers. Ties will be strengthened with individual exhibitors in unorganized territory where conditions do not warrant maintenance of organizations or where prevailing leadership is hostile as indifferent.

WALTER WANGER, leaving Columbia this month, will join MGM as associate producer. Earlier advices indicated he might return to Paramount or join RKO, with whom he was negotiating recently.

FOX PLANNING to use at least nine costarring teams in its 1933 releases. Teams now set are: Janet Gaynor and Henri Garat, Warner Baxter and Miriam Hopkins, James Dunn and Sally Eilers, Genevieve Tobin and Chester Morris, Boots Mallory and Alexander Kirkland, Victor McLaglen and Edmund Lowe, Joan Blondell and Ricardo Cortez, Genevieve Tobin and Norman Foster and Gene Raymond and Loretta

DAVID O. SELZNICK, in charge of RKO production, will remain with that studio to produce four more features under new agreement. Matter of his contract renewal will be taken up on completion of this group. B. B. Kahane, head of Radio, says status of associate producers now operating under Selznick and the present program and policies will remain intact in the meantime.

M. A. LIGHTMAN, president of MPTOA, receives indorsement from all but two units on the industry conciliation program, featured by standard exhibition contract. Indications are that the two remaining regional associations will also reiterate their support of the program soon.

PRODUCTION

Western Electric files suit against Uitraphone Sound System, of Minneapolis, in U. S. District Court charging infringement based on Lowenstein patent, 1,231-764, covering negative grid bias amplification to prevent distortion.

Film Forum lines up six unusual pictures for showing its membership this winter. Sidney Howard, Tom Brandon.

Majestic board of directors authorizes plan of Phil Goldstone, Majestic pro-ducer, calling for flexible budget policy, on theory that nature of story should determine the budget for each film.

Freeman Lang acquires control of Standard Studios and will operate under name of Freeman Lang Studios. J. S. Wolf will manage.

Conciliation committe of Academy of Motion Pictures Arts and Sciences reports all but 5 of 76 major complaints filed with it in 1932 were satisfactorily settled and all of its 780 minor complaints were amicably adjusted.

Paramount has 13 features in produc-tion this first week of new year.

Majestie out for stellar names to bulwark its output for current season. Paul Lukas and Leila Hyams signed for Sing You Sinner.

Allied completes 11 of its 26 features for 1982-33. A Shriek in the Night and Eleventh Commandment will soon go into production.

Monogram has two in production and three in preparation. West of Singapore and The Rangers Ride Again are shooting. Black Beauty, Oliver Twist and False Front are being readled.

Fox has five shooting and 10 in prepation. Three of latter are Jess Lasky

United Artists and Walt Disney plan to change trade name of Silly Symphon-les. Schedule for 1933 calls for 31 pic-

RKO will add at least one feature-length musical to its lineup. Louis Brock will produce story by Mark Sandrich.

Greta Garbo expected to return to Hollywood middle of this month.

Film Forum lines up six unusual pic-tures for showing its membership this winter. Sidney Howard, Tom Brandon, Margaret Larkin and H. William Fitelson head the new society.

KBS has Auction in Souls from Eu-ene O'Neill's play, Recklessness, in reparation, Another film, as yet un-tiled, exposing fashion racket also being

Spicer-Dufay, Ltd., organizes in England to commercialize new color process said to cost little more than black and

Radio expected to cut down produc-tion to 18 or 20 pictures in 1933, in view of B. B. Kahane's statement that David O. Selznick would be in sole charge, with no independent units.

Monogram announces purchase of play, Wine, Women and Song, to be produced as special for early 1933 release.

Heather Angel arrives from England to begin work for Fox.

DISTRIBUTION

RKO will distribute more than 20 features in Spain and Italy during 1933 and about 15 in France and 10 in Germany. Paramount board elects George Weltner assistant secretary of Paramount International Corporation, He has been J. H. Seidelman's assistant in handling of corporation's foreign division for last several years. vision for last several years

Deal between Arthur Dent and P. A. Powers by which Powers would continue American distribution of B. I. P. product still 'unsettied prior to Dent's departure Wednesday, January 4. for England... Excellent Pictures, of Detroit, moves to larger quarters. Excellent, headed by S. K. Decker, distributes for Monarch in Middle West... Arthur Dent completes distribution deal for entire output of Monarch in the United Kingdom thru Pathe Pictures. Ltd. thru Pathe Pietures. Ltd.

Mentor forms \$500,000 closed corporaditorial board, says number of New film oddities and features from Europe.
York plays bought in 1932 for pictures . . . American-Roumanian Films comwas less than third the usual amount.
Charles R. Rogers passes half-way German talking and singing pictures mark on his current schedule of eight recently produced in Germany.

NEW FILMS

No Man of Her Own (Paramount). Clark Gable, Carole Lombard and Dorothy Mackaill. Strictly a Gable picture, and he will carry it. He gives a fine performance as the slick and manly lover. However, the story is spotty. It starts of so slowly that it really bores, but it picks up gradually and mounts nicely to a pleasant climax. It will please the Gable fans. For the others it's just another picture.

The Son-Daughter (MGM). Helen Hayes, Ramon Novarro, Lewis Stone, Warner Cland and H. B. Warner. Miss Hayes lifts this one above program rating and makes it a thoroly entertaining Oriental romance. The story concerns San Francisco's Chinatown and the romance between Miss Hayes and Novarro, the entire cast civing strong performance. the entire cast giving strong perform-ances. This one will appeal, despite the weakness of the story.

No More Orchids (Columbia). Lombard, Lyle Talbot and Walter Con-nolly. Snappy and entirely holding story, punctuated by good acting and direction. The plot is old, but suffi-ciently brushed up to appear new, while the dialog and action is smart and penny Strong program pickings. peppy. Strong program picture.

Half-Naked Truth (RKO Radio). Lupe Velez, Lee Tracy, Frank Morgan and Eugene Pallette. This story is based on the life of the late Harry Reichenbach, ace press agent. It tells of a dynamic press agent who makes and breaks stars, the story piling up laughs at a snappy and dizzy pace, Tracy as the press agent is first rate, and Miss Velez makes a good foll. Excellent comedy. good foil. Excellent comedy.

Lawyer Man (Warner). William Powell and Joan Blondell. Another story of crooked politics and ambitious lawyers. This one follows the now-familiar lines, but it manages to retain some punch and, as a whole, makes good entertainment. Powell is excellent in this role and the supporting cast is good.

The Devil's Playground (Principal). A sea adventure picture produced by George Vanderblit. This one is not unusual, but should please the fishing enthusiasts. Vanderblit's adventures with strange fish are interesting and often exciting, altho the descriptive narrative is too smart-alecky and the continuity is turney.

Cynara (Goldwyn). Ronald Colman and Kay Francis. Adaptation of the stage success, with Colman giving a dignified and sympathetic performance as the lawyer whose family life is broken by infidelity. It is adult entertainment and should do well as a class picture. The story is entirely interesting, and the performances, direction and photography all add to its effectiveness.

The Animal Kingdom (RKO Radio).
Ann Harding, Lesile Howard and Myrna
Loy. Picturization of Philip Barry's
stage success, with Howard re-enacting
his stage role. The story drags at times
and a preponderance of dialog slows it
up, but the excellence of the performances, and of Howard in particular,
holds it up. Sex is the basis of the
story, but is handled in so dignified and
inoffensive manner that it does not
handicap. Excellent adult entertainment.



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Radio Continues To Absorb Television Methods of Show Business

Most important trend for the new year is the policy of Movies and Television showing costly talent to an "in person" audience before letting the sponsor blow the bank roll

NEW YORK, Dec. 31. — Radio is apparently entering upon its 1933 season dedicated to the proposition that it must absorb more of the policies and tactics of the rest of the show business world if it is to attain its full entertainment value. That there is not enough show business in radio has long been the cry of the foremost ether analysts, but the past year has seen radio take up many of these qualities nevertheless, while the most important stride ahead appears to be the practice of "showing" its attractions in the same manner that a vaudeville agent may sell a prospective booker. Radio, however, has embarked upon the policy of "showing" its programs thru public auditions, which are not broadcast, but are sufficient to let the prospective sponsor, his agency or the network immediately get an audience reaction, aside from the actual reception as it might come into a dial turner's home. Sometimes the audition is broadcast and an "in person" audience also invited to attend, but the main business, of course, is that judgment can be passed on the

is that judgment can be passed on the spot instead of waiting for a series of nondescript letters.

That the trend is in this direction is That the trend is in this direction is further evinced by two recent auditious, one held by Columbia Broadcasting System for Fred Waring and band plus other entertainers and that engineered by National Broadcasting System for Beatflot Lillie. The J. Walter Thompson agency staged an audition following one of Eddie Cantor's Chase & Sanborn Sunday might broadcasts, inviting the audience to remain and get a load of the English comedienne who worked hefore a class to remain and get a load of the English comedienne who worked hefore a glass curtain and p.-a. system. Altho bocsted as a strong radio possibility, it developed that much would have to be done before Miss Lillie could be considered a program asset and the potential sponsors (Royal Gelatin), checking the audience reaction with their own, immediately agreed that Lady Peel was no go for the present.

Thus many radio and agency execu-tives are of the opinion that in the future numerous important programs will future numerous important programs will be selected according to this policy, for the simple reason that they may as well know or get an inkling as to how a contemplated program will go over before sinking thousands of dollars into the period in question. Vaude acts show for nothing or a minimum salary before getting important bookings, films are pre(See RADIO CONTINUES on page 53)

WINS Gains Air Time

NEW YORK, Dec. 31 .- Stations WINS, NEW YORK, Dec. 31.—Stations Wins, Hearst outfit, has gathered in another half hour of time for itself, signing off at 7:30 p.m., instead of 7 p.m. The increase is automatic under the Federal Radio Commission License, and the sta-tion's time will increase each month until it signs off at 10:15 p.m.

until it signs of at 10:15 p.m. The variable brondcasting periods of WINS are controlled by the sunset time in Albuquerque, N. M., to prevent interference with Western stations on the same wavelength.

Showboat Period Changes

NEW YORK, Dec. 31.—Changes scheduled for the Captain Henry Maxwell House Coffee Program on NBC network Thursday evenings have been further revised. The 16 mixed voices, planned to replace the Hall Johnson Choir, will not be used, but a double quartet of mixed voices will go in instead. Nelson Eddy will be on hand as a guest artist, his baritone voice replacing that of Jules Bledsoe.

New Downey Schedule

NEW YORK, Dec. 31.—Morton Downey will be heard on a new Columbia Broadcasting System schedule, beginning Junuary 2, when he will go on every Monday and Friday at 10 p.m. This will be a sustaining period and is not to be conflicted with his NEO commercial shared with Donald Novis.

By Benn Hall

In the excitement of reading last week's special issue of The Billboard, and looking again and again at those excellent pictures of Wirth & Hamid's attractions, some of my flock may have failed to have spotted the letter in The Forum from a movie-house operator in Texas, Blanche Schuyler. Miss Schuyler's letter deserves, I think, special emphasis—and for that reason I am running the risk of duplication. She says, in part: ". . . My conviction is that when television is perfected in color and size—and the equipment sold at a reasonable price—if the motion picture interests do not secure the monopoly talking pictures in theaters will be ancient history. . . Because when the public can sit at home and see a good show for nothing the reduced attendance will cut down the profits of the average exhibitor to practically nothing, as his expenses during the past have been from 50 to 85 per cent of the gross receipts." Miss Schuyler adds that she has been am p. exhibitor for 15 years and that she feels that televiz will seriously and adversely affect show biz.

Miss Schuyler is, I think, partly right. Television will keep many away from

that televiz will seriously and adversely affect show biz.

Miss Schuyler is, I think, partly right. Television will keep many away from theaters, particularly film houses. But movie magnates are not so intensely stupid when it comes to new inventions. For example, RCA with its host of affiliated companies is doing a tremendous amount of experimentation—without ballyhoo and behind tightly locked portals—NBC and RKC-Radio Pictures will benefit. Other film companies are television-minded and are investigating this new field. I think, without doubt, that television will be a part—a major portion of many film companies' activities. Television will not kill the film footage firms, but it will seriously affect attendance. Exhibitors, indie as well as chains, will feel the inroads that television will make on their box-office lines. Altho televiz will widen the range of picture houses' activities by making sports and other news events regular attractions just as (See TELEVISION on page 53)

(See TELEVISION on page 53)

Don Searle, station manager of KOIL since it opened, has been appointed to a post in the advertising department. He has been succeeded by John Henry, program director, whose place was filled by Max Vinsonhaler. Latter is a former stock actor, director of the KOIL Krime

stock actor, director of the KOIL Krime Klan and the Tony half of the team of Tony and Babe.

Lee Bennett, former announcer and singer at KFAB, Lincoln, Neb., is no longer with the station. He has lately been appearing with Frank Hodek and his Nightingales as guest singer.

Robert McCune, crooner, has been "discovered" by Paul Spor at the Club Araby and has been signed to sing for the club's afternoon tea dances.

Thurston's Contract Renewed

CHICAGO, Dec. 31.-Howard Thurston, CHICAGO, Dec. 31.—Howard thurston, whose magical programs over NBC have become popular with the air audiences, informs The Billboard that he has just had renewed his contract with Swift & Company for 13 more weeks at an

Phonograph Company Explains Radio Restriction of Records

NEW YORK, Dec. 31.—In answer to many queries from broadcasters as to the meaning of the phrase 'not licensed for radio broadcast' on phonograph records, as recently announced in these columns, the Columbia Phonograph Company, thru its attorney, A. E. Garmaize, has stated its position on the matter in question. Numerous questions have been asked of the American Society of Composers, Authors and Publishers by licensed stations who wondered why of Composers, Authors and Publishers by licensed stations who wondered why they could not broadcast the music for which they paid a fee, with the result that E. C. Mills, general manager of ASCAP, informed the stations that the society did not initiate any steps toward such restrictions and does not care in which manner the music in its catalog is performed.

as performed.

As a matter of service to the broadcasters, Mills queried the Columbia Phonograph Company, and its attorney issued the statement reproduced below. At the time the new phrase was placed upon the discs, it was understood that the music publishers asked for it as a matter of protection for themselves, while the recording laboratories wanted to protect themselves from the artist getting them into a jam when they did not want their voice on the air.

Phonograph company statement follows:

lows:
"The notice appearing upon the labels of our records, 'not licensed for radio broadcast,' is based upon the fact that the law recognizes all property rights, and particularly property rights arising from investments more fully described below. The labor and skill developed and em-

ployed over a period of many years at great cost in searching out and properly combining the constituents forming our physical records, the labor and skill very physical records, the labor and skill very costly in time and money developed and employed in impressing upon our records with an accuracy recognized by the public all over the world, the high-priced and famous artists and orchestras, the tamous and high-priced artists and orchestras themselves in many cases representing a continuing expense thru royalty payments—all combine to make our records a valuable property right.

"The broadcast of our records places at the disposal of the public the labor, skill

"The broadcast of our records places at the disposal of the public the labor, skill and money investment above described for the sole benefit of the broadcaster, so that the broadcast of our records is a use of our property rights without our consent for the benefit of someone else without any compensation accruing to us, the owners of the property right. Broadcasting stations probably are not aware that they are violating our rights by the broadcast of our records, so that in order to give them notice that we reserve our rights and do not desire them to be violated, we have placed on the labels of all of our records the notice, 'not licensed for radio broadcast.'"

The practice of using the new phrase on the records is, of course, not confined to the Columbia company, but is now in general use. Music Publishers' Protective Association is in favor of it, since it issues licenses for electrical transcriptions, or specially recorded programs destined for radio broadcasting.

West Coast Notes; Hamp on NBC Chain

Hamp on NBC Chain

LOS ANGELES, Jan. 2.—Johnny Hamp and his orchestra, at the Hotel Mark Hopkins, San Francisco, will broadcast nightly over the network of the NBC on the Coast. June McCloy, picture and musical comedy actress, will be the featured soloist.

Salvatore Santaella, musical director of KMTR, is producing the On With the Show revues over that station each Sunday night. Santaella was formerly featured planist with Jan Rubini's Loew's State orchestra.

The Hancock Oil Company is preparing a serial drama of early California entitled Doane Hancock, to be presented over KFWB, starting January 15. True Boardman, Barbara Luddy and Si Kendali have been signed for the featured roles.

Due to the popularity of the program, KFI is now presenting Capt. Don Wilke and his 15-minute talks on his experiences in the Secret Service twice weekly. Feature, entitled Now I Can Talk, is on each Sunday and Tuesday night at 7:15.

Previewing motion pictures by radio received its first trial December 27 on the Columbia nation-wide network when Hypnotized, with Maria Alba, Wallace Ford, Charlie Murray and Marjorie Beebe, was broadcast from the KHJ studios. Broadcast was part of the regular California Mclodies program, with Raymond Paige and his orchestra.

Henry B. Murtagh has joined KMTR as featured organist. Murtagh recently (Sec WEST COAST NOTES on page 53)

Don Lee System Has New Telly Transmitter

LOS ANGELES, Dec. 31.—Completion of the most powerful television transmitter in the West and among the most powerful in the United States is announced by the Don Lee Broadcasting System, thru Harry R. Lubcke, director of television for the network.

Rated at 1,000 watts and with 4,000 watts maximum output for signal peaks, the new transmitter, with call letters W6XS, went on the air for the first time on regular schedule last week, broadcasting action reels and closeups of motion picture stars. This schedule will be maintained daily.

ing action rees and closeups of motion picture stars. This schedule will be maintained daily.

Embodying many ultra-modern and far-advanced features, many refinements of which have been worked out by Lubcke and his staff, W6XS is 10 times more powerful than the sister television transmitter, W6XAO, which has pioneered several significant achievements in the ultra short-wave field.

The new high-powered television transmitter will operate on a frequency of 2,150 kilocycles or 140 meters. Grid modulation, new air-cooled vacuum tubes and other highly advanced features of the 1,000 watter are expected to provide signal coverage of the entire State. W6XS will transmit an image of 80 lines at a rate of 15 images a second.

New Commercials For WOR and WMCA

NEW YORK, Dec. 31.—Two new indecommercials are set for two stations one being "The Voice of Experience," radio counselor, who has been winning wide attention over WOR. The program goes commercial January 2 for 15 milmites, five days a week. Sponsors at Zemo & Haley's M-O, both proprietary drugs. Erwin, Wasey & Company, Inc. is the agency.

drugs. Erwin, Wasey & Company, Inc. is the agency.
"Properity Program" is set for WMCA with Henry Lawes, baritone, and Elmi Russ, organist. This starts January and is sponsored by Prosperity Sale Niew Comparation. Plan Corporation.

Sorenson Resigns NBC Pos

NEW YORK, Dec. 31.—Arthur Soreson, for the last two years in charge ophoto publicity department of the National Broadcasting Company's local stions, has resigned, effective January is He will go into the publicity business on his own. Sorenson was formerly of 10 years with the P. & A. photo newspruces.

ACK DENNY

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Air Briefs

By JOE HOFFMAN

Quite a number of new accounts and renewals came thru NBC kast week. Among them were I. J. Fox, which started on WEAF December 28; Western Clock Company, which starts on WIZ January 15; Standard Oil Company of New York, which renewed its "Soconyland Sketches" over WEAF for another 13 weeks, effective January 2; Carnation Company, another renewal on WEAF for 26 weeks, effective January 2; Hancock Oil Company, using KPO, Los Angeles, only, begins a series of 52 times, each Monday, Wednesday and Friday, January 9; Bayer Company, renewal for an additional 13 weeks, beginning January 15; Blackstone Cigars, a 52 weeks' renewal over WEAF, commencing January 3; Pennzoil Company, using WTAM, Cleveland, only, started a 52 weeks' broadcasts, using electrical transcription programs, January 2 commenced a series of electrical transcription programs for 13 consecutive days over stations WTAM, WGY, KDKA, KJR, KPO, WBC and WEZ; Cities Service, which renewed over WEAF for another 52 weeks, making its fifth year on the air, effective January 6, and Sloan's Liniment, which has contracted for the WJZ network for 12 weeks, beginning January 2, and will feature a script program called "Warden Lewis E. Lawes in 20,000 Years in Sing Sing."

Three accounts which renewed with CBS are Barbasol, featuring Singin' Sam; Robert Burns, with Guy Lombardo's Orchestra, Gracie Allen and George Burns, and Jocur, with Harry Rose and an Abe Lyman Orchestra. Boston Symphony Orchestra began a series of 10 NBC broadcasts, each to be broadcast for one hour, Saturday night. Gladys Rice replaced Evelyn Herbert on the Lucky Strike program December 31.

Fleischmann Yeast won't permit Rudy Vallee to go to Hollywood. Account wants Vallee to stay in New York so it can continue with his present variety program idea. Marx Brothers go to the Coast January 9 for a rest and from there they will broadcast the remainder of their Standard Oil programs. Al Jolson may go to the Coast for a rest after his two weeks in Chicago. A new sustaining program which starts on WEAF January 7 will feature Eddie Leonard, Percy Hemus, Gracle Degan, Allan Pete, Rollickers and Phil Spitalny's Orchestra. Paul (See All R BRIEFS on page 53)

(See AIR BRIEFS on page 53)

Denverites Read Programs

DENVER. Dec. 31.—The Denver Post wanted to find out if radio programs were read, so they were omitted for three days. It soon found out. The phone girls at The Post and Stations KLZ and KOA were swamped with calls. The Post reinstated the programs at once and is giving them more space than usual. The dailies here carry the programs of both the chain outlets. KOA is the NBC station, and KLZ has connections with Columbia. Programs of KFKF and KFEL, who divide time on the same wave length, are not carried in the papers.

Chappell Out of NBC

NEW YORK. Dec. 31.—Ernest Chappell, for the past year a member of the NBC artist service, has been let out by George Engels, due, it is said, to economic measures. While John Babb, of the artists' service, is said to be the successor of Chappell, the retention of Chester Stratten in the hyperen convenience in Stratton in the bureau may been a factor in the letout. also have

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Larry Funk at Lowry, St. Paul

ST. PAUL, Jan. 2.—Larry Funk and his Band of a Thousand Melodies, who recently played the Hotel Gibson, Cincinnati, and heard from there over WLW, are appearing daily at the Terrace Cafe of the Lowry Hotel here, and broadcasting over WCCO and the Columbia network. The band is carrying 14 men, featuring Jimmie White, vocalist. The band is booked here indefinitely, and will move from here to Kansas City, and from there is slated for a return engagement at the Hotel Gibson, Cincinnati. The bookings were made by Mills-Rockwell, New York. Bob Bundy is still managing the organization.

Clem Bray at Baltimore Eatery

BALTIMORE, Dec. 31.—Clem Bray's Orchestra has returned to the Palais Joy, local Chinese-American eatery, for an indefinite stay. Band played there three months last season. The Palais Joy is featuring a floor show, using nine acts thrice daily. Bray serves as emsec. The Bray combination formerly appeared in vandeville.

J. I. Glaser Joins Willis Firm

BOSTON, Jan. 2 .- James I. Glaser, who BOSTON, Jan. 2.—James I. Glaser, who has been conducting his own booking office in this city, has joined the staff of the Stanley J. Willis, Inc., local band booking office. The Willis firm has just taken larger quarters in the Little Building, this city.

TED FIORITO and his orchestra, who moved west from Chicago a year ago, are still at the Hotel St. Francis, San Fran-cisco. Tom Gerun and his orchestra are again at the Bal Tabarin in the same



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WANTED-Snappy 10-piece organized Dance Or-chestra, Ladies or Gentlemen, willing to work for Leader. Send photo. Also reliable Manager, prefer Musician. Must be experienced. I mean business. ALBERT I. CINA. Leader, care Billboard, Cincin-nation.

Ballrooms

By BILL SACHS

OAKLAND, Calif., Jan. 2.—The Mc-Fadden Ballroom, prominent local hoof-ing spot, caught fire last week as the result of defective wiring and suffered a loss of \$100,000. Mr. and Mrs. Chester McFadden and their partner, W. D. Lar-son, were rescued from a third-floor apartment by firemen. apartment by firemen.

ROCHESTER, Minn., Dec. 31.—Recently opened here is the Valencia Baliroom, owned and operated by Ray Arend, who also operates a night club here. Both are located one mile northwest of Rochester, near the city limits. A band organized by Arend is playing now, altho he is planning to engage traveling organizations later on. Baliroom accommodates 1,000 couples. modates 1,000 couples.

MILWAUKEE, Jan. 2 .- After complet-MILWAUKEE, Jan. 2.—After completing a string of one-nighters thru Ohio, Indiana and Illinois, Doc Perkins and his orchestra are filling a three weeks' engagement at the Eagle's Million-Dollar Ballroom, this city. Combo is etherizing over WISN during its stay here. Perkins and his boys are slated to go into Danceland, Cleveland, March 1 for an indefinite run. "Fat" Messmore, sax, is a recent addition to the combo. recent addition to the combo.

KOKOMO, Ind., Dec. 31.—Ralph Hutto and his Rhythm Aces have been engaged to furnish the music for a series of dances to be given by the local Elks Club, beginning tonight. In the Hutto lineup are Frank Harter, Ralph Clinc, Jerry Zimmerman, Paul Mathis, Cal Walter, Allan Bennett, Shelden Alexander, George Piercy and Wayne Jacobs.

KANSAS CITY, Mo., Dec. 31.—A fair crowd attended the opening of the El Torreon Ballroom last Saturday night. The El Torreon has been newly decorated and many new features have been added. Thomas O. Bright, owner of the building,

is operating the ballroom, with Carl Cooney as manager. Clarence Love and his Blue Rhythm Kings are furnishing

the music.
OGDER, Utah, Dec. 31.—Milt Taggert
and his 11 Vagabonds of the Air have
opened at the Berthana Ballroom in
Ogden for an indefinite engagement.
Milt succeeds Olie Reeve and his orchestra, who hav several years. who have played the Berthana for

KANSAS CITY, Mo., Dec. 31.—Mildred Harris Chaplin was featured as an added attraction at the Pla-More Ballroom here this week. Arile Simmonds and his orchestra, the "Slatz" Randall combo and Mel Snyder and his band divided the week at the popular local dansant.

Night Clubs

AL CALVIN AND MARGUERITE, com-AL CALVIN AND MARGUERITE, com-edy and dance team, are at the New Town and Country Club, Milwaukee, after a successful engagement at the Clava Del Rio, Green Bay, Wis. They recently concluded an extended stay at Club Ritz, Milwaukee.

NEWEST CHICAGO night spot is the Playground, opened at Seventh and Wabash December 27 by Al and Cy Tearney. This marks the Tearneys' rentrance into the night-club field after a retirement of a considerable time. Carl Lorraine's Orchestra is furnishing the music for the Playground. Eddie Clifford is master of ceremonies, and the Vaughn Sisters and a personable chorus furnish peppy entertainment. A novelty that the Tearneys are introducing is interlude music furnished by Gladys Ward, who plays a small organ. NEWEST CHICAGO night spot is the ayground, opened at Seventh and

CHEZ PARFE, Chicago, is presenting ophic Tucker, "Red-Hot Mamma," and Sophie Tucker, Sophie Theker, "Ned-Hot Mannia, and her accompanist, Ted Shapiro, as the headliners of its holiday show. Along with them there is a classy bill, includ(See NIGHT CLUBS on page 53)

PROGRAM REVIEWS

Those Five Girls

Reviewed Sunday, 9:45-10 p.m. Style—Contralto quartet and piano. Sustaining on WJZ (NBC network).

These contratios bring a lively 15-minute session to radio that does not conflict with any other quartet or trio of girls on the air. They attack their numbers with a certain zest, do not try too many tricks, but believe in singing them both sweet and hot in spirited

them both sweet and hot in spirited style.
Following their theme song they opened with a fast number, with a Negro spiritual next in line. After a pop ballad they offered Gricg's Spring Song and then a medley of old favorites. Girls have plenty of color and harmony, sufficient to carry a quarter-hour period for a sponsor or at least contribute much to a period along with other talent. Girl at the piano slings a mean key and was always there with good accompaniments.

M. H. S.

Rosa Ponselle

Reviewed Sunday, 9-9:30. Style— Mezzo-soprano. Sponsor—General Elec-tric Company. Station—WEAF (NBC network 1.

General Electric inaugurates its 1933

season of its Sunday Circle Concerts with Miss Ponselle, who should be a favorite on any radio program. Miss Ponselle announced her own selections

ravorite on any radio program. Miss Ponselle announced her own selections and otherwise spoke when necessary without the slightest trace of being flustered. Her repertoire includes a bit of Home, Sweet Home, as her theme song; Nevins' Rosary, Schubert's Ave Maria, Kreisler's Old Refrain, Herbert's Kiss Me Again and Carry Me Back to Old Virginny.

Introductory remarks anent the new series followed the opening bars of Home, Sweet Home, mention being made of the artists that were to follow on subsequent programs, such as Tito Schipa, Lily Pons, Martinelli, etc. C. J. Quinn, vice-president of G. E., introduced Bruce Barton, who read a Christmas message in which he paralleled the times during the birth of the Messiah with the trying times of our own day.

Toward the close of the program an announcement mentioned that a free copy of the message could be had by writing for it. Absence of any sustained

sales talk and the pleasing series of "songs of the home" makes this a Sun-day program of unusual class and one that should create considerable good day program of unusual class and one that should create considerable good will for the sponsor. With other fine artists rotating on future programs and with a w.-k. speaker on each occasion the general routine will be pretty much the same as above.

M. H. S.

Pontiac Program

Reviewed Wednesday, 9:30-10 p.m. Stylls—Comedy, songs and orchestra. Sponsor—Pontiac Motor Car Company. Station—WABC (CBS network).

General Motors has another winning General Motors has another winning program in this excellent combination of Colonel Stoopnagal and Budd, Andra Kostelanetz Orchestra, William O'Nell, Jeannie Lang and a chorus of 16 mixed voices. 'For those that follow the Colonel and his partner the program is already sold, and for those who may tune in on the comedy duo for the first time a laugh treat should be in store for them. It is doubtful if any other team on the air ever put over such an exthem. It is doubtful if any other team on the air ever put over such an excellent impression of doing their stuff ad lib. and making each broadcast so consistently fresh in material and fine humor. The inimitable style of the dudoes not allow for Joe Miller routines that depend upon the delivery for success, since the very nature of their style calls for new "inventions and ideas" at each broadcast.

Interpolated vocals by William O'Nell

each broadcast.

Interpolated vocals by William O'Nell were unusually well done, since he brings with him musical comedy, as well as radio, experience. Jeannie Lang did a popular number in her cute manner, while the chorus remained mostly in the background, lending volume when it was needed. Orchestra handled the accompaniments. as well as selections companiments, as well as selections, competently and better than the usual run of house bands.

run of house bands.

Brondcast was the Columbia Brondcasting System's first experience with a theater and audience proposition, the house utilized being the Carnegie Hall Chamber Music Room, seating 500. Apparently the production manager did not make sufficient allowances for the Colonel Stoopnagel and Budd laughs, which were not waited for and their routine carried thru without letting the gags sink in. Which is certainly a mistake or oversight. Future broadcasts will allow for some of the studio applause and laughs being on the air. M. H. S.

Orchestra Notes

By BILL SACHS

JACKIE SOUDERS has been named disector of Horace Heidt's Oregonians, who reopened the RKO Orpheum, Portland, Ore., Christmas Day to record business. In the orehestra are James (Slim) Tuft, Phil Boverro, Stanley Brown, Ned Dotson, Gordon Hood, Glen Hurlburt, Jean Anthony, Abe Cohen, "Red" Plummer, Eddie Maher, Joseph Barros, Pete Gillesple, Marvin Fisher, Myer Alexander and Tommy Smith.

NEW OFFICERS of the Seattle (Wash.)
Pipe Band are Alexander Ronald, president;
Barney Kempton, vice-president;
Jack Crawford, sceretary; A. W. McCuaig,
treasurer; Ben McPhee, pipe major; J. D.
Winchester, pipe sergeant, and L.
Hutchinson, drum major. Dr. J. Wotherspoon is fruistee. spoon is trustee.

MARIE BETA and her all-girl orchestra arc featured at the Studio Club. New Orleans. Harry James is manager of the club. The engagement is indefinite.

DUDLEY WILSON has replaced Carl Luck, recently elected State representa-tive, as president of the Spokane Mu-sicians' Association No. 105. Others chosen to office for the coming year include John Seelet, vice-president; Carl W. Jones, secretary-treasurer; Freeman Inglesby, Rolla Starr, Rafry McMullen, Fred Hartley and Sidney McNutt, board of directors.

FRANK J. HAYEK SR. has been reelected president of the Milwaukee
Musicians' Association Local No. 8 of
the American Federation of Musicians.
Other officers are George Kriz, vicepresident; Patsy Kohier, secretary;
Charles Wagner, treasurer; Art Weber,
sergeant at arms: Otto Beetther,
trustee; Charles Bradley, Ernst Strudel,
William Koch, Ervin Davlin, Harry Newell and Robert Tamms, members of the
executive board. executive board.

HERBIE KAY and his orchestra, who recently closed a two weeks' engagement for MCA at the Aragon Ballroom, Chicago, with broadcasts over WGN, are cago, with broadcasts over WGN, are making a one-night-stand dance tour in the Middle West.

JIMMIE GRIER and his orchestra, who hail from the Cocoanut Grove of the Ambassador Hotel, Los Angeles, will open for MCA at the Club Forest, New Orleans, January 18. Grier's band is now playing at the Adolphus Hotel, Dallas.

EARL HINES, colored planist, and his orchestra from the Grand Terrace Cafe, Chicago, has signed with Music Corporation of America and will go on tour about January 15. Hines has played at the Grand Terrace for eight seasons.

JACK PETTIS and opened at the Peabody Hotel, Memphis New Year's Eve, succeeding Seymou Simons, who moved into the Netherland Plaza, Cincinnati, January 3.

GUS ARNHEIM and his orchestra, v returned to California recently after year's engagement in Chicago, will ope for MCA at the Beverly-Wilshire Hotel Beverly Hills, Calif., about January 15

THE INGENUES have dropped vaude temporarily to play at the Radisson Ho-tel, Minneapolis. They are now in their third week there and scoring nicely. They may remain indefinitely.

EARL WALSH is reported to be organ izing a new 10-piece outfit for a swing thru the Eastern States. Ray Smith is slated to take the advance.

HARRY NEWELL and his Singers at back at their headquarters in Peorla, Ill. after a fortnight's tour thru Wisconsin The band will head east shortly after New Year's.

BYRON WHITEHILL was elected president of the Musicians Mutual Protective Union No. 2, A. F. of M., East Liverpool. O, at a recent meeting. Other officer include vice-president, Charles E. Hall secretary-treasurer, Howard H. Cochmus sergeunt-at-arms, William Emerlek; executive board, Del McLane, Demer Millett Manufacturing and Pow Mellott. Homer Heakinson and Roy Mellott.

EARNIE BEAL and his orchestra and filling dance engagements at Ponca City Okla., and adjacent towns.

JESS KIRKPATRICK, long featu with Earl Burtnett's Orchestra, too (See ORCHESTRA NOTES on page

NEW AMSTERDAM

CYRANO DE BERGERAC

(LIMITED REVIVAL)

nond Rostand's herolo comedy in five acts,
done into English verse by Brian Hooker.
Starring Walter Hampden. Staged and
directed by Mr. Hampden. Entire scenic
production designed and supervised by
Claude Bragdon. Presented by Mr. Hamp-

directed by clause and supervised by Claude Bragdon. Presented by Mr. Hampden John B. Bergerac. Walter Hampden Joristian De Neuvillette. John D. Seymour Jonie De Quiche ... Reynoids Evans Reguest ... Whitford Kane ... Whitford Kane ... Whitford Kane ... Ernest Rowan Legister ... William Sauter ... Ernest Rowan Jorie ... William Sauter ... William ... William Sauter ... William ... William J. William Sauter ... William ... William J. William ... William J. William J. William ... William J. William J Comedienne Laura Barrett nother Gomedienne Heien O'Connor nother Marguerite De Jesus Joanna Dorman ster Marthe. Margaret Watson ster Claire Mildred Vail Run Eliza Connolly Little Girl Mary Alico Dill GADETS OF GASCOYNE—John Marquand. eury Warwick, Speucer Kimbell, Wilfred Jesup, W. Messenger Bellis, Edward E. Hale, Guy Julius.

illins.

POETS—Gordon Hart, P. J. Kelly, Cyrus H.

Behle. Harvey Sayers, Pickering Brown.

RTELLECTUALS AND PRECIFUSE—Alice

tion, Mary Dill. Bessle Beatty, Helen O'Con
r. Laura Barrett, Wanda Geib and Phyllis

lice.

ilec.
TIZENS, MUSKETEERS THIEVES, PASACCOKS, ACTORS, MUSICIANS, SPANSH
LDIERS, SPECTATORS, ETC.—James Maddy, William Eckert, Storrs Haynes, Charles
adonald, Robert Porterfield, Randolph
reteon, Arthur Pedersen, Henry Schber, Arur Gilmour, Lewis Douglas, David Harcourt,
bert Carlyle, Franklin Salisbury, Hayden
rks, John T. Rogers, Rose LeGant and oth-

The First Four Acts Are Represented as thing Place in Parls and Arras in 1650. The fin 1655. ACT II—A Performance at the tel de Bourgoyne. ACT III—The Bakery of a Posts. ACT III—Rosanc's Riss. ACT IV—Cyrano's cytte.

Walter Hampden When Walter Hampden reopened yrano de Bergerac at the New Amster-in Monday night, it was your reporter's the performance of the play; it was F Enmyden's 800th-odd performance, cluding road appearances and the umberless New York revivals that pre-ded this one. Just how many previous ampden revivals there have been is prouded in the mists of history, but if a reopened Ban pden revivals there have been is shrouded in the mists of history, but if a falling memory still serves this its the courth. One can only hope that there will be 40 or so more, so that Cyrano-didlets (they're a class apart, and probably have their own private row of added cells in the asylums) can indulge gain and again—as is their cont—and also so that the numerous explement of the second of the content of the second of the content of the second of the se glory-dimmed days of the Eliza-

here is no use in this reporter going the mcrits of the play. When he that this was his 17th viewing of and that all of the other 16 seats bought and paid for—he has said bought and paid for—he has said that the can. Cyrano is sentimental, bubtedly; it makes use of every trical trick known to the business, if anybody stands up to sentime. if anybody stands up to say that if anybody stands up to say that is sheer sentimentality too, your reserver, is summed up in a quote from red Aldington, who is no mean poet if. Says Mr. Aldington: "Any man cannot appreciate Rostand's Cyrano a taste too fastidious for his own if any control of the says of

milarly, there is no use in going into reporter's estimate of Mr. Hampden. He risk of pulling down the ha-has very Broadway boy who thinks it to to pan all actors who talk above blesses and the party of the party whisper or who indicate any charer but their own, your scribe states, he has stated before, that Mr. Hampis one of the four or five really great
tlemen now on our stage—and
ano is admittedly his best role. He

THE NEW PLAYS ON BROADWAY

doesn't play it this time quite as well as he has played it in the past; he starts slowly, only swings into action in tho second act, slows up the grand fourthact close a bit too much for full effect and is at his worst where he should and is at his worst where he should be at his best, in the magnificent, heart-breaking, sob-wrenching death scene, in which he fails to give the lines full value, fails to give them the value that he himself has so magnificently given in the past. But those are only minor points. Cyrano is still Mr. Hampden's finest part, and one of the greatest, if finest part, and one of the greatest, if not the greatest, acting achievements on our stage today. The play is almost a threa-and-a-haif-hour monolog for Cyrano, a tremendous strain on any actor, and when one considers that Hampden has played it for more than 500 performances and for something like nine years, an occasional silp in an occasional performance may easily be excused. The Hampden Cyrano is, definitely, a fine and noble schievement. a fine and noble achievement.

The production is worse than before in some respects and much better in others. There is a bit of skimping—particularly on the quota of child actors— presumably to save expense; but the Christian and Roxane this time are John Christian and Roxane this time are John D. Seymour and Katharine Warren, on the whole the best pair so far. Miss Warren is not so good as was Carol McComas in the original Hampden production, but she is better than any of the others, and Seymour is by long odds the best—and best looking—Christian to date. It's a bit strange to see anyone but Cecil Yappas Raguerean but Whitford Kana did. as Ragueneau, but Whitford Kane did a good joh of the part. Reynolds Evans, the new De Guiche, would have done better to stick to his old bit as Valvert. Various of the other oldtimers, notably Ernest Rowan, P. J. Kelly, C. Norman Hammond and William Sauter, are back

Hammond and white in their old parts.

If you haven't yet seen Cyrano—and even if you have—go to it quickly and often. You owe it to yourself.

EUGENE BURR.

MARTIN BECK

Beginning Wednesday Evening, Dec. 28, 1932

AUTUMN FIRE

(REPERTOIRE)

A play in three acts by T. O. Murray. Played by the Abbey Theater Irish Players. Pre-sented by Aiber and Wickes by special arrangement with the Irish Pree State Oovernment. (Special return engagement.) Owen Keegan (a Farmer). Michael J. Dolan Ellen (His Daughter) May Craig Michael (His Son). Arthur Shields Morgan (His Brother). P. J. Carolan Mrs. Desmond (a Cottager). Maureen Delany Nance (Her Daughter). Elleen Crowe Moily Hurley. Kate Curling Tom Furlong. Denis O'Dea

ACT I.-Scene: Living Room in the Farm-house of the Keegans. ACT II.-Scene: The Kitchen of Mrs. Desmond's Cettage. One Month Later, ACT III.-Scene: The Same as Act I. Six Months Later.

Month Later. ACT III—Scene: The Same as Act I. Six Months Later.

Autumn Fire, as played by the incomparable Abbey Players, is a thing of beauty to behold. Their deep sincerity makes this play ailve with an electric quality and they contrive to give the dialog a lilt which transposes it from the prosaic to the poetical. It is this delicate quality which succeeds in giving the drama a distinction which it deserves, for one has no doubt that if played in the accepted American fashion it would be held up to ridicule. For, basically, it has the same sort of story which was popular 30 years ago and has since been thrown into the limbo of things to scoff at, like Victorian furniture. The author, however, has admirably sucthings to seem at like Victorian furniture.
The author, however, has admirably succeeded in writing with such fine understanding of the emotions that this reporter, the extremely cynical of such goings on thru constantly gazing upon inferior writings, was moved deeply.

The Abbey Players should, as far as we are concerned transplant themselves.

The Abbey Players should, as far as we are concerned, transplant themselves from their native stamping ground in Dublin and become a standard feature in New York. For with the consummate acting of the group to use as a criterion for our native actors, we are sure that the stagdard of emoting would be greatly improved in short shrift. Take for instance the restrained yet powerful performance of Michael J. Dolan in this current offering. Few if any actors this senson can approach the technique and understanding he displayed in Autumn Fire, wherein he portrayed a man well on in his years who felt a consuming passion for a young girl and despite the terrific obstacles succeeds in winning her. And Ellen Crowe's performance as the girl can hardly be touched by any actress girl can hardly be touched by any actress currently around town. The rest of the company is on a par with Dolan and Miss Crowe,

T. C. Murray's story relates the tale of Owen Keegan, an Irish farmer, who falls in love with Nance, the daughter of a neighbor. She reciprocates his love in in love with Nance, the daughter of a neighbor. She reciprocates his love in her own fashion and marries him over the protests of his son and daughter. The son has long been in love with Nancy, but takes the marriage graciously, tho his sister is greatly embittered and vows dire vengeance. Three months after the marriage Keegan suffers a fall from a horse and becomes permanently disabled. He has implicit faith in Nancy, however, until the seed of jealousy is innocently planted in his mind by his brother, who remarks that Keegah's wife is young and is too much in the company of her stepson. Further fuel is thrown on the fire by the sharp tongue of the daughter, who hates her stepmether. Nancy and the boy return from a trip to the village and she tells the lad that he should leave the house ere his feelings for her get the better for him. She allows him to kiss her, and at that moment Keegan hobbies down from his sick room. He berates his son and wife and drives the had from the house. Nancy pleads that there has never been anything between her and the boy, but the pangs of jealousy have bitten too deeply in the old man's heart, and tho he trys hard to believe her he cannot. And we see at the curtain this disillusioned man taking refuge in his religious bejord.

see at the curtain this dishibitioned man taking refuge in his religious beliefs.

This last scene is touching beyond belief and no mere synopsis can fully describe the polgnancy of the old man's helplessness in face of his fiery spirit.

JACK MEHLER.

MANSFIELD

Beginning Monday Evening, December 26, 1932 SHUFFLE ALONG OF 1933

Beginning Monday Evening, December 26, 1932

SHUFFLE ALONG OF 1933

A. new musical comedy, with book by Flournoy
E. Miller, music by Euble Blake and lyrics
by Noble Sissie. Choral arrangements and
orchestrations by Will Vodrey. Staged by
Walter Brooks. Costumes designed by
Robert Stevenson and executed by Mahleu
Costuming Company. Scenery designed by
Garl Amend, and constructed and painted
by Amend Scenic Studios. Dances directed
by Malter Scenic Studios. Dances dire

Virginia Brannum. Lyic omici and Moly-Holly.

Dancing Boys—Willie Avant. Roy Carter, Arthur Daily, Taps Miller, Bill Bailey, Derby Wilson and Henry Williams.

ACT I—Seene 1: City Square, Jimtown, Mississipi. Seene 2: The Jones Cabin. Scene 3: U-Eat-Em Molasses Factory.

ACT II—Seene 1: City Square, Jimtown, Miss. Six Weeks Later. Scene 2: A Sugar Cane Field. Scene 3: Office of U-Eat-Em Molasses Factory.

Seene 5: Roof U-Eat-Em Molasses Factory.

Scene 8: Roof U-Eat-Em Molasses Factory.

There is grand dancing and noisy, thumping, toe-teasing music in Shuffle Along of 1933, the colored musical which three of the four chief participants in the previous Shuffle Along brought to the Mansfield Thenter Monday night. Grand dancing is almost a matter of course in a dark-skin musical, but not stich superlative hoofing as we get here. The evening is a maze and whirl of wonderously flying feet, and the tempo and evident enjoyment of the performers help to catch up the customers in a light-hearted merry-go-round. Outside of the dancing, some typically tinkly tunes and the slap-stick merriment injected by Messrs. Flourney Miller and Mantan Moreland, there's not a great deal, but what there is is enough to supply a thoroly enjoyable evening.

Mr. Miller's plot concerned, if snybody

cares (and nobody seemed to last night), the rehabilitation of a molasses factory in the deep South, with Messrs. Miller and Moreland acting the comic presidents; Mr. Noble Sissle performing capably as the hero, and Miss Lavada Carter providing most of the pep.

One of the chief things to be One of the chief things to be noted during the evening is the splendid way in which Mr. Moreland—a comic who has been submerged for too long—serves as a foll for Mr. Miller and the excellent way in which he puts over his own material. This is about the first time that he has had anything to work with, and he makes the most of the opportunity.

And another outstanding item is young and pretty Miss Carter, who puts over her numbers with a maximum of pep and blues-shouting ability and who dances like a slightly mad but extremely cute windmill. In fact, a great deal of ability, of one sort or another, displayed tasely in the show. Of Mossrs. Miller, Sissle and Blake no mention need be made at this late date; sufficient to say that they're as good as ever. The Four Flash Devils perform a pair of characteristically body-breaking routines; George McClennon does a grand clarinet solo and an extremely amusing comedy dance; several kids pulled out of the chorus — Taps Miller (a 'lnd), Peggy Wharton and Nannine Joyce—dance solos excellently; Fay Conty and Clarence And another outstanding item is young excellently; Fay Conty and Clarence Robinson sing in splendid voice; Annis Davis, from the singing chorus, dislocates Davis, from the singing chorus, dislocates her hips with gusto and abandon; Louise Williams does blues numbers to a farethee-well; Vivienne Baber, a suttry-looking lass who played the dramatic lead in John Golden's Ill-fated Savage Rhythm (tho her name was then spelled Vivian), does nothing much in a most attractive way, and Sissle's Park Central Hotel Orchestra turns in a random with the control of the cont Hotel Orchestra turns in a grand over-

ture to the second act.

All in all, it was a thoroly enjoyable evening.

EUGENE BURR. evening.

LITTLE HONEYMOON

Beginning Friday Evening, December 23, 1932

Day.

Sober recapitulation of Honcymoon proves that the producers must have felt they had a world beater of a script in their hands. But unfortunately the script does not play very well. The best of care has been given it, and a great deal of attention has been devoted both to the casting and direction, but to no avail. Not that the play is a bad 'un, but merely because it is slightly old-fashioned. One might say this is rather an ambiguous statement in view of the fact that it is risque in the modern fashion, peopled with ultra-moderns recapitulation of Honeumoon or the fact that it is risque in the moderns and written in the accepted modern fashion. But it is these very would-be assets which prove a stumbling block, for with these pretensions it provides nothing new and one hopes for and expects so much more.

pects so much more.

As far as production, casting acting and good taste are concerned the play rates high above the usual run of entertainment offered around town these days. Thomas Mitchell, fresh from the success of his own starring vehicle Clear All Wires, has mounted the opus with the maximum of skill and has succeeded only too well in creating a swift pace which the play doesn't deserve. The east, without exception, does magnificently with the parts, which hardly deserve such efforts. Mitchell himself has a small but effective role, but no billing serve such efforts. Mitchell himself has a small but effective role, but no billing is given him outside on the house boards, besides his credit for staging. Katherine Alexander does better than usual in this offering, but a mite of fault can be found with Ross Alexander for the peculiar manner in which he screws up his face to accentuate the high points of his line. points of his lines.

The play concerns itself with a newly married couple's constant bickerings and misunderstandings. The bridegroom, in seeking respite from his mental sufferings, has an affair with a young divorce to whom he has just bared his troubles. This takes up the first two acts and the third portion is consumed with the youngsters making up and promising not to quarrel again. And the young di
(See NEW PLAYS on page 18)

EGII

Canducted by EUGENE BURR-Communications to 251 W. 42d Street, New

Houses Want 4-Wall \$200

But Indies are wary of seemingly favorable terms -want houses to gamble

NEW YORK, Dec. 31. — An unusual state of affairs has set in among the theaters in town. Almost every house is crying for a show and, of course, there are fewer than ever shows in preparation. This has led most of the indie producers to think that, should they do a show, it would be like taking candy from a child to get a theater for almost nothing. The house owners, on the other hand, give the impression, when there is no attraction in sight, that they would consider any offer.

But an astounding change of manner

But an astounding change of manner suddenly overcomes the house manager when he is approached by someone seeking a house. Immediately the manager crys that his house is loaded with mortgages and mainly controlled by banking representatives. And, therefore, he is powerless to let the house at the usual percentage arrangement. But he displays a surprising willingness to let the house at a minimum figure of say \$200 a week for the four walls, with the producer to assume all running expenses.

ducer to assume all running expenses.

This is an ideal arrangement for the house, the manager figuring that this sum will at least pay the interest and carrying charges on the mortgage. The producer, on the other hand, is playing himself for a prize sucker, in not taking into account that any ordinary theater requires at least a thousand dollars weekly to pay for the heating, b-o men and other countless expenses that continually crop up in house operation.

Of course, the indie promoter can take

other countiess expenses that continually crop up in house operation.

Of course, the indie promoter can take his show to either the Shubert or Erlanger booking offices and ask for a house. But here again he runs into the same difficulty, the circuits asking for a guarantee. But most indie producers dislike dealing with these offices for the reason that they feel if their show turns out to be a hit they can then dictatheir own terms for road bookings. The present contracts calling for all shows playing either Shubert or Erlanger New York houses to play regular United Booking Office time at regulation terms. The indies, however, think that what with the senreity of road attractions on UBO time, it's a sweet spot to be in to have a smash attraction and to be able to dictate their own percentage arrangement.

SRF Has \$8,838

NEW YORK, Dec. 31.—The Stage Relief Fund, headed by Rachel Crothers, received various contributions amounting to \$1,006.30. This sum brings the total amount received by the Fund to \$8,838.17 for the week ending December 30.

Contributions were received from Eddie Cantor, \$120; Owen Davis, \$100; John Golden, \$106; Edward Wasserman, \$81; Mary K. Minor, \$25; Barbara Robins, \$20; Rita Gould, \$15; Elizabeth Higgins, \$10; Constance Collier, \$10; Ruth Draper Benefit, \$353; percentages from various companies, \$140.

The following people have pledged a percentage of their weekly earnings: Krank Gilmore, Betty Starbuck, Florence Reed, Paul Kelly, Sam H. Harris (office), Constance Collier, Jean Dixon, Eddle Cantor, Louise Sillcox, Agnes McCarthy, John Golden and Sam H. Harris.

"Melody" Goes to Boston

NEW YORK, Dec. 31 .- George White's Melody, now readying in Philly, will probably play an additional week in Boston, according to advices received by the New York office. Understood White wishes to make some changes in the book of the show and an additional week will also give current attraction of the New Amsterdam Theater more time. No changes of cast are contemplated for *Melody*.

NEW PLAYS

(Continued from page 17)
vorcee decides to take up with her ex-

vorcee decides to take up with her exhusband.

There really is more to the story than these simple facts, but when you take away the skim of the incidentals which are there more or less to provide characterization and color, the story simmers down to those bare details. And these one must admit aren't enough to set the world on fire.

Movie value is uncertain, for the market on this supposedly sophisticated material is shot, altho some company may see in it a vehicle for a Chevalier type, providing the play is rewritten around the character of the divorced husband, who appears seldom in this version.

Wersion.

Honeymoon seems destined for a short

JACK MEHLER.

SELWYN

Beginning Monday Evening, December 26, 1932

THE LITTLE BLACK BOOK

THE LITTLE BLACK BOOK

A comedy drama by Harold Sherman. Staged
by Karl Nielsen. Scenery designed by
Louis Kennet. Presented by American
Plays and Players, Inc.
Mrs. Gideon Tremper. ... Clara Palmer
Lulu May Porter. ... Virginia Stevens
H. D. Porter. ... Jonathan Hole
Rev. Orville Sweetman. ... Emma De Weale
Daniel Sweetman. ... Emma De Weale
Daniel Sweetman. ... Robert Mayors
Timothy Sweetman. ... Robert Mayors
Mort Pierce ... Donald Poster
Claudia Pierce ... Audrey Davis
Mr. Sternberg. ... Herbert Heywood
Colonel Shutes ... Arthur Griffin
Henry C. Roland. ... Russell Hicks
Tony Mazzetti ... Douglas MacPherson
Gitter Ward ... Jerome Cowan
Senstor Thompson. ... Dodson Mitchell
ACT II—The Porter Home, Washington, D. C.
Late Afternoon. ACT III—Ilo:30 the Following
Evening. ACT III—The Next Morning.

The Little Black Book is a mistake

The Little Black Book is a mistake as far as its Broadway production is concerned. One could altogether understand if it were the presentation of a 10-20 stock company playing down to the requirements of its local patrons, but here it shows up pitfully. There seems nothing in the play to recommend itself for adult entertainment, and to seriously criticize it would add a distinction which it doesn't deserve.

Neither the playing nor the direction adds anything to what the author has

th doesn't deserve.

Neither the playing nor the direction adds anything to what the author has seen fit to write. The story concerns a young country bumpkin who goes to Washington in an effort to convince the legislators that a new highway thru his home community would be advisable. He secures a humble job in the Treasury Department and soon a group of bootleggers attempt to bribe him. He refuses because of high-minded ideals and in some way becomes the possessor of a little book containing incriminating information on the high muck-a-mucks in political circles. In the concluding seemen gives up this valuable book on the condition that he be allowed to run for State senator. Believe it or not, it is all as ridiculous as that.

What chance this opus has in a season in which only the best of plays can achieve, in many cases, a 10-week engagement is without a doubt nil. We fear The Little Black Book will have to fold its covers ere the new year arrives.

MASONIE

MASQUE Beginning Wcdnesday Evening, Dec. 28, 1932 GOOD-BY AGAIN

A new play by Allan Scott and George Haight, featuring Osgood Perkins and Saily Bates. Staged by Arthur J. Beckhard. Setting by Tom Adrian Cracraft, constructed by William H. Mensching, Inc. Presented by

Mr. Beckhard. Anne Rogers
Anne Rogers
Kenneth Bixby Osgood Perkins
Walter
Bellboy Myron McCormick
MaidNell Burt
Julia Wilson
ChauffeurJames Stewart
Elizabeth ClochessyDortha Duckworth
Arthur Westlake Hugh Rennie
Harvey Wilson Leslie Adams
Mr. Clayton
Theodore Jackie Kelk
The action takes place in a double bedroom
in the Hotel Statler, Cleveland,
ACT I-Morning, ACT II-Late That
Evening, ACT III-The Next Morning.

A deliriously insane, madly uproarious, thoroly entertaining comedy called Good-By Again was brought by Arthur J. Beckhard to the Masque Wednesday night. Authored by Allan Scott and (See GOOD-BY AGAIN on page 54)

PLAYHOUSE

Beginning Friday Afternoon, December 23, 1932

LITTLE WOMEN

(SPECIAL MATINEES)
Marian De Forrest's dramatization of Louisa
May Alcott's famous classic. Directed by
William A. Brady Jr. Scenery built by
Martin Turner and painted by Kennel &
Entwhistic. Costumes by Chrisdie. Preserved by William A. Brady

sented by William A. Brady.
Mr. MarchBurr Carruth
Mrs. March
MegLee Patrick
JoJessie Royce Landis
BethPeggy Conklin
Amy
Aunt MarchJane Corcoran
Mr. Laurence
LaurieLee Crows
Professor Frederich Bhacr Frank Rothe
John Brooke
Hannah Mullett
ACT I-Sitting Room of the March Home in
Concord. Mass. December, 1863, ACT II-
Scene 1: The Same. Three Months Later.
Morning, March, 1864. Scene 2: The Same.
Six Months Later. Late Afternoon, September,
1864. ACT III-The Same. Two and a Half
Years Later. Afternoon. ACT IV-The Apple
Orchard, Plumfield. Eighteen Months Later.
Afternoon, October, 1888.
Atternoon, October, 1986.
Once were Mr. Boods the older has

Once more Mr. Brady the elder has brought his revival of Little Women to the Playhouse for special matines for the delectation of those little girls under 10 who can spare enough time from Christmas week entertainments to spend an afternoon with furbelows and old lace and the emotions of a more graceful generation. generation

and the emotions of a more graceful generation.

The cast remains almost the same as last year's, with Lee Patrick still performing Meg, Jessie Royce Landis letting us down a bit as the indomitable Jo and Bur Carruth and Marie Curtis as Mr. and Mrs. March. The tragic death of little Peg Entwhistle left the part of Amy to be filled, and May Marshal fills it capably enough. Peggy Conklin, who in the evenings plays the too careless daughter in Mademoiselle, came in as Beth in place of Joanna Roos, who played the part so beautifully last year. However, after the first few performances Miss Roos took over her old role.

It's a nice thing, this holiday revival of an aged and creaking but still delightful, sentimental relic of the past, and one can only hope that Mr. Brady, after two years of it, will make it a permanent feature of the New York season. The kids (the gals, that is) seemed to love it, and it doesn't do adult playgoers any harm. The little boys, tho, who were dragged in by determined mammas, sat in their seats with visitul looks, as tho they were draming of last year's performances of Tom Sawyer and Treasure Island. There's nothing on the boards for the boys this year. boards for the boys this year.
EUGENE BURR.

BROADHURST Beginning Thursday Evening, December 29, 1932 **20TH CENTURY**

new play by Ben Heeht and Charles Mac-Arthur, based on a play by Charles Bruce Millholland, Staged by George Abbott. Settings by Cirker & Robbins, built by William Kellam Company. Presented by George Abbott and Philip Dunning.

Dr. Johnson	Clare woodbury
Train Corretory	Ross Hertz
Porter	Frank Badnam
Grover Lockwood	.James Spottswood
Anite Highland	Dennie Moore
Owen O'Malley	William Frawley
Conductor	Granville Bates
Oliver Webb	Matt Briggs
Flannagan	Alfred Webster
Pullman Conductor	William Worth
Matthew Clark	Etienne Girardot
Pirst Beard	Hans Hamsa
Second Beard	Edward La Roche
Osear Jaffe	Moffat Johnston
Waiter	Ernest Hunter
Sadie	Florence Edney
Lily Garland	Eugenie Leontovich
George Smith	Roy Roberts
Pirst Detective	Yosenh Crehan
Second Detective	T Archer Smith
Max Jacobs	Wanna Charmond
Gateman	Dobert Brill
Gateman	TO CILO Tarrel
Reporter	F. Cilli Jewei
Photographer	maries wagenneim
Chicago Red Caps, Passeng	ers, New York Red
Caps. Reporters, Phot	ographers, Etc.

Caps. Reporters, Photographers, Etc. ACT I—Observation Car of the Twentieth Century Limited, Just Before Departure From La Salle Street Station, Chicago. ACT II—Later. The Twentieth Century En Route, ACT III—Scene 1: Fifteen Minutes Later. Scene 2: Midnight, Scene 3: Gates 26-27, Grand Central Station, New York City.

On Thursday night, far behind scheduled time, Ben Hecht and Charles Mac-Arthur's 20th Century pulled into New York and the Broadway mob found something new to laugh over. 20th Century is a rollicking, howling farce—some may call it a satire, but it's really noth-(See 20TH CENTURY on page 54)

Stage Whispers By JACK MEHLER-

Actual business in the theater being at a low ebb despite the supposed rush and hubbub of late winter producing, the offices around Times Square are a hotbed of gossip. The favorite topic is usually who is going to get what is customarily known as the "ax." Speculations fily immediately when it becomes known that such and such big shots in the picture field have either resigned or been let out. Discussions take place as to who were the favorites of the morul and what their probable fate is to be now that semeone else is in power. Everybody seems to have an ax to grind and not a good word can be heard from anyone. The reason for all this animocity is evident. Practically everybody is after the job of the someone just "axed," and one never knows but they may get it. Therefore each is peaches and cream to the other, for in case one does fall heir to a job it's politic to stand in with him.

An actor having been continuously overlooked by all the legit managers in town, has decided to get away from it all and seems to have hit on an unusual hideout. He writes:

"I am rehearsing a class-conscious vaude skit for a Russian tour. A fraternity brother of mine from the University of Minsk. who is now Commissar of Soviet Entertainment, has assured me three weeks booking at the New Nizhai Novgorod People's Theater.

"I have developed a class-conscious buck-and-wing that will have the mu-jiks rolling in the aisles.

"Will be billed as:

"Jay Stander (Comedy a la Russe)

FIVE FAST MINUTES OF GOOD CLEAN FUN."

CLEAN FUN."

Consensus among the ticket brokers has it that the two weeks before Christmas were the worst in their memories.

One spot customarily doing 600 bucks a night reports 450 smackers as a total for the week immediately preceding the holiday. It may be a bleak holiday for some people in show business, but the employees of Brandt and Brandt, the playbrokers, are fondling some healthy-looking bonus checks. Theresa Helburn is contemplating some more indie producing, and is on the hunt for scripts. Martin Beck will probably angel again. Lary Langner seems to have dropped all halplans for a season of repertoire. Jean Dixon is leaving the current Dangerous Corner, having sold herself down the river to Universal Pictures, under a long-term contract. Marcus Helman, after witnessing a dress reheared of Girls in Uniform, wished he had plee of the show. Frank Gregory monocle had all the ladies agog. The show doing the best Christmas week business was Cyrano. There habeen a deplorable lack of interest on the part of the musical show producers the angle of the show producers to any more productions this season. Brock Femberton still hasn't found any script werth doing. And the same goes for Bill Harris Jr. Bobby Newman's Sterm Song seems to have ruited on the couples that seat nightly at the door of Reuben's, and Harry Kaufmis always with him. Dick Krake is running around with Arch Selwyn dist. Jean Dairymple is sporting a beau of a fur coat these days, proving the Santa Claus was around some place. They were few New Year Eve parties planned among the legit. Jean Dairymple is sporting a beau of a fur coat these days, proving the Santa Claus was around some place. The Lubin is out of Paramount, according rumors along the Rialto. Edd Biatt is expected home any day now has the clicked as yet in Hollywood, when

Lubin is out of Paramount, according rumors along the Rialto. Edd Biatt is expected home any day not along the service design the service design the service of the service

Actors' Equity

Officers

FRANK GILLMORE, President. ARTHUR BYRON, Vice-President. LORENCE REED, Second Vice-President.

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. . and a Happy New Year"

The officers and Council of the Actors' The omeers and Council of the Actors Equity Association realize that the members have gone thru a year of unprecedented difficulties and hardships. In the main they have gone thru it with a magnificent spirit which has added luster to the reputation of the theatrical fession.

ofession. Equity cannot prophesy as to the rents of the coming year. It hopes that will prove a better theatrical year and not the long-awaited turn in affairs as be clearly evident in it. Equity feels that the actors of this country deserve better breaks than they are received. And for all actors, Equity tembers or not, it hopes that this will cove to be in truth "A Happy New ent."

First Lecture January 9

The first lecture of the series for new ambers of the Association (tho attenduce is not limited to such members) ill be held in the Hotel Astor, New January 9, at 3 o'clock the afternoon. The lecture will cover e place of the actor in the history of the theater and will be delivered by ank Gillmore, president of the Association.

ation.

On Friday, January 13, at the same our and in the same place, the second the series, dealing with the importace and the necessity of certain clauses the standard minimum contracts. It of the utmost importance that all use elected to membership in Equity one August 16, 1932, should make armements to attend this series of lectes, as failure to do so may jeopardize der membership. membership.

Good, if Anonymous, Samaritan

ond, if Anonymous, Samaritan on the Friday before Christmas the ctors' Equity Association and the Chous Equity Association were recipients 100 tickets good for one Christmas inner apiece at Mrs. Gerson's Restaunt, next to the Palace Theater, New ork. The Good Samaritan, in this case, were to remain anonymous. But he is mociated with a dramatic agency which is long been favorably known to Equity in its fairness in dealing with its clients. Quity is grateful to him for his desire provide Christmas cheer to 200 perwind the control of the contr

ed for Laughing

Equity understands that a manage-ort in Berlin is suing an actor because

I Viene SCHOOL Theatre TALKIES, DANCING, SINGING

PRADUATES: Pegy Shannon, replacing Glara; Mary Pickford, Fred and Adelo, Astaire, Una rivel, Alleo Joyce, Lee Traoy, etc. Stock Traincouries in Drama, Musical Comedy, Stage couns and Vaudeville. Own Theatre assures 4 York appearances. ALVIENE STUDIO LIDING AND THEATRE. Write REGISTRAR, Catalog B-5, 66 West 55th St., New York.

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he laughed during a serious dramatic scene and, allegedly, spoiled the production. Unfortunately, the story does not relate what caused the actor to lose control of his risibilities, or whether he had done so before and was considered a habitual offender. But, aside from the spectacular and publicity angles which might be enhanced by a suit, American producers have better control over their productions because of the existence of the Actors' Equity Association and because of its insistence that its members give the best performances of which they give the best performances of which they are capable.

Silence Assented to What?

The English Theater Managers' Journal reports the case of an elderly actor who had long been out of work, but who, at had long been out of work, but who, at last, secured an audience with a producer on the morning of last November 11. After settling the details of an engagement to their mutual satisfaction, the manager had just gotten around to "what salary do you want," when the signals sounded for the observance of a two-minute silence in memory of the Armistice which ended the World War. Both actor and manager stood silently for the prescribed two minutes. for the prescribed two minutes

As soon as the interval of silence was over—before the actor was sure, even, that it was over—the manager seized him by the hand and hustled him to the door, saying as he did so:

"Good—I accept your terms. I'll send along the contract. Good morning." Good morning.

And the actor was out on the street and on the way home before he could gather his wits. Going home, presum-ably, to pray: "For what we are about to receive

Sunday Town List Still Stands

Not long ago a company was about to leave New York for a stock engagement which was proposed to open Sunday, December 25. Sunday performances are now legal in that town. But they were not legal at the time Equity's Sunday regulations were drawn up some time ago.

So the company was informed that, regardless of any local changes, until Equity's general policy regarding Sunday shows was amended or repealed, it was not permissible, under the Equity contract, to give performances in such a town. If they did so, members of the company were informed, they would face charges before the Equity Council.

Join the Actors' Fund

Join the Actors' Fund

Equity has no hesitancy in urging all its members and the members of the Chorus Equity Association as well to join the Actors' Fund of America. The work of the Fund is one of the proudest records in the amanis of the American theater, and it is doing marvelously under the enormous strain imposed upon it during the last few years.

The regular membership fee of the Fund is only \$2 a year. Yet the amount of good that the Fund would get out of this \$2 from several thousand new members, and the added assistance that a

bers, and the added assistance that a fairly universal membership would give it, would greatly increase its effectiveness.

ACTORS' EQUITY ASSOCIATION.

Chorus Equity Assn. DOROTHY

Two new members joined the Chorus Equity Association in the past week. We are holding checks in settlement of claims for Iva Butenka, Charlotte Davis, Tonia Desiatoff, Gladys Harris, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Nadla Pomocheff, Robert Rochford, Neida Snow, Hazel St. Amant, Alexis Vassilieff and Pania Vassilief. Start the new year by registering in the Chorus Equity classes, both dramatic and dancing.

Every member who is working in New York at this time should be registered in these classes. In these days, when competition is keener than ever, it is not enough to do one thing well. The person who gets an engagement must do many things well. Those of our members now working in operettas and who obtained their engagement because of their voices should be the first to join the dancing class. should be the first to join the dancing

The dramatic classes at the Chorus Equity are designed to prepare our members for their first opportunity to step out of the chorus, whether as an understudy or in a small bit. In casting musical comedies it is frequently planned to give both understudies and small bits ochorus people, not to any particular chorus person, but to the one who during rehearsals shows the most promise. That is where your hard work in training yourself will come in. Most chorus people get their first engagement as a principal dramatic classes

Mail is forwarded to members only on their request. A great deal of mail accu-mulates here each year because members do not call at the office and because those members who are on the road neg-lect to request that their mail be for-warded and neglect to supply us with a route.

At this season of the year many of your friends who wish to send your Christmas and New Year's greetings and who do not know your address send mall here for you. If you cannot call at the office, or if you are out of town, write in and ask to have your mail forwarded.

Beginning next week we will itst mail held here. We cannot list it all in one report. It will be taken alphabetically and a certain number of letters will appear each week. After the list has been completed mail that has been held here a year will be returned to the post office. Watch for the list and if you miss any weekly report write in and ack if you weekly report write in and ask if we have mail for you.

CHORUS EQUITY ASSOCIATION.

Saranac Lake

Elizabeth Fay is a new arrival at the

Lodge.
Christmas Day brought many of the Christmas Day brought many of the bed patients down for dinner, including Jeanine La Faun, Annamae Powers, Edith Cohen, Fred Bachman, George Harmon, Al Socker, Stella Barrett, Eisle Johnson, Dorothy Wilson, Dale Newell, Joe Parker, Dick Moore, Joe McCormack, Nellie Quealy, Frisco Devere, Ben Shaffer and others. All had a big time.

Lawrence McCarthy is laid up with a

Mary Flynn, nurse, is also laid up with bad cold.

a bad cold.

Katherine Vogelle, bed patient, had a surprise visit from her hubby.

Mrs. Al Jockers visited her hubby at the Lodge over Christmas.

Mr. McNamee, bed patient, was visited hy his daughter over the holidays.

Angela Papulls is still in bed, but feeling much better ing much better.
Dan Astella is back at work in the

Fritz Bender, late arrival, is feeling much better. He is now busy with

Ruth Hatch and Freddy Buck are busy over the chess table.

John Dempsey, the Boston baritone, is still receiving packages. Harry Namba, bed patient, was up for a short time Christmas.

Write your sick friends at Saranac Lake, N. Y., care NVA Lodge.

Milford Unger Goes Politics

CINCINNATI, Dec. 31.—Blame it on the depression, said Milford Unger on a visit to The Billboard this week, in announcing that after devoting all of his life since boyhood to theater staff work, he is entering politics. Beginning January 2, he will assume the duties of cost clerk in the county clerk's office at the courthouse, working under Clerk of the Courts Peter J McCarthy. For the last 11 years Mr. Unger was manager of the Grand Opera House. Opera House.

Will Maylon Turned Down

SPOKANE, Wash., Dec. 31.—There can be no more walkathons staged within the limits of the city. The five city fathers so ruled this week, when Will Maylon, dramatic stock producer, made application for a license to conduct such a marathon contest. Last spring the city council passed an ordinance forbidding the staging of such competitions, which had been conducted here on several previous occasions under Maylon's direction. Maylon has assured the group he could gather twice as many signatures for a petition for the walkathon as had appeared on the one banning the contests. SPOKANE, Wash., Dec. 31.-There can

Akron Theater Is Bombed

AKRON, O Jan, 2.—Police are searching for the men who bombed the Southern Theater here, destroying the front walls of the picture house. Bombing was laid to a dispute over the hiring of non-union motion picture operatora. Damage was estimated at several hundred dollars

Little Theaters

Communications to 251 West 42d Street, New York.

Le Petit Theatre du Vieux Carre will present G. B. Stern's The Man Who Pays the Piper, starting Monday, January 2, and running thru until the following Saturday.

Hart House Theater, of the University Hart House Theater, of the University
of Toronto, presented Shakespeare's
Julius Caesar earlier this fall under the
direction of Edgar Stone. Prominent in
the cast were Randolph Crowe, Ivor
Lewis, Arthur Partridge, J. K. Thomas,
Walter Bowles, Dora McMillian and Lorna

The University Civic Theater, of the University of Denver, presented Leonard Ide's These Few Ashes December 9 to De-Ide's These Few Ashes December 9 to December 14, with scenery designed by Virginia Ramsey and executed by Wayne Barger, assisted hy Kathryn Burch, Devonia Spratlin and Penelope Fynn. In the cast were Donna Virginia Dines, Bernadine Kirchof, Glenn Waters, Helen Millett, Paula Mechau, Julian H. Moore, L. Arnold Ward, Charles Mantz, Arnold Roppelpet, and Henry Trynder, and Henry Trynder. Ronnebeck and Henri Trudeau.

The Germanic Society of Rhode Island presented December 11 in the Faunce House Theater, Providence, a Bavarian nativity play, Die Nacht der Wunder. The play was written by Franz Langheinrich and was first performed in the Bavarian village of Dachau in 1905. A copy of the text was supplied by Prof. Robert Mitchell, and in the cast were Francis Tourteilot, Frank Willer, Walter Bopp, Herbert Penzl, J. Robert Bergh, Edwin Kretzmann, William Bijur, Max von Zabern, Samual Bojar and Mrs. Hans Kurath.

A new play by Carl Glick, author of The Devil's Host, which was presented on Broadway last season, was given by the Metting Pot Theater at the Church of All Nations, New York, December 9, 10 and 11. It is called Enemies at Home, and the cast, directed by the author, included Charles Dill, Mary Hallett, Robert Finch, Sue Ann Wilson, Stanley Guest and Sylvia Leigh. Warren Murray designed the scenery.

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OSTUMES BROOKS HE P WAN

Minsky Threat Burly Briefs Against IATSE

Weinstock tries to obtain support of Herk in switch to Empire State Union

NEW YORK, Dec. 31,-Failure of the NEW YORK. Dec. 31.—Failure of the Minsky-Weinstock organization to again witch to burlesque at the Central today, which has been playing pictures of late, gives credence to the reports from reliable sources that the concern is filting with the Empire State Union, a labor combine not affiliated with the American Federation of Labor. It was planned to be a supply stock to the house head to be the contract with the state of the state Federation of Labor. It was planned to return burly stock to the house begin-ning with today's matinee, but the de-decision not to do so was stated to be on account of "trouble with the stagehands and musicians."

and musidans."

It is definitely known that Joe Weinstock called a conference of burlesque operators at the offices of I. H. Herk, president of the Empire Burlesque Association, last week. Weinstock is said to have sounded out Herk and others on the proposition of switching to non-union labor unless a new deal could be made with the IATSE. Herk, who has always been a union man, refused to take such a proposition under consideration. such a proposition under consideration, despite the rosy picture painted by Weinstock.

Weinstock.

In the meantime, the Empire State
Union was ready to send its men into
the Republic, Apollo, Minsky's Brooklyn
and the Central, if the last mentioned
opened today. At present, the ESU, which
operates only in this State, has men
working in several Metropolitan movie
chain houses, and these have been the
subtent of considerable dispute and chain houses, and these have been the subject of considerable dispute and picketing. What move the Minsky-Weinstocks make within the next few days will definitely result in the houses under control of the concern remaining in the IATSE fold or a sudden switch to the Empire State Union. Some sources believe Weinstock wanted the united front of the burly operators for the purpose of threatening the IATSE.

Hackett With Bonstelle Civic

DETROIT, Dec. 31.—Raymond Hackett. who just closed in the Lillian Gish production of Camille, opened last night with the Bonstelle Civic Theater, taking the lead in Leslie Howard's comedy, Murray Hill. Joan Madison, Jessie Busley and Francis Compton are also included in the current week's cast.

Last week's alternate production of Little Women and Candida gave leading roles to Joan Madison and Edith Barrett, and Candida consend the first connectivity.

and Candida opened the first opportunity for a lead role taken by Robert Hender-son, who is manager of the house, since he took over the theater.

Changes Are Made in **Detroit Playhouse Staff**

DETROIT, Dec. 31.—Reorganization of the business staff of the Detroit Playthe business staff of the Detroit Playhouse, resulting in a new promotional campaign which, it is expected, will produce new support and contact a larger audience, has been made under the management of Albert Riebling. Dave Martin, former publicity manager, has left the organization, and Riebling has assumed charge of this department. Riebling, who was formerly in the advertising business with The Detroit News, is now devoting full time to the Playhouse for the first time.

Introducing a minor exception to the policy so far pursued of production of new plays only, the Playhouse opens Tuesday with a revival of W. S. Gilbert's Engaged, a play of the '90s, which is new to this city. Howard Southgate remains as guest director.

MAURICE FRANKLIN, formerly of the MAURICE FRANKLIN, formerly of the dramatic stock and legit stage, has joined the staff of Station WLW, Cincinnati. He deserted the footlights for the "mike" three years ago when he joined the dramatic staff of the NBC studios in New York. Franklin is heard over WLW each Sunday and Monday night at 11 o'dlock in the Tales of Terror mystery series.

Address all Burlesque news Items and communications to M. H. Shapiro, The Billboard, 251 West 42d street, New York City.

ATLANTIC CITY, Dec. 31.—Nixon's. Apollo has reopened with A Night in Paris, featuring Mike Sacks and Fred Binder. There are 50 in the roster, including the chorus. Harry Delmar is directing. Popular prices prevail, with a 90-cent ton. directing. Pop a 90-cent top.

who is ill in a New York hospital, is having a testimonial ball given for his benefit at New Webster Hall, New York, February 1. Charles Harnett is chairman of the committee which is handling the af-fair. Added to Perez's troubles is the fact that his son was crippled not so long ago.

ESTHER BURT and Bob Freeman have closed at the Eltinge, New York, and will travel westward this week.

PEGGY WILSON has opened at the Irving Place, New York, and Fred Neilly and Harry Meyers closed at the same stand last Saturday.

ALICE DUVAL arrived in New York last week from Pittsburgh, where she closed at the Academy.

MILDRED CLARK has closed at the Star, Brooklyn, and opened last Saturday at the Gayety, Baltimore,

GEORGE WALKER has left the GEORGE WALKER HAS left the Academy, Pittsburgh, where he was number producer. George Jaffes, owner, is reported to be turning the house over to the stagehands and musicians to run on a co-operative basis.

ROMAYNE, dancer at the Republic, New York, is out of the cast temporarily, due to an injured shoulder.

RED MARSHALL and Murray Leonard joined the Minsky-Weinstock organization this week, starting on their 26-week contract with the firm.

I. H. HERK, head of the Empire Burlesque Association, was home the better part of last week, due to illness.

NAT MORTAN is still scouting for new faces for burlesque stock and has brought east four women who will open brought east four women who will open at the Bijou, Philadelphia, for Izzy Hirst on successive weeks and then play other Eastern spots. They are Margaret Hart; Jacquette, who follows Miss Hart into the Bijou; Shirley Millette, opening January 14 at the Gayety, Baltimore, and Gloria Lee, opening at the Bijou on the

H. KAY MINSKY has staged a panic at the Republic in the form of having his comics and straight men give the strip women competition by putting on num-bers and specialties. Hap Hyatt is the "featured woman."

PARSONS THEATER, Hartford, Conn., has gone burly with a bang. More than 400 people were turned away at the opening performance December 28, Billy Stang is leading the ork at the house. He formerly conducted the pit band at the Grand. Hartford, when that theater housed burlesque a few seasons ago.

Jimmie Heffner Troupe Playing Southern Houses

FITZGERALD, Ga., Dec. 31.—Jimmie Heffner. manager of the Heffner-Vinson tent show, has begun a tour of Southern theaters with a 22-people tabloid attraction. The company showed the Grand here last week to good results. Manager Heffner hopes to keep his new troupe out until time for the next tent season to begin in the spring.

Featured in the Heffner cast are Beatrice LeRoy. Betty Noble, Jimmie Heffner, the Fox Sisters, Dick and Jo Royster and George Junkins. There are eight girls in line. Another feature is Dick Royster's Carolinians. Mr. and Mrs. Billy Wagner are on the advance.

Schaffners Planning Stock Show

KANSAS CITY, Mo., Dec. 31.-Neil and KANSAS CITY, Mo., Dec. 31.—Nell and Caroline Schaffner, Roscoe and Dorothy Gerrall and Gladys Mae Adams have closed with the Morgan-Schaffner Show in Texas. Mr. and Mrs. Caroline Schaff-ner are now at their home in this city, making plans and preparations for a stock date to open in the near future. The Schaffner company played for nine months in Ottumwa. Ia., last season,

Glenn Brunk Wins Over Theater Men

VENTURA. Calif., Dec. 31.—Efforts of the county theater interests to drive out of town the Glenn Brunk Comedians, tent show, playing on Ventura avenue, by means of an ordinance levying a tax of \$50 per day on all tented attractions, failed last week when Judge Malvern Dimmick found Glenn Brunk not guilty on the charge of violating the newly drafted amusement ordinance.

Mr. Brunk pleaded not guilty when arraigned, and Judge Dimmick said he came to his verdict by reason of the unconstitutionality of the ordinance.

The ordinance levying the \$50-a-day tax on tent shows was originally drafted by Walter Fourt, counsel for the Ventura by water route, counsel for the ventura County theater interests and adopted by the board of supervisors. The drastic ordinance was aimed directly at Brunk and his company, who have been getting a nice box-office play since opening here veral months ago.

Actor Has Narrow Escape When Waterloo House Burns

WATERLOO, Ia., Dec. 31 .- Gerry Wood, WATERLOO, Ia., Dec. 31.—Gerry Wood, character 'actor with the Neal Helvey Stock Company, had a narrow escape from death when a fire broke out in the dressing rooms of the Waterloo Theater this week, doing damage estimated at \$35,000. The theater has been operated by A J. Dlebold, of Cedar Rapids, who leased it from the Lichty Company, of Waterloo. of Waterloo.

The Neal Helvey Company was rehearsing The Broadway Butterfly when the fire was discovered. Wood was trapped behind some scenery which was being removed from the theater. His cries attracted other members of the troupe, who fought their way thru dense smoke to rescue him. Wood was trying to clear the way so a plano could be saved.

Walker in Fourth Week At Strand, Huntington

HUNTINGTON, W. Va., Dec. 31. — Marshall Walker's Whiz Bang Revue is entering its fourth week at the Strand Theater, with business continuing at a satisfactory pace and pointing to a long run for the show here.

The Walker roster includes the following: Marshall Walker, Ray Washburn, Al Brown, Lloyd Connolly, Frank (Red) Fletcher, Helen Walters, Frankie Fern and Lola Radcliff. The chorus comprises Bonnie Austin, Margaret Tomaska, Connle Peterson, Halsey Armstrong, Naomi Landrum, Eva Stubbs, Helen Stubbs, Clara Nestha, Pauline Reno and Anita

The four-piece stage band is made up of Reuben Haskin, piano; Johnnie Adams, drums; Wally Duval, trumpet, and Jack Stubbs, sax. Manager Walker is presenting all-scripts bills, with a special midnight revue on Saturdays.

Roy Wright Overcomes Bad Start in Ft. Worth

FORT WORTH, Tex.. Dec. 31. — Roy Wright's Scandals of 1933, which opened at the State Theater here December 11 and dropped close to \$200 on the first week, due to the zero weather, a rarity for this section, is now running along smoothly, with the weather back to normal and business showing a vast improvement.

Jumping Jack Miller was in as an added attraction last week. Roy Wright continues to click in the emsee role. In addition to an attractive girl ensemble, the show features a jazz orchestra, under the direction of Chuck Rodman, formerly with the Curley Burns show.

Peruchi Players Start Well At Victory, Charleston, S. C.

CHARLESTON, S. C., Dec. 31.—With good weather in their favor, C. D. Peruchi's Victory Players got away to a good start at the Victory Theater here Monday. Company is slated to remain here for an indefinite stay. Slated for early production are The House Beautiful and Irenc. J. C. Sherrill is the Victory manager.

In the cast of the Peruchi Compan are Gordon Peters, Mildred Peters, Sarah Keyes, Charles Lammers, Mrs. C. D. Peruchi, Klock Ryder, Lance Davis, Beatrice Leiblee and Gerald Rowan.

Rep Ripples

MRS. MONA RAPIER was called to her home in London, Ont., on account the death of her mother December 19.

HARRY CHESHIRE PLAYERS returned to Kansas City, Mo., after the closing of their engagement in San Antonio.

JESS MYERS, of the Myers-Oswald Show, spent the holiday season with friends in Kansas City.

ROY B. SMITH and C. D. Scott recently left Kansas City, Mo., with a motorized show to play the small towns thru Oklahoma and Arkansas. Business to date, it is reported, has been fair with the new outfit. In the lineup are, besides Smith and Scott, Miss Peggy, Rose Baker, Thelma Hair and "Abie," Show is received south. is routed south.

ED MAYOTT closed his movie road show recently and is now located at Ten Sleep, Wyo. His tour covered Wyoming, Montuna and Idaho. He will open again

RICHARD RICTON, the "Barnum of the sticks," who has been vacationing in the East with his wife for the last six weeks, returned to Cincinnati last Friday from Rochester, N. Y. After a few days around the Queen City Mr. and Mrs. Ricton will head out for the Florida country, where they will put in the bal-ance of the cold months.

GLADYS MAE ADAMS, after two years with Neil and Caroline Schaffner, is visiting her parents in Pine Bluff, Ark.

BILL AND BESS THEBUS, after spend ing Christmas with relatives in St. Lous, rejoined the Frank Smith Players January 1. The company is set on a circle of Fox theaters in Central Illinois.

"MIGHTY WELL PLEASED with holi-day business," say Mr. and Mrs. Monroe Hopkins, whose players are holding forth in their tent theater on a downtown lot in Houston. No end is in sight for show's run there, the Hopkinses in-

THE W. I. SWAIN SHOW played Schulenburg, Tex., last week and there was no shortage of customers on the opening. Mr. Swain is carrying nearly 40 people, and presents a double show each night. Recent visitors on the show include Thomas Wiedcmann and family and the Carseyas and the Carseys.

HAL BURWELL is presenting his trombone solos with the Monroe Hopkin Show in Houston.

TENTED ATTRACTIONS now vicinity of Houston include, besides the Hopkins Players, W. I. Swain, J. Doug Morgan, Jack and June Alfred, Thoma Wiedemann and the Bally Brothers.

Mary Jane Lane Players Start Well in Montgomery

MONTGOMERY, Ala., Dec. 31.—The Mary Jane Lane Players, who opened to an indefinite run at the Grand her Christmas Day, enjoyed an auspicious opening, with barely 100 of the 1.20 seats vacant despite an intermitten rainfall that continued for more than a manager. week. Charles Kramer is manager the show.

Opening show was Just Married, w Mary Jane Lane and E. S. Fletcher lead roles. Other players are Wilber Embs. Eddle Gardner, Irene DeArmont Embs, Eddle Gardner, Irene DeArmond Diane Oliver, Helen Alton, Nannell Sargent, Nona Hart, Jack Hart an George I. Kyle. For the last half of tweek House of Glass was offered. Show opened with a 40-cent top an 10 cents for children at all times. During the week, however, a "two-for-one price was made available to readers of local papers who clipped coupon. Vaudeville is offered between acts.

Mack-Murray Still in Ohio

MOWRYSTOWN, O., Dec. 31.-MOWRYSTOWN, O. Dec. 31.—Mach Murray Players are still touring Ohlo with business continuing at a satisfactory gait. Doc E. Johnston, who was set the show last winter, has rejoined if the balance of the season. Others in the company are Messrs, Mack and Murral owners; Ella MacDonald, Edna Chapmad Madeline Chapman, Loutse Edward Nelson Edwards, George Taylor, Julie Edwards, John Lockner and Charles Beam.

Hippodrome, Louisville

OUISVILLE, Dec. 31.—Charlie (Jake) loway and his Biff o' Bang Revue now in their 38th wek at the Hippomer Theater here. The house has ently undergone a complete renovativith Holloway taking over the sole pagement of the stand. He has insuled Billy (Pcanuts) Barron as his

ussistant.

In the present Hipp cast are Charles
(Jake) Holloway, Billy (Pcanuts) Barron,
comedians; Bert Lester, straights; Buddy
raylor, juvenile; "Red" Deal, characters;
Mahel Brown, soubret and chorus producer; Jean Cuddles Barron, soubret;
Mickie Jones, ingenue, and "Mom"/Williams, characters. In the chorus are lams, characters. In the chorus are fargaret May, Margie Jones, Lillian beede, Daisy DeVoe, Charlene Reynolds and Tillie White. Pop Lester has charge the orchestra

Policy is two bills a week, with revue he first half and scripts the last.

oie Bridge Musical Tab Starts Well in Los Angeles

Starts Well in Los Angeles LOS ANGELES, Dec. 31.—Los Angeles my stock musical comedy tab got under ay at the new Tulane Theater Christians Day and is doing satisfactory busiess. Company is Loie Bridges and her lusical Comedy Company of 50 people. The company, sponsored by the Dalton in thers, will present a new musical bringly each week. Bargain introductory rices of 10 and 15-cent matinees and 5 and 25-cent evenings are serving to 5 and 25-cent evenings are serving to ntroduce the company to Los Angeles

Irthur Casey Players At Shubert, St. Louis

ST. LOUIS, Dec. 31.—Arthur Casey and is players opened an indefinite stock ingagement at the redecorated Shubcrt-laito Theater here Sunday night, presenting Rachel Crother's As Husbands to. Each play will be presented two veeks, with guest stars being brought in from time to time.

Carrying the lead in the Casey pres-described the lead in the Casey pres-described the leading of the Casey pres-described the Casey presents of the Casey pres-described the Casey present the Casey presents of the Casey present the Casey pres

Address all Dramatic Stock, Repertoire and Tabloid news items and communications to Bill Sachs, The Billboard, 25-27 Opera place, Cincinnati, O.

SHORT CAST SCRIPTS FOR LEASE

y Plays that I have used with my stock. Can be done with 4 and 3, some lass. Any five is for balance of season for \$5.00, with ex-privilege. Send for complete list. JOHN ENGE, Worthington, Ind.

VANTED Man and Woman Team with car for General Business and Ingenues, days, Witte or wire HILL AND DALE PLAY-BE, Victor, In.

MARSHALL WALKER

AND HIS WHIZ BANG REVUE
People in all lines, Chorus Girls and
Stock, Bert Dexter, Cy Reinhart, y Elliott wire quick. STRAND THEATRE. Huntington, W. Va.

VANTED—ORGANIZED TAB. SHOW be clean. Have Scenery and Wardrobe. Ten fore people. To open January 8. RIALTO ATRE, Dayton, O.

TED—Six Chorus Girls that do Tap. Looks outh essential. Light Comedian to do M. C., Blues Singer, single Musical on Novelty Act. must do Specialities. Send late photos and mars. No tleats at Mos fast Agent with ear, aude. Revue. E. M. THORNBROOKE, P. O. il. Shamokin, Pa.

NTED QUICK—Owing to disappointment, Gen-lisusiness Man and Woman with Specialties, in many de Characters, Go-operative stock— which was the Company of the Company of the Company and Delivery, Stavens Point, Wis

Touring Comfort se the TRAV-O-CART

you use your car to tour the country-Trav-O-Cart, hitch it behind your put your luggage in it and travel

ike Holloway in 38th Week Lyceum Players Accorded Big Welcome in Memphis

MEMPHIS, Dec. 31.—The Lyceum Players opened their stock engagement here Monday night, playing to approximately 1,100 persons at the first performance, and winning praise for the excellence of their initial effort, Nancy's Private Affair. Newspaper critics and public alike were loud in their praise of Frances Dale, leading woman. Sponsored by Will S. Lawo and directed by Jack Paige, who also plays the second lead, the company drew large audiences on succeeding nights.

Backers of the company were frankly surprised at the enthusiastic reception accorded their initial production. They had expected a good seat sale, but faced strong competition from the downtown and suburban houses, which featured special holiday programs.

Members of the cast, in addition to Miss Dale and Paige, are Frank Marlowe, James Billings, Melva Gerard, Isabel Osgood, Loretta McNatr and Frank Dane. Management displayed a smart brand of showmanship by arranging entracte entertainment, keeping the audience keyed to a high pitch by music furnished by Chin Chin's Orchestra and solos by Gene Olswanger, soprano, and Don Quixano, baritone. baritone.

baritone.

Lawo arranged a gala premiere for opening night, with lights out front and broadcast of arrival of the city notables thru Station WREC. Flowers were showered upon the cast between acts, and Vice-Mayor Cliff Davis made an address of welcome to the company.

Gayety, Brooklyn, Again Goes Burlesque Stock

NEW YORK, Dec. 31—The Raymonds have taken back the Gayety, Brooklyn, and will open it tonight as their second burly stand in this boro. Cast, booked thru the Ike Weber agency, comprises Bobby Wilson, Lew Costello, Billy Tanner, Chick Hunter, Harry Morton, Vilma Joszy, Patsy Johnson, Billie Holmes, Mervin Harmon, Jyes La Rue, Lolita and Anita Cordova. Anita Cordova.

Anita Cordova.

House will continue as a stock stand until such time as Empire Wheel shows are available. A wheel show might have been booked into the house but for the fact that there are none open in the vicinity. The Star, also operated in Brooklyn by the Raymonds, is on the Empire Circuit. Empire Circuit.

Placements

SCHUSTER BOOKING AGENCY, Chicago, Milt Schuster, manager. Columbus, Lyceum — Conchita, Hal

Milwatkee, Gayety—Lew Fine, Willie Gordon, Paul Jerome, Charles Schultz, Benny Strong, Johnny Harve, Marian La-Mar, Evelyn Camen, Collette, and a chorus of 16.

Pittsburgh, Academy - Al Darr, Joe

Indianapolis, Mutual-Ruby Rossiena, Ruth Hamilton, Nell Ryder. St. Louis, Garrick—Joe Miller, Joe Van.

IKE WEBER AGENCY, New York. New York, Irving Place—Harry Stratton and Freddie Walker.

NAI MORTAN AGENCY, New York.
New York, Republic—Benny (Wop)
Moore and Mae Baxter, opening January
2. Lou Costello, opening January 9.
Baltimore, Gayety—Mildred Clark and
Ruth Wilson.
Philadelphia, Bijou—Margie Hart, opening January 2. Jacquette, opening January 9. NAT MORTAN AGENCY, New York.

Denies Menke a Permit

MEMPHIS, Dec. 31.—A permit to show here has been denied to Capt. J. W. Menke's Hollywood Showboat by the Memphis City Commission on the ground that the craft falls to meet the city's safety requirements. Capt. Menke is reported to be making renovations in order to meet the requirements.

Showman's Bookshelf

Vain Pantomime, by Dlana Patrick. A romance of the theater. Dutton. \$2.

Published Plays

rite to LITTLEFORD BROS., Cinnert, Ohio, for complete information.

Eugente Victoria, by Leon I. Leon. A four-act play. Christopher. \$1.50.

Withelm Tell, by Fredrich Schiller. A translation of the famous play by the German poet playwright. Stratford.

Theatrical Index In New Book Form C-L-I-C-K-S

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-WALTER BATCHELOR ENTERPRISES. "Contains a verge dollar's worth of information."
CLAUDE A. LaBELLE, San Francisco News.

Critics O. K. INDEX

Kelcie Allen, Howard Barnes, John Byram, John Chapman, Burns Mantle, George Ross are just a few of the country's foremost commentators on the theater in New York City who were among the very first to order the INDEX.

The names of purchasers of the INDEX reads like "Who's Who in the Theater." Players, Critics, Playwrights, Producers, Music Publishers, Casting Agencies, Scenic Executers, etc., all have acclaimed the INDEX the "Book That Everyone Wants To Keep."

The Address Lists published in the INDEX are a complete trade directory. Arranged alphabetically with addresses are lists of N. Y. Theaters, Producing Managers, N. Y. Dramatic Editors and Critics, Ticket Brokers, Play Brokers, Agents and Representatives (approved by Equity), Scenic Designers, Executers and Contractors, N. Y. Theatrical Costume Firms, Music Publishers, Supply and Transfer firms.

The INDEX has its greatest appeal among those artists who were east in the 1931-1932 New York productions. Their names are listed alphabetically in the ductions. Their names are listed alphabeticany in the INDEX. To them the INDEX is a record of accomplishment. A souvenir long to be remembered.

When the current limited edition is sold out the INDEX for seasou 1931-1932 will be unobtainable. Don't delay until it's too late. ORDER YOUR COPY NOW.

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MAGIC

News of Magicians--Mentalists

By BILL SACHS (Cincinnati Office)

LA TEMPLE AND COMPANY played the Shrine Kiddies' Show at the Taft Theater, Cincinnati, Wednesday after-noon, December 28. The turn was booked out of the Chicago RKO office.

HARRY HUNSINGER entertained the children of Rotary at the Frances Hotel, Greentown, Ind., Tuesday noon, December 27. Hunsinger hails from Cleveland.

CARTER HARRISON, the Wichita, Kan., magish, has made a couple of trips to Great Bend, Kan., so far this winter to visit the old master, Uncle Charley Andress, who, Carter says, still has plenty of good ideas up his sleeve. The Andress family is in good health, Harrison reports, and is planning a trip to California this winter. "Also visited the Great Huntington at Junction City, Kan., last week," Harrison pens. "He has one of the best shows to play Kansas for some time. His equipment is all new and expensive. It shows it on the stage, too, altho I wonder if the audience appreciates the expense he has gone to. His rolling stock, paper, costumes and stage equipment appear to be all new and are of the best. Dr. Sally, of Manhattan, Kan., also was a visitor on the Kuntington show and remarked about the layout of cash on the equipment."

LORING CAMPBELL spent the holidays in Wichita, Kan., as did George Staples, the clever kid entertainer of the United Chautauqua.

THE GREAT ROSS, of St. Joseph, Mo., is playing schools and clubs in and around Wichita, Kan.

DAI VERNON. New York card expert, sojourned over the holidays in Wichita, Kan. Dai has consented to release a series of his ingenious card sleights. The series will be divided into two classes, one for a select few friends and the other for the boys of the profession at large.

EARL VIOLET, of giant card fame, was a recent visitor in Wichita. Kan., from his headquarters in Kansas City, Mo. LeRoy the Magician was in Wichita over the holidays.

MEMBERS OF THE MYSTIC 13, of San Jose, Calif., staged a show recently at the U. S. Veterans' Hospital, Palo Alto, Calif. Norman Showard acted as The at the U.S. Veterans' Hospital, Palo Alto, Calif. Norman Sheward acted as m. o. Those who entertained were Leland Durham, Caro G. Miller, Fred Faltersack, A. Caro Miller, Harry G. Shaw and Earl

HUGH JOHNSON, assisted by an unbilled fem, presented 30 minutes of "mirth and magic" at the Fairfax Theater, Oakland, Calif., recently. Johnson featured his well-known card work, the ever-new egg bag, silk routine and colimanipulation. With a boy and girl from the audience as suckers, the egg bag in his hands gets plenty of fun and applause, which proves that old effects still go over if properly presented.

THE ANNUAL ELECTION of officers held by the Mystic 13, of San Jose, Calif., resulted in Arthur C. Heinsen winning out as president for 1933, with Harry G. Shaw as secretary. Meeting was held at the home of Retiring President A. Caro Miller. Guest artists of the evening were Lesta the Magician, Lysle Laughlin, "Tommy" Martin and Dr. Heaney. After the election visiting wonder workers en-

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OAKB MAGICAL CO., Debt. S46, Oebbeeb, Wis.

ton Union High School, Centerville, Calif., has engaged Carl Zamloch and Company for its annual show at the High-School Auditorium. A two-hour program of thrills and mystery will be presented by the "Great Zam."

DUE TO THE two months' "bank hollday' in the State of Nevada, where the 12 Wingfield banks scattered throut the State are tied up, it would be well for magicians contemplating making that territory to "lay off" until conditions get better. At present they are very bad and it will be some time before they improve.

COMMENTING THAT WHEN the Washington Assembly of the Society of American Magicians got together on the evening of December 18 at the Occidental Hotel "the air was full of tricks," The Washington Herald carried a photograph of a number of the members, showing them intent over some of the tricks performed by different ones of the snowing them intent over some of the tricks performed by different ones of the group. The photograph listed Harry L. Chapman; C. F. R. Ogilby, president; Dr. Tomosa Oagto, of Tokio, guest of honor, and William J. Hughes.

HONOLULU is fortunate in having two an ace hit with his clever talkee-talkee, amateur magicians' organizations, one group being formed of American-born Japanese. P. H. Kraft, The Billboard's Dennis are both in Hollywood, and it is correspondent in that city, informs that

tertained with their pet effects until far ing. Accompanied by his charming wife into the next morning.

and her mother, Birch spent the holidays in Los Angeles. Austin A. Davis is still out in front.

RUSS AND BILL, the Ray-O-Vac Battery Twins of Station KMA, Shenandoah, Ia., are dyed-in-the-wool magic enthusiasts. Ask Dorny or Max Terhune.

THE GREAT MANTELL, with Mrs. Harry Houdini, recently played the Logan Theater, Logansport, Ind., and the Shrine Auditorium, Fort Wayne, Ind.

MAX TERHUNE, magician and mimic, presented Howard Thurston as a guest star over WLS, Chicago, Saturday after-noon, December 31.

LESTA THE MAGICIAN played the Rosemary Theater, Memphis, last week. He also donated his services to the Elks-Appeal Christmas charity show in that city recently.

With the Mentalists

"DOC" CUNNING, that grand old showman, mentalist and magician, is wintering in Los Angeles. He recently went to San Francisco as m. c. for the indoor circus presented at the Golden Gate Theater there and, as usual, scored an ace hit with his clever talkee-talkee.

Tab Tattles

After several months of straight p tures the Wonderland Theater, Kani City, Mo. (formerly the 12th Stree resumed with tabs Christmas Day, ust Harry Cheshire, Tommy Seymour, W. lace Chandler, Leon McDonald, Bill Hig ley, Eva Marlowe, Mae Kennis, Halle Boggs, Dixie Dixon, with 10 girls in li Mrs. Leon McDonald leads the five-pie ork . . the Wilby-Kincey Jam

Theater, Newport News, Va. inaugurat

"flesh" policy last week, with Ja

Burke's Lovely Girl Revue as the in

show in . . Philena Chappelle, prid

donna with Jack Roof's Kit Kat Kit Revue, was stricken ill with bronehit and tonsilitis during the show's rece engagement at the Band Box, Sprin field, O., and has gone to her brothe home in Chicago to recuperate. She w rejoin the Roof attraction in the na future . . . a note reading: "Hell you old stiff. How are you? Why doy you stay in the office once in a while was left on our desk last Wednesday! George B. Fluhrer, who was passing the Cincy on his way to New York. Geon infos that he has a unit opening for the control of A. & B. Dow soon . . . good old Pat Gilson, out of the game for the last se Gilson, out of the game for the last se eral seasons due to a bum arm, is bac on the treadmill again, this time with Bert Smith's Revue at the Nation Louisville. Patsy did her recuperating at her home in Flint, Mich. Lip, Connelly and Lola Radellife are with the Marshall Walker Company at the Stram Huntington, W. Va. "Business great an Huntington, W. Va. "Business great and had to do extra shows over the holiday to accommodate the crowds," they per many land to the company at the Stram Huntington, W. Va. "Business great and had to do extra shows over the holiday to accommodate the crowds," they per many land to the company of th Mabel LaCouver Levine flash from New York to say that she is en joying a pleasant visit in the big village. Paramount-Publik have booke the original Cherry Sisters with Marcan's 30-people revue at the Gards Theater, Des Moines, for the week January 7. This is the only "flesh" Des Moines, and business is reported a okeh the Wolfe Twins and Ire who have trouped with various table

Williams cast at the Ada Meade Theat Lexington, Ky. The pair, with "Siliwilliams and Frankie Harris, gives company a quartet of able comics. Honolulu folks are not only "Rhungry," but "flesh mad." judging for an item in The Honolulu Advertis which says that it was necessary to out the police reserves to handle mob that stormed the doors at the cent opening of the Lewis-West all-ored revue at the Coast Theater in the city.

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ity, \$3.75 per pair. White and Flesin stock, all sizes. Nationally known brand. Finest

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Magic Merger Ballot

The Billboard believes that a merger of the three major magic groups-SAM, IBM.
IMC-is practical and, if consummated, will be of great benefit to magic as well as
to the individual members of the three societies. The Billboard has outlined four plans
whereby the merger can be effected. In order that we may know which of the plans is
favored by most magicians, kindly place a check opposite the plan approved by you
and mail ballot immediately to WILLIAM J. SACHS, Magic Editor, The Billboard, 25
Opera Piace, Cincinnati, O.

-1	An out-and-out merger of the SAM, IBM and IMC, whereby each wou	ld
	lose its individual identity; the newly created body to be given a new tit	le,
	with only one magic paper to serve the new combine.	

The three organizations to retain their individual identities, and to con-
tinue publishing their own magazines; with a committee from each group
meeting together (at least once a year) to act on all matters affecting magic,
and to work towards a merger, at least, for convention purposes.

	The three societies to retain their individual identities, and to continu publishing own magazines, but to merge for convention purposes only. A four-day convention would be held, with a day given over to each group, the three bodies to meet together on the fourth day. Night shows to be arrange on same plan.
--	---

ti	For an absolute morger, as in first plan, but with arrangement whereby a mateur magicians would be segregated from the professional; the latter be graded by degrees bestowed upon them by the society. One magazine	
te	serve the organization.	

Professional. Amateur.	(Name)

interest in magic is rife there and that their a "name" should easily make expenses, and maybe a profit, while vacationing in

MARDONI THE MYSTIC, accompanied by Madame Mardoni, will appear at the North Side High School, Fort Wayne, Ind., January 5 and present a program of magic and mental work.

LE PAUL (Paul Braden) recently appeared at the United Artists Theater, Los Angeles, and registered a hit with his interesting eard routine. He closed with the well-known "passee-passee" card trick, assisted by two funny stooges.

MAURICE F. RAYMOND, globe-trotting magician, appeared at the Ocean Park Theater, Santa Monica, Calif., recently in a one-hour presentation, assisted by his charming wife and four chic young ladies. In addition to smaller effects, four outstanding illusions were presented in the inimitable Raymond manner. The incidental music was furnished by a ladies' orchestra, and the offering was lavishly mounted. offering was lavishly mounted.

WILFRED THE MAGICIAN, featuring the Substitution Trunk, is playing the small time thru Southern California.

McDONALD BIRCH'S SHOW was well attended by the Los Angeles magi during his recent appearance at Monrovia, Calif. His new guinea pig vanish fooled the most astute magician in the gather-

their ability are being considered some of the leading film concerns.

NELLAR AND WIFE are spending the winter at their home in Long Beach, Calif., and are all set for the big fairs in 1933.

ALEXANDER, the original "Man Who Knows," is living in retirement in Los Angeles. He frequently entertains friends in lavish manner at his beautiful man-sion on Oxford avenue.

DR. R. A. LOWELL has opened an engagement at the Egyptian Tearoom, Louisville. He gives a floor demonstration twice daily with a lecture on astrology. Dr. Lowell jumped into Louisville after an extended stay in the Detroit Detroit area.

DR. BEN PARDO is broadcasting over WBT, Charlotte, N. C. He will remain there indefinitely.

RAJAH RA GOULDE, with the Castle-Ehrlich-Hirsch Shows the past summer season, begins an indefinite engagement at Station CHWC, Regina, Sask, January 10. He has just finished a series of benefit shows in the South. Ra Goulde will work the Canadian station under the sponsorship of a Regina commercial firm, with a tieup on the distribution, the proceeds going to the local unemployed fund. The commercial firm will pay him a straight salary for his work.

MINSTRELSY

By BOB EMMET (Cincinnati Office)

G ORGE P. MARSHALL, formerly of he Al G. Field Greater Minstrels, who has been playing thru Missouri, Arkansas nd Louislana with Marshall's Famous finstrels, closed for the holidays, but will reopen in Texas shortly after the inst of the year. Marshall is currently racationing in Shreveport, La.

BYRON GOSH'S Seldom-Fed Minstrels a just finished return engagements the Ohmann Theater, Lyons, N. Y., the Endwell Theater, Johnson City, Recent visitors on the show were Hoftle, of Indian show fame; Simp-Smarlonettes, Newton and Newton, Herman, Arthur Banks and Larry

BILLY DOSS, former Lasses White BULEY DUSS, former Lasses White minstrel star, with his company of entertainers, presenting Monkeying Around, was the attraction at the Riviera Theater, Knowille, Tenn., last week and attracted big crowds.

MACK & LONG'S New Idea Minstrels MACK & LONG'S New Idea Minstrels re booked into the Paramount-Publix Theater, Des Moines, for six days, beginning January 8. From Des Moines the Anck & Long show jumps to Rock Island, Ill., for a four-day stay at the Fort Theater, commencing January 14. The roupe has been meeting with great avor in the Midwestern Publix houses.

CHARLES (SLIM) VERMONT, of minstrelsy, vaudeville and tabloid, is one of the features with Jack Burke's Lovely Girl Revue, playing the chain theaters thru the South and Southeast.

LOU WORTH, erstwhile minstrel co-edian, and Billy Woodall, straight man tabs and burlesque, have landed a date for their own little show idiani. They are carded to remain there idefinitely. Others in the cast are Kite Axton, soubret, and Bert Nash, black-

LASSES WHITE and his partner, toney Wilds, continue to win great away with the listeners of Station WSM, lasbyille. They are set there for an lasbville. They

JACK (SMOKE) GRAY, whose last instel engagement was with the lli-ted Al G. Field Minstrels of last sumer a year ago, is sticking pretty close his St. Louis home these days. Jack keeping himself occupied with an oc-sional club or radio engagement.

INQUIRIES HAVE COME IN recently minstrels boys, asking the what-is and whereabouts of Jack (Hard-Kennedy and Emmett Miller.

THE ALL-COLORED Georgia Minstrelsho reopened the recently revamped condway Theater, Denver, Christmas as, are reported to have received a good ay during the four-day run at that

SUGAR'S DOMINO-

(Continued from page 5)
on preferments is also persona non
with the money lenders of the
bounded by a river and a graveThere is no middle road for the There is no middle road for the reason that we cannot have our and eat it. Running theaters to-is just as risky and equally illogical taking the family fortune on the of a nag in the third race at his

t us offer a few examples of public tion gleaned from last week's page ur little notebook. Loew's Metropolitan, Brooklyn,

are Eddie Duchin, Georgie Price,



Alice Joy and others. A clean, wholesome show packed tight with entertainment. Business definitely off.

At the Paramount, Brooklyn, there presides the famous Cantor-Jessel team, aided and abetted by Rubinoff and others favored by the Chase & Sanborn gods. A typical Cantor-Jessel show, but in addition to that a superabundance of Carrollian bedroom skits highlighted by a so-called punch situation or two that had the audience blushing en ensemble. A sellout and a queue around the block.

the block.

At the Paramount, New York, there runs along on a five-a-day grind an At the Paramount, New York, there runs along on a five-a-day grind an abridgment of Earl Carroll Vantites. Most of the beautiful effects cut, Lillian Shade, a "find" as a singer, transformed for reasons best known to Mr. Paramount into a straight woman, and Milton Berle and his confreres dipping into the blue with demoniscal delight. For which they could not be blamed, because the laugh punches of the show were measured by the intensity of the sexiness of skits. Not a seat to be had in the house an hour before the first stage show.

sexhess of skies. Not a sear to be near in the house an hour before the first stage show.

At the Albee, Brooklyn, there are starred Fred Stone and his beauteous daughter, Dorothy. One of the supporting acts is Hal Sherman. Fred Stone is wholesome but also clever, and the act presented by him, Dorothy and Charles Collins has everything an act needs. Hal Sherman is also clever, but as vulgar as Stone is refined. Stone doesn't die, but his reception can be characterized as polite; hardly more. Sherman stops the show cold. But Stone's name is out in lights. It's what the Albee depends upon to draw them in. Business about 50 per cent on the lower floor at the height of the evening.

The would-be smart fellows probably have an answer to all of this. It can be stated in two words, "the picture." To which we say, NERTS!

ROXY GIVES BIRTH

A T LAST! Roxy has opened to the eager public his theaters in Radio City. With the New York dailies contributing space most generously, with fulsome words printed, broadcast and orated about the public service of these theaters, one has to be pretty much of an infidel to declare openly that it is all the finest slice of boloney ever cut on this side of Hoboken.

Of all the drama reviewers in New York Brooks Atkinson displayed the greatest courage in his review of the premiere performance at the Radio City Music Hall. Atkinson, employed by a paper that was probably more generous in its apportionment of news space to Radio City than its contemporaries.

Walter Lippmann, whom we are not alone in designating as the clearest thinking commentator on the American scene, did the best job of all in the conservative Herald-Tribune. His December 30 column proved once and for all that here is a man who not only thinks, but one who has the courage to put his thoughts down in cold type for all the

but one who has the courage to put his thoughts down in cold type for all the world to see, and regardless of what effect this might have on the amusement advertising revenue of The Trib. A palm to Lippmann; a laurel to the boss over at The Trib.

RKO has added to the overseating problem of downtown Manhattan. It has brought into the amusement arena the Radio City Music Hall, which is generally agreed to represent a hopeless proposition as a theater catering to the masses. It is too large, despite the stuff handed out by publicity-minded architectural experts, to give a show any degree of intimacy. It is too gaudy to attract real lovers of vaudeville. Its present policy is not shaped up to attract consistently high-class trade. It is an elephant with a paralyzed trunk and its four feet stuck in the mud. Our very personal opinion (but don't tell anybody!) is that Roxy's music hall is good for naught else than a future home for the Metropolitan Opera Company. And even as the new Met., unless changes are made accordingly, it will not suffice, because there are not enough boxes to satisfy the desire for display on the part of the pseudo music lovers who are regular operagoers. RKO has added to the overseating

part of the pseudo music lovers who are regular operagoers.

But the new Roxy Theater is a horse of a different lineage. Here is a theater that is indeed the acme of achievement. It has intimacy, it is fitted out in splendid taste, and its present policy (not the show, mind you!) is the hope of the future. The Roxy Theater will eventually be a money maker. It can well take over the torch of ace vaude burning intermittently at the hoary old Palace.

Roxy's twins are the agents of good and evil. It happens in every litter, there's luck to the new Roxy—and a sympathetic tear for those who have sunk money into the Music Hall.

Chicago Chat By NAT GREEN

As we sit down to write this stint-on Friday-the New Year's celebrants who Friday—the New Year's celebrants wno believe in getting a head start are well under way. Several have wandered a bit woozily into our sanctum to extend greetings and an invitation to "Have a li'l one with us," but we have stanchly declined—you have no idea what will-power we can display on occasion! Tomorrow it may be different (in fact, it will be)! With work completed, who can believe us if we gleefully celebrate the passing of a year that has been more or less of a plague and welcome what we hope and believe will be the beginning of a new era. So, tomorrow we'll foregather with kindred spirits and say "prosit," "skoal" or whatever the salutation may be. To our readers we extend the season's greetings and the wish that all may enjoy their full measure of health and happiness in 1933! believe in getting a head start are well under way. Several have wandered a bit

This year's New Year celebrations have been trimmed down to suit the times. There are no \$15 and \$20 affairs. Most There are no \$15 and \$20 affairs. Most of them are around \$5 and \$6, while a few run up to \$7.50 and some are as low as \$3 per person. College Inn hit a popular note when it announced "All you can eat and drink" for a stated price. At the Inn and the Bal Tabarin the price was \$7.50, while the Grand Ballroom celebration was \$5, with heavy reservations for all. Terrace Garden was \$5: Winter Garden, \$7.50, while Via Lago and Maroni's Beach View Gardens offered a graduated scale ranging from \$2.50 to \$5. Every hotel and night club has prepared for the biggest celebration in years and advance reservations inin years and advance reservations dicate their expectations will be ful-

Looks as if that first initial of Hazel Looks as if that first initial of Hazel (American) Flynn stands for "Hardluck," First Hazel gets stepped on or something when she goes for a horse-back ride. Next she wrestled with flu, laryngitis, tonsilitis and their various relatives for quite a "spell." Now she's gone and slipped on a stair and sprained a kneecap, which will seriously crampher style on New Year's eve. But with characteristic Irish grit she's still smiling. Incidentally, Hazel, who is no stranger to radio, has been auditioning and probably will be heard on a commercial shortly.

Browsings: Ed Medley, of the vaude team of Medley and Dupree, has just concluded a two weeks' stay in Hines Hospital. . . The team opened Friday on the initial bill at the Riviera and goes to Loew's, Cleveland, this week. . . Cat'l Mount, who sponsored the recent sensational Arts Ball, is the center

Cati Mount, who sponsored the recent sensational Arts Ball, is the center of a controversy that is raging over a nude displayed at the newly opened independent art gallery opened this week.

Cati herself posed for the nude and insists it should remain in the gallery despite protests of some of the patronesses.

Ed Wynn's 16-year-old son in town visiting his pa.

Jane Froman, radio star, knits between programs.

College Inn has changed its theatrical night to Wednesday because so many of the visiting stars have to leave town early Thursday and so can't be present at the Inn.

Walter Roles, agent for Weaver Bros. and Elviry, off to Tennessee to start independent booking. Telling 'em about current or coming loop attractions are: Leon Friedman ahead of Show Boat; Beauvais Fox, The Cat and the Fiddle, and Charles Brown, The Play's the Thing.

Tom Kane, Ed Wynn's advance man, departed Saturday for the next stand.

Madelline Woods has an office of her own on Lake street now, with Dorothy Mauel presiding while Madeline road shows The

Madeline Woods has an office of her own on Lake street now, with Dorothy Mauel presiding while Madeline road shows The Big Drive. . With the welrd wailings of lost souls continually filling the air the cashier at the Roosevelt, where The Island of Lost Souls is showing, should be down with the jitters in another week. . . Members of The Cat and the Fiddle

Company were guests of honor at Vincent Lopez's weekly house party Wednesday night. . . Ed Wynn will take part in an all-star revue and radio program January 3 for benefit of the IATSE unemployed. . . It's good to see Edgar I. Schooley getting back "on his own" producing revues and handling acts. . . . He's always been not only a good producer, but a squareshooter and he deserves success!

FRANKIE TRUMBAUER and his com-bo opened an engagement at the Baker Hotel, Dallas, December 24. The band a daily feature over Station WFAA.

ORCHESTRA NOTES

(Continued from page 16)
new band into the Biltmore Hotel Garden Room, Los Angeles, New Year's Eve,
succeeding Stanley Smith and his or-

WHEN HIS CONTRACT with MGM failed to jell, Buddy Rogers and his band signed for four weeks in Eastern Loew houses, opening January 10. Rogers will work in front of Clyde Lucas' Band, assisted by Jeanette Loff.

CHARLIE DAVIS and his Gloom-Chasers are reported to be meeting with marked success at the Wisconsin Theater. Milwaukee.

TED STULTS and his Carnegic Tartans are playing Eastern Ohio balirooms, night clubs and college proms. Combo is under the direction of Johnny Bast, who also is featured vocalist. Johnny is the writer of a new ditty. I'm a Lucky Fellow, which is reported to be going over favorably in the band's territory.

KAY KYSER and his band are the current feature at the Bellerive Hotel, Kansas City. Smith Ballew and his boys are holding forth in the grill of the Hotel Muehlebach in the same city.

JESSE AGULAIR, organist, is now heard over the air via Station KABC. San Antonio,

VERNON GEYER, solo organist, has resumed his daily broadcasts over KTSA,

JESSIE WHITE, who until recently played at a San Antonio hotel, has gone into the night-club business in that city.

SOUTHEY'S KENTUCKIANS are keeping the road hot between San Antonio and Corpus Christi, Tex. They are under the direction of George Southall.

MICHAEL A. GENOVESE JR., of Stamford, Conn., has assembled a dance orchestra of 11 musicians. Opening engagement was at the George F. Pavilion, Binghamton, N. Y. Connecticut dates are scheduled to follow a series of New York appearances.

HERBERT NAPKA, whose nerves went bad on him back in 1929, has recovered his health and with a Mr. Carle, of Pitts-burgh, has formed a new 11-piece com-bination to be known as the Carle-Napka Orchestra. The outfit features a glee club. Napka will wield the baton.

SEYMOUR SIMONS and his ork, who opened January 3 at the Netherland Plaza, Cincinnati, following Jan Garber, are heard daily over WLW, the "Nation"s Station." Simons and his boys are at the Plaza for a limited stay, booked by



A complete minuted 'First Pars' in one foliot. All the scogt, johan, against decisions, retrything complete from opening chores to grand fast decisions, retrything complete from opening chores to grand fast decisions. The state of the stat



COSTUMES

SCENIC EFFECTS, MINSTREL AND MUSICAL SHOWS. Pres Service Department will help you stage your own above. Send ion stamps Catalog G. Five Hundred new Snappy Sets.

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MINSTRELS \$5 Minstrel Fun Manuscripts, \$5. Stage Fun Manuscripts, \$1. Blg Comedy Collection, \$2. Amateur Entertainments of Every Description E. L. GAMBLE. Playwright, East Liverpool,



Shall We Rejoin the Ladies?

NO ONE will deny that theatergoing has changed in the last 20 years. Formerly going to the playhouse was an event, a social rite, that was graciously indulged in; it meant a good dinner before, a wide sweep to the curb in a brougham or barouche, a rustling of silken skirts and satin petticoats as the boxes slowly filled, a drink or two perhaps between the acts and afterwards a sup at Rector's or Delmonico's. That was the tradition that made theatergoing something always to be indulged in, something inseparable from the life of polite and elegant New York. It was the approved thing to do and theatergoers could alwaysor almost always—be sure that polite people would appear on the stages. Even under ragged shawls or the starched middie blouses of Gibson-girl-stenographers, there beat the hearts of perfect ladies.

Now things are different. Theatergoing is at best a scurry and a scramble-a mad rush to the subway, a process of running the gamut of Broadway barkers and an hour or two in the theater which serves merely as the prelude for the really important business of the evening, the imbibing of various potions in your favorite speak. If a lad has a date and not much money he will omit the preliminaries and go straight to the speakeasy. If he omitted the latter in favor of the theater, his lass would think him

silly and probably let him know it.

Coincidentally, the people on the stage have changed; it is seldom now that we see a lady depicted behind the footlights. Harridens, prostitutes and wenches make up the female population of our plays and even when someone with the status of lady must be introduced she is shown up as a fishwife --or, preferably, a strumpet. The stage has taken the aspects of a smoking room and it is seldom enough now that gentility finds its place either behind or before the footlights.

This is no plea for purity or for suppression. The newly won liberty of stage to deal with matters common to any adult institution is a right that must be rigorously defended. But the departed ladies and gentlemen of the theater deserve at least a tear. Often they became boring and trite and forced the stage to avoid problems with which it should have dealt; in their long reign of Victorianism they should have been curbed and curtailed. But now the pendulum has swung so far in the other direction that truly gentle people are a rarity on the stage. They had their place on it, they had their tradition, and by coming back they might bring with them a few theatergoers to whom playgoing is still a rite, a ceremony and a pleasure to be anticipated. A few such people among our patrons would certainly do no harm.

Shall we-a few of us at any rate-rejoin the ladies?

In a newspaper or magazine advertisement keying an ad is a very minor and inoffensive proposition. In radio advertising it has to take the form of a contest of some sort, or a come on that will tempt the listener to take his pen in hand and write. It is these numerous and objectional drawbacks to otherwise good programs that will probably be the wedge for the entry of government regulation of radio advertising; it burdens the weak link of radio to an alarming extent.

That Unequaled Schooling

HE schooling gained by traveling outdoor showfolks thru years of meeting and dealing with many and varied ex-periences in numerous cities and towns while en route could not be duplicated in any other profession.

Among the assets absorbed thru daily or weekly contact with changes and repetitions of local atmosphere—human nature

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CONTRACTOR 19

Vol. XLV. **JANUARY 7, 1933.**

and environment-is broadmindedness. The experiences develop an averaging medium of deduction and consideration. Particularly is this true in the collective amusements field-Carnival-thru stays of a week or more in each locality, also because of many individual operators of attractions catering directly to the assembled cosmopolitan masses.

Another schooling is cool-headedness during emergencies-windstorms, accidents, conflagrations and other unexpected major happenings. In a vast majority of cases the experienced outdoor showman becomes schooled in what needs be done and how to do it.

Charitable interest in unfortunate human beings, not only those in show circles, but residents of municipalities, is another that may be termed a naturally gained and highly commendable trait of traveling show people. Hundreds of such humane-interest incidents have been detailed and praised by both press and public-inmates of local homes for the aged, blind, crippled children, war veterans, etc., invited guests of showfolks; special free performances at hospitals and other institutions, including as rays of sunshine in the lives of inmates of penitentiaries. Granting that in some instances there might be a tinge of business prestige gaining, it cannot be contradicted that such displayed interest has its outstanding incentive in the showmen's and showwomen's hearts-planted and nourished thru itinerant and direct-contact experience.

Many times the cool-headedness and humane interest of troupers have been of great aid to communities. The past year alone there were recorded at least a dozen instances where townfolk were materially aided during fires at residences and other places. Volumes could be written regarding such instances during preceding years when floods, tornadoes and other catastrophes

were encountered. In most instances coolheaded and willing aid of the "strangers in town" is appreciated and publicly commended thru the press and in conversations. To cite an example: For many years the management and other attaches of a prominent Wild West show (Pawnee Bill, to be exact) have received lingering praise on materially aiding in sav ing a small town, now greatly increased i size and population, in Oklahoma, from destruction. There have been many other similar recordings

An instance of the reverse of local ap preciation might also be briefly narrated A show was exhibiting years ago in a small town in Southeastern Arkansas. Many of the attaches stayed at the two or three hotels. One night (about 3 a.m.) a firstarted in a large dwelling. Troupers hastil dressed and on arrival at the scene foun the local water-plant supply decidedly in sufficient and a highly excited mass of citizens. Showmen sprang into action, no in the least excited, and hastily started carrying water, chain fashion, to parts of the building where most needed. All wa going well when a self-important "fin-chief" commandingly yelled: "We don't need the help of you strangers; clear out Another townsman said: "That's right The troupers quickly ceased interest an action, except that one of them, a few rung up a ladder, turned a bucket of water up side down on the head of the "commander and the building was destroyed. Fortunate ly, however, there have been few case of such ignorance and narrow-mindedness,

Vaudeville's deplorable condition can be appreciated when one discovers the "salaries" being paid even in circuit vaude. An RKO producer was offered a line of six girls by a dance troupe producer for \$210 a week. The girls are young well trained, do three routines and carry three sets of costumes. Out of the \$210 asked, the troupe owner would have to get a slice and then pay off the costumes and the six girls.

Limitation at Fair Meetings

HIGH executive of a State association of fairs has advanced the suggestion that other State fair bodies be per mitted to become associate members, e joying the privileges at annual meetings, the association in whose behalf the suggest tion was made.

This would be welcomed as refreshing and progressive were it not for a joker the proposed arrangements which designate

an annual fee of \$10 for the "privilege."

The proposal smacks of the restrictive and the limitative. State associations have always looked forward to the conclaves neighboring commonwealths. secretaries and other officials have, in fac been known to travel thru a half doze States to "join the boys" in annual reunic and discussion.

Any fair association should be honore with attendance from neighboring and espe cially much-removed States; should, think, encourage such representation rather than discourage, even affront them, by as ing for a fee.

If the sawbuck is intended to perfor a prohibitive function—small as the fee is it will accomplish its purpose. And why Because no thinking fair manageme would, we believe, pay one penny for the privilege of attending the meeting of a outside State's association—a privileg which most emphatically should be reci rocal.

If the proposal is an innuendo for the limitation and discouragement of inte state representation it seems to suff conspicuously from lack of forethought. T theory on which it is based is neither liber In practice it will nor constructive. prove sound and will create antagonism.

If there is time to squelch the suggestion before it comes up for official action by association it should be done at once.

Would Perpetuate Magic

itor The Billboard:

Concerning the magic merger. Withthe knowing who is the father of the
len. I would say the plan was from a
sart thinking for the magical profeson's permanency. Nothing could pertent the were practical and a working plan
with be worked out. be worked out.

However, I seriously question the racticability of the idea. Who would be he new officers? What would satisfy all oncerned as to name, policy, officers, to? The Society of American Macians is not a magical order. It is an astitution. It has no magazine to arasite off the organization's treasury, of the magazine does not nay. case the magazine does not pay. The ternational Brotherhood of Magicians d the International Magic Circle are ore fraternal in constitution. All three ffer in many ways.

No man ever lived that wished magic and magicians more success than that read old man of magic, W. W. Durbin, in the IBM. The same can be said of pod-hearted Joe Lightner, of the IMC. coth are conscientious and have spent much more in time, effort and money in the interest of magic than they ever toped to get out of it. It's magic for tr's sake with them.

art's sake with them.

There is no logical reasoning for all his ill-feeling between the different numberships. All three have their good oints just as they have their bad ones. There is no good reason why the boys annot convention together or at least trange convention dates that do not outliet. There is some question as to outliet. There is some question as to thether the three bodies could ever the three bodies could ever the together the three bodies could ever the same city for convention nurposes. However, it would be ideal for numberships if it could be worked out. On the other hand, three conventions a year have a tendency be ducate three cities a year, thus reating a desire on a greater part of the public to see good magic.

Wichita, Kan. CARTER HARRISON.

A Rumble From Texas

ditor The Billboard:

What do you think of this one? what do you think of this one? We ave just received several letters from elix Robertson, of Dalias, informing us nat we will have to pay a license to mg songs which we have been using fore than 20 years.

We run a free medicine platform show, be are not using any new popular songs, do do stuff. It seems they can't let prormers alone, even when they try to right

pay State, county and city licenses. they think these enough, without gour bread money?

Silverton, Tex. TED E. GOODWIN.

With Some Old Friends

litor The Billboard:

everal weeks in Toledo as "adviser" chaplain of the Veterans' Relief oncer Days' spectacle and indoor cirput me in touch with splendid olders of the circus and the carnival.

of Lone Fox lives in and works out I Toledo with an Indian med show, ddie Lewis, clown, is doing novelty reet advertising. "Pinky" Hollis, world-nown rider, has sold his horses and as put his "riding act" in the discard, at thus the circus is eliminating the iding blood of the manor born" and king from the bills the names of the pure gold" riding families that date ek into "time immemorial." Why?

Diagnose, do some figuring: the answer edo with an Indian med show. Lewis, clown, is doing novelty

agnose, do some figuring; the answeres, and the fault lies not with the sbut with those who seemingly vnot just what to do in a "depres-" like the present. What would shalley have done if in the? Did he ever fail? Did he ever come panic and the stop sign, Thou t Not Pass? Not Pass?

Not Pass?

the O'Conner has an office in the aber of Commerce Building, the old Jack, with his undying love for mouper. Living at 332 12th street is. Josie Artressia, I think the last he famous Belmonts. Her two ren, 10 and 12, are in the Miami tren's Home. Remember her illusshusband? How he used to help needy!

at a pleasure to find in Toledo the ngs. Arnold, the husband, former senings. Arnold, the husband, former ell-known ride manager. His wife, she to made high dives and did fancy and let swimming, Betty Mitchell. They was a nice home at 1388 Oak street did the brightest boy, only 20 months d. Talks and goes about like a young an wonderful sample of the super cake in show-world children. His name, aster Donald. I met these dear people church and they've found out it pays THE FORUM

best to go the "straight and narrow way. They entertained with a dinner, and the guests present were Rev. J. L. Peck, pastor of the Toledo Clark Street M. E. Church, and his family; the entire and the Church, and his family; the entire Hyatt-Fahl gospel party and your hum-ble servant.

Say what you wish, think as you please, but I believe the most powerful publicity for a show—publicity that "lines up" all elements in a community and calms and allays all opposition—is in public relations work, and the more spiritual it is the more patrons it makes spiritual it is the more paurons it mages for the show. I believe if the public relations unit lives what is preached he or she is blessed with more convincing power and becomes victor in contest with flercest error and opposing forces. Toledo. DOC WADDELL.

Davis "Outdone" by Rooney Editor The Billboard:

Writing of Charles L. Davis and the play Alvin Joslin, as several have been in recent numbers of your paper, calls to mind an amusing incident that occurred during the early years of that play. Davis, real showman that he was, made a real feature of his dimonds and they a real feature of his dimonds and they were on display in every town and city in which he played, sometimes in the lobby of the theater in a glass display case, sometimes in the window of a prominent store, but always in the spot where they would attract the most attention, and they were guarded by a couple of men with prominently displayed badges and revolvers.

On one occasion in Pittsburgh Davis

year's licensc. In the absence of the tax collector, his deputy, who is one swell fellow, issued same. Rather than see him get in Dutch with mandamus proceedings and fork over \$225 additional, we closed the show. The weather was cold, so on Tuesday night, not being sure what would happen, I instructed my ticket takers to give the customers checks. About 40 minutes after the doors opened, and with 20 minutes yet to go before time for the show to start, I got wind of the mandamus proceedings on before time for the show to start, I got wind of the mandamus proceedings on the young deputy tax collector. In the meantime it was getting colder every minute and with 523 paid admissions already in, I refunded the money to our customers, stating that high licenses and cold weather were too much to combat in one town and that we would close our engagement there that night without showing showing.

My people were paid and we moved to our winter-quarters town for the layoff to repaint, etc.

we showed Cordels, Ga., our quarters, the following week to fair business and immediately jumped back to Leesburg. Fla., thence to this town and from here straight on south. My route has consistently appeared in The Billboard for three years without a week's miss and I said nothing of the show closing when we had Cordele in the route list.

The chain theaters down here are

The chain theaters down here are fighting us for all they are worth, but if you think we are not pasting them back ask any trouper. There are hundreds of them in this town and thousands in the State and they will tell you that we are imming them. played badges and revolvers.

On one occasion in Pittsburgh, Davis costs a fortune to play this State, but was playing a week stand, with the diatric, and Pat Rooney I was filling a week in another neighboring theater. Somewhere Rooney got hold of an occasion in Pittsburgh, Davis that we are jamming them. True, it costs a fortune to play this State, but at least we are making a living and we monds on display in the lobby of the are in warm climate and I am keeping the are in warm climate and I am keeping are in warm climate

warmer and not because the "canned" entertainment has anything to do with it. We are showing five miles from town

We are showing five miles from town here, but with plenty of radio and newspaper publicity we are positively jamming them in nightly, with two turnaways this week, and all the theaters in both Winter Park and Orlando showing two for one. Don't let anybody ever tell you that "canned" entertainment will ever lick the "flesh."

Stickney and, I believe, Emma Lake, Josie DeMott and Mabel Reed were two to three inches or probably a hand taller than the ring stock with the Ringling

It was also stated that the horses ran faster then, which would make their backs lower. As a matter of fact, all ring stock goes at about the same gait. In fact, all are broken to a riding gait, and if a horse could lower its back in running it wouldn't be in a circus ring when it did and there wouldn't be any bareback rider doing stunts on it.

bareback rider doing stunts on it.

He is correct in saying that if salaries now were like they were then you could find plenty of riders. This really is the issue at stake. Get salaries up to the right figure and we will have some more old-time riding. I note that he says Americans can learn just as easily as Europeans, when, as a matter of fact, almost all of the big circus riders that led the way were Americans and several of them went to Europe and rode before the nobility. fore the nobility.

I believe that if Mr. Pitkin will take up the subject with Charles Bernard, the best authority on the circus in the country and on any of the big riders of that time, he will agree that I am right.

Higginsville, Mo.

B. L. HILL.

Contortionist Data a Hobby

Editor The Billboard:

Regarding the recent letter of Burns Kattenberg in The Forum, it is fine news to hear that someone is at last going to prepare an article on the art of the contortionist, something that, in my opinion, has been long needed.

Their on injured knee prevented my

on, has been long needed,
Until an injured knee prevented my
continuing such work. I practiced contortion (front bending) over a period of
flive years, and nothing is more irritating
to me than the typical remark overheard
at a contortionist performance, such as
the inevitable: "You know, they don't
live very long, poor things-"

live very long, poor things."

They ought to know about Billy Ferry, over 70 and still going strong. For years I have tried to secure photographs of performers (a hobby taken up when I ceased to be able to do the work myself) and it is surprising how few performers are willing to send their pictures, even when an offer is made to pay for them. Most of what I have been able to gather together is from chance magazine articles.

I have one old pamphiet pasted in my notebook which might interest Mr. Kattenberg, on How To Become a Contorionist. It is by Lou Ford and includes an advertisement for that celebrated aid to the contortionist's art, namely, ard oil."

ard oil."

I should be glad to give access to anything I have, having them photostated, if in return I could get material I might not have in my collection. This is purely a hobby with me and there will be no effort on my part to cut in on any articles anyone is intending to write.

cles anyone is intending to write.

I have this early pamphlet and a reproduction of an early engraying showing a clown doing a contortion feat. Out of a list of over 100 performers, past and present, I have been able to secure pictures of only about 10, most of them from magazines.

There are few enough people interested in contortion, which is an ancient art too long neglected, and those of us who are interested should band together.

OHARLES NAGEL JR.

New Haven, Conn.

They (the opposition) did everything in their power to keep us out of here, but Acting Mayor Galloway of Winter Park and the council, with one exception (there is always one exception), said we were an asset to the city and reduced our license accordingly. In other words, Billroy's Comedians are in Florida now and here to stay.

BILLY WEHLE.

Orlando. Fla.

Riders' Salaries Real Issue

Editor The Billboard:

Orlando, Fla.

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer, must not exceed 300 words, and should be written on one side of the paper. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

I note in The Billboard of December 24 that Fred Pitkin takes exception to a recent letter in The Forum regarding circus riders of the '90s and, as I wrote the letter, I presume it is up to me.

He thinks it queer why we all go back to the '80s, but if he will refer back to that time he will find that there were then more big circuses with more first-class riders than in any other decade in circus history.

He said they used dirt rings, which is true, but he claims the outer edge was lower and would make horses three or four inches lower for riders to mount. He also said the rings were as smooth as are also said the rings were as smooth as a race track, which is correct, and therefore would be like the rings of the present day, with no advantage to riders to mount. Another point is that after a rain there will always be a little water near the ring center, proving it of no advantage to lay out ground in favor of riders

The writeup from Jacksonville was a gross misrepresentation and I herewith give you the facts, which I will expect to see published in your next issue.

We opened in Ocala to practically capacity, with the theater giving a two-for one show against us. We took out a Billy Showles, Frank Melville and Bob

Hyde's Ideas for "Alvin"

Editor The Billboard:

Editor The Billboard:

The few notes I have had the pleasure of reading in the Forum regarding Charles L. Davis and Alvin Joslin bring to my mind that for many years the agent of that show was J. M. Hyde. And as a boy I remember that band he carried, without a doubt the finest uniforms ever seen with a show. And who will ever forget Alvin, with his pocketful of apples. Pier 29, East River, and the tugboat, and T. T. Rook, of Youngstown, O, who for years played the bowery boy?

Mr. Hyde as agent originated many novelties ahzad of the show, among them a 16-page litho herald, and seven days ahead gave away 500 linen caps to every boy in town, with the name Alvin Joslin on the visor. All of us boys were those caps going to school and was it an ad for Davis!

Well. every boy who kept his cap until

caps going to school and was it an ad for Davis!

Well, every boy who kept his cap until show day got in the parade that day behind that wonderful band. And at the finish in front of the opera house at roon Davis would throw \$20 in nickels and pennies in the air for us boys to scramble for. Talk about advertising! How can we ever forget Unice Alvin?

Lynn, Mass.

JOSEPH THAYER.

enormous chunk of glass, cut with many polished facets, which reflected light in all the colors of the spectrum. He suran the colors of the spectrum. He sur-rounded it with a bunch of glass prisms such as are used on chandeliers, put them in a small display case, tastefully arranged on a black velvet background, and had a couple of "supes" dressed in uniform carrying guns with bayonets at-tached, and laden down with side arms, who paced up and down during the whole

week's engagement. The play, Alvin Joslin, was not much from a literary standpoint, but it was good entertainment in the era of the New England rural drama, which followed the enormous success of The Old Homestead, once played under the title of Joshua Whitcomb, first as a short-sketch and later as a four-act play.

Nor was Davis as skillful in portraying the "rube" of that time as was James A. Herne in Shore Acres or Dick Golden in Old Jed Prouty, nor Archie Boyd, Jim Galloway, Odell Williams, George W. Wilson and numberless others, but he was a consummate showman, and he left a monument to his name, at least in the profession, in the Alvin Theater.

I wonder if any of the recent writers in your columns remember another rural drama of the time named Si Slocum or The Widow Bedott or The County Fair, the last two with Neill Burgess, who portrayed "the female of the species." Well, there was a theater in those days. Boston. FRANK E. HATCH.

Wehle Stays in Florida

Editor The Billboard:

When I picked up The Billboard dated December 17 and read the comment dated from Jacksonville, Fla., you could have knocked me down with a feather. This show has not closed in three years and we have no idea of closing in Florida

Conducted by CHARLES WIRTH-Communications to 25 Opera Place, Cincinnati, O.

Stevens Show **Ends Season**

Wintry weather encountered-outfit is in quarters near Coffeyville, Kan.

COFFEYVILLE. Kan., Dec. 31.—Due to snow and cold weather, the Stevens Bros.' Circus closed last week. The outfit is now in winter quarters 10 miles south of here.

The 1933 season will start approximately April 1. Work of rebuilding the show and breaking stock will start shortly after the first of the year.

Ropert A. Stevens, sols owner and manager, is indisposed, having a serious case of influenza.

Showfolk Finish Dates In St. Louis Stores

In St. Louis Stores

ST. LOUIS, Dec. 31.—Following a five weeks' engagement at the Grand Leader department store, Jules Jacot and his seven fighting Jons have returned to winter quarters at Peru. Jacot won a host of friends during his stay here and his act was a distinct success. Rex de Rosselli, who looked after the exploitation of the act, also returned to Peru. Harry LaPearl and wife, who were at Scruggs department store, have returned to their home in Indianapolis. Chief Sky Eagle and family, at the same store, have gone to Chicago.

At the termination of the holiday season at Famous-Barr Company, Kinko, wife and son went to Peru to remain until time to go to Toledo for the Shrine Circus.

Leo Porler will leave in a short time for a visit at his home in Norwich, Conn. Earl Shipley and wife are remaining here until they open in Milwaukee for Bradna and Davenport, followed by Detroit and Cleveland indoor circuses.

George Cutshall and wife and sister, Pat McLaughlin, went to Cherryvale, Kan., to spend the holidays.

Many People Witness Jacot's Act in St. Louis

PERU, Ind., Dec. 31.—Rex de Roselli, on promotion and publicity; Jules Jacot and seven male fighting lions arrived here Christmas Day after showing to a balf million people in six weeks' run at Stix, Baer & Fuller department store, St. Louis. It is said that 150,000 persons saw the act December 24.

Assistants to Jacot as keepers and handling props were George (Chick) Mackey and Jack (Heavy) Evans, of the clicus farm. Jacot will spend several weeks at his Kentucky farm home.

Charles Sparks Not Going Back to Rails

FTICHBURG, Mass., Dec. 31.—Charles Sparks, owner and manager of the Downie Bros.' Circus, informed The Billboard representative that his show will not take to the rails the coming season, but that it will continue on trucks as of late years. He said that the circus will have a very picasing performance.

Mr. Sparks things that business next season will be better than in 1932.

Singer Heads Brussels Bill

BRUSSELS, Dec. 26.—The Swiss National Circus (Cirque Knie) has closed its engagement at the Cirque Royal and the new circus bill at this big indoor circus is headed by Lucien Muratore, the opera singer and film star.

Files Baukruptcy Petition

CHARLESTON, W. Va., Dec. 31.—A voluntary bankruptcy petition has been filed in Federal Court here by Cly Cleburn Newton, circus man, of this city, He listed liabilities at \$29,680.15 and assets at \$67.



LES JARDYS, limbering up in the "backyard" of the Sells-Floto Circus, "caught" by Foster Lardner the past season.

Jess Adkins Chairman Of Christmas Party

PERU, Ind., Dec. 31.—A big Christmas party was held at the YMCA gym. Jess Adkins was chairman. More than 800 children were present. Mr. Adkins, as sisted by Jess Murden, CFA and Rex de Rosselli, obtained the Jazz Boat Revue, playing Roxy Theater, to put on a special show for the children. Program included Weiman's Sailorettes; Six Saxonettes; Pat Daly, comedian: Burns, Morlarity and Burns, dancers; Hoyle Sisters, singers and dancers; Billy and Mildred Davis and Gene Gray. The troupe, 18 people, were guests of Mr. Adkins at a 5 o'clock banquet at the Bearss Hotel.

Circus folks on program were Joe Lewis

banquet at the Bearss Hotel.

Circus folks on program were Joe Lewis and Emmet Kelly, Hagenbeck-Wallace clowns; Roy E. Jacobs, of Flying Valentinos; W. A. and George Meeker, Charles Redmon, Freddy Weimann and Everett Walpe. Two thousand and five hundred spectators crowded the building.

Ringling Acts Booked For Big Shrine Shows

For Big Shrine Shows

PERU, Ind., Dec. 31.—Contracts for various units of the Ringiling interests here, officially said to number the largest ever to play indoor events, were signed the past week by Jess Adkins and representatives of Shrine and Grotto temples of Milwaukee, Detroit, Toledo, Cleveland, St. Paul and Minneapolis.

Dates of engagements are Detroit, February 8th to 18th; Toledo, February 13th to 25th; Cleveland, February 20th to March 4th; Minneapolis, March 6th to 11th, and St. Paul, March 13th to 18th. Rex de Roselli is writing new spec, and Fred Ledgett will be equestrian director. Wife Irene will work in ring one of the Hagenbeck-Wallace herd of 15 elephants, in charge of Cheerful Gardner. Clyde Beatty's cat act; "Kinko" and Joe Lewis, clowns; 35 ring and menage horses, worked by Ethel Lewis, Anna Butler and Dorothy Carter, who will double elephant acts and aerial numbers; three statue acts; seal acts, Rollin Habeler; menage and Liberty horses, direction of Harry McFarland, will be used during indoors.

Briefs From McKeesport, Pa.

McKEESPORT, Pa., Dec. 31.—Joe Farnan, last season on Ringling-Barnum Circus, returned home from Chicago to spend the holidays here.
Ralph (Blackle) Elair, of Hagenbeck-Wallace Circus, returned from the West to spend the holidays.
Jess Robinson has only two trucks working at the billiposting plant. Is eagerly awaiting the coming of the white tops.

tops.

George Thomas, altho retired, is very

active about town.
Colonel Jacobs entertained John Griffin, Bille Wood and Duke O'Hara at his
hunting lodge at Ligonier, Fa. The
Colonel has not retired from the show
game and may use the "Myte Jacobs"
paraphernalia and title this spring. Ife
gave up the idea of putting out on the
road the Alpine Minstrels.
Capt. Ernie Firth, seal trainer, did not
come home for the holidays but remained in Chicago.
Bill Bryant, James Roach and James

mained in Chicago.

Bill Bryant, James Roach and James
Corrigan are working at the Capitol,
Memorial and Lyric theaters.

Nab Sennett in **Redlighting Case**

MOBILE, Ala., Dec. 31.—William Easennett, formerly with the Robbi Bros.' Circus, was arrested Tuesday Des Moines, Ia., in connection with the death of John Smith, a Neghelper with the show. Smith and number of other circus helpers were relighted here September 30, 1931. Smidled later from wounds received whethrown against a switch post. Sheri W. H. Holcombe holds a murder warrafor not only Sennett, but Ralph Notas well. Noble has not yet been arrestance Robert Baltimore, Chester Farley an Bill Wendell have been in jail here witnesses since the alleged offense conmitted by Sennett and Noble.

DES MOINES, Ia., Dec. 31.—Willia Earl Sennett, also known as Sinnot, wi was arrested by local police upon info mation from Alabama officials that he wanted for murder, will fight extradition

Sheriff Holcombe of Mobile Coun Ala, has notified Des Moines police will seek extradition as soon as pap can be obtained.

Los Angeles Brevities

LOS ANGELES, Dec. 31.—George Engesser, owner of Schell Bros. Circumstrating in Fresno, reports gettin things in shape for the coming seasor Will add considerably to the equipmen Informs that he will head a party of showfolks at the annual Charity Banquand Ball, January 11.

Harry Chipman has arranged a program for the benefit of unemploy at Philharmonic Auditorium. And the acts engaged are the Ward Siephil Escalante, the Pins Family, Roe Troupe, Rondo Duo (trick bicyclist Mysterious Blondell, Eddie Damadame Forster's trained animals, Reard Sisters Lind Family. De Gard Madame Forsters trained animals, and bard Sisters, Lind Family, De Gar Troupe, Betty Thomas and Pe Marchelle (trapeze and cloud swin Escalante Family Troupe; Willis Attubury, musical director. Six performance scheduled.

Charley Cook, with crew and perphernalla of the Al G. Barnes Circus, finishing the King of the Jungle f at the Barnes quarters. Bill Kolp ported having contract to supply merial for another of the outdoor films.

Blossom Robinson, of the Barnes Cus, will appear in 8id Graums prologs.

Harry Phillips is busy at quarters North Hollywood of the Robinson Bu Motorized Circus.

Tony Ryder, well-known circus treer, who died in Hollywood December was a member of Troupers' Club, Hollywood, which had charge of servisurial in Hollywood Cemetery.

Animal Trainer's Adventur

Animal Trainer's Adventur

LONDON, Dec. 20.—While six he polar bears were being put thru the performance at Nottingham, Eng., week the corporation electricity surfailed thruout the city and the that was plunged into darkness. Jantheir trainer, who had been attad the previous night by one of the bewhich had ripped his coat partly off height had ripped his whip Janesco able to keep the animals at bay un attendants rushed to the rescue will ash lamps. It was 15 minutes bed the electric lights came on again Janesco was liberated to the deafent applause of the packed house.

Bailey Bros. To Eularge

HOUSTON, Dec. 31.—Bailey Bros., a operating a small circus and variety at near here, have announced that a law its planned to enlarge the show. In intimated that the show will carry Mollie Bailey title as the title still mains in the Bailey boys' hands.

Guy Weadick Leaves Calgary Exhibition After 10-Year Stay

CINCINNATI, Dec. 31.—Guy Weadick, outstanding and internationally known figure in the cowboy contest world and the originator, producer and manager of The Stampede, the big cowboy contest made famous by him first in 1912, and which he has for the last 10 years produced as the feature attraction of the Calgary Exhibition, Calgary, Alta. has severed all connections with the management of the Calgary Fair, one of the Class A events of Canada.

Rumors had been affoat that Mr. announcements to make regain

Rumors had been afloat that Mr. Weadick would leave the Calgary organization when he concluded his 1932 presentation and that he would stage The Stampede on a large scale in the United States in 1933. Others were that prominent showmen would send out a Wild West Show upon new lines, under the direction his direction.

Many inquiries have been received by The Billboard regarding these rumors, and Mr. Weadick was communicated with at his ranch at Longview, Alta. Following is his reply:

ing is his reply:

"For your information I would advise that, owing to past endeavors and results produced, as to contests held, quality of performance, numbers of 'top' contests ants participating, publicity received, as well as ever-increasing interest and attendance from all parts of the globe, it must be conceded that The Stampede under my management is recognized as an international event and must be conducted as such, rather than along the lines of a county fair, which after all only has a local appeal. For these reasons differences have existed between myself and the Caigary Exhibition manager for some time, and I have severed all connections with the Exhibition Company. Their management has made an

announcement in the local press to the effect that my position had been dispensed with as an economy measure.

pensed with as an economy measure.

"While it is true that propositions regarding my producing The Stampede along its original lines on an outstanding scale in the United States in 1933 have been made to me, nothing has been closed to date and I am not in a position to give publicity at this time to offers received. You may rest assured that, as in the past, any time I have any announcements to make regarding my activities in the Wild West or contest business. The Billboard will receive such news ness, The Billboard will receive such news first."

ness, The Bittooard will receive such news first."

The Stampede was originated, produced and managed by Mr. Weadick at Calgary in 1912. It was a private enterprise and financially sponsored by Senator Pat Burns, Hon. A. J. McLean and the late A. E. Cross and George Lane, leading financiers and stockmen of the Canadian Northwest. Mr. Weadick at the time christened them "The Big Four." The 1912 show is still talked about by riders and ropers of 20 years ago. It was the first cowboy contest that ever offered real large purses—\$20,000 in cash besides numerous special prizes and trophies. It was the first real gathering of "tops" from every part of the North American stock-raising West, vaqueros even coming from Old Mexico to compete. The contest lasted six days and was a tremendous success both as a presentation and financially, despite rain five out of the six days.

In 1913 Mr. Wendick presented

days.

In 1913 Mr. Wendick presented The Stampede at Winnipeg for six days, again awarding \$20,000 in cash purses for six performances. This contest was also a private enterprise, being financially spon(See GUY WEADICE on page 33)

Peru Gleanings

peru, Ind., Dec. 31.—Joseph (Alabama) Reed has taken Julius Wolfe's place as night watchman at the circus ar sheds. Wolfe's repair force is in harge of painting inside of Pulimans. William Bradley, in charge of circus railway cookhouse with John Ryan, head waiter, are being congratulated on Christmas banquet served to the regular shop employees and 30 others engaged in put in the property of the property of the practical per parker, George Parker, Red Carroll, Ben S. Moore and P. B. Wolfe will start rebuilding trains January 15.

roll, Ben S. Moore and P. B. Wolfe will start rebuilding trains January 13.

— Siegrist and wife, Bebe, aerialists, and back to Peru Christmas Day from a visit in the West. Will spend several weeks here and leave for the East to play an engagement at Hartford, Conn.

Edde Woeckener arrived here last week from Ohio. He will direct band at indoor circus at Toledo, and again will wield baton with Hagenbeck-Wallace the coming season.

wied baton with Hagenbeck-Wallace the coming season.
Leo (The Great) Wilno, cannon man with H-W, will have one of the largest projectile-throwing devices in United States the coming season. Cannon being rebuilt will be mounted on three-ton truck, entire assemblage weighing more than five and one-half tons.
Reported that Blackle Dillar will be in charge of baggage stock on H-W; George Lyle, ring and menage horses.
"Waxie" Lord, of Spokane, Wash, harness maker, arrived and will remain here until spring.

here until spring.

"Kinko," internationally known clown, and wife arrived here from St. Louis the

past week.

Mrs. Jack Biggers was at Brazil, Ind.,
Ohristmas with Mr. and Mrs. J. M. Danner.

George Lyle, of H-W, has returned rom Burlington, Ia., called by death of its mother, Mrs. William Eoff. Funeral vas December 23.

Mrs. Mitzle Sleeter, Bloomington, Il., t-B. aerialist, daughter of Mr. and Mrs. Company of the company of the past week at the Illinois its company.

Walter Lawrence, of H-W advance, conducting Riverside lodge for local and visiting troupers, left for New Orleans, to cemain until spring.

Nine hundred horses, which were out

Nine hundred horses, which were out on pasture, have been brought to the farm and housed for the winter by Steve Pinn and assistants.

The happiest boy in Peru on Christmas Day was Bobby, son of Jess Adkins. The reason—toys from every State in the union sent by troupers, with whom the lad is a favorite.

Frank Orman, on concessions with H-W. has purchased a home on West Mah: street. Sald that Mrs. Orman will not troupe this season owing to motherly pride in new Christmas arrival and new home.

menng old-time troupers in Herbert man's commissary, talk about Jack disclination that Jack, 1920 boss hostler of Al G. Barnes and 1921 driver with Ringling-num Circus, died in a hospital in its. The Peru representative of The board, Bart Clickard, will obtain saits for eleter it information has mindents, Bart Chekard, will obtain mideatis for a sister if information has of yet reached her.

P. M. Plank, in H-W commissary last easen, left for St. Louis the past week.

West Coast Jottings
VNICE, Calif., Dec. 31.—The Al G.
Barnes Circus Christmas tree mounted on nes Circus Christmas tree mounted on zer, with plenty of small Christmas its, bells, and two big electric signs on h side, wishing all a Merry Christmas its circus, with Frank Chicarelli anta Claus; Al Wier, driver, and John th as Sants's assistant, left the quar-at Baldwin Park at 2:30 p.m. Decem-24. First stop was made at the Ruth tective Home for Girls in El Monte; it o all circus folks' homes in Baldwin k and El Monte: then to 10 hospitals n to all circus folks' homes in Baldwin h and El Monte; then to 10 hospitals Los Angeles Country, including two diren's hospitals; to all homes of res Circus folks in Los Angeles, Iwood, Culver City and Venice. Each man received a box of chocolates and en cigars and a carton of cigarets, then a novelty sock of candy and a Mrs. Sylvester Cronin, who control the idea, was along in her car to hat everybody received a present. In Bullock, Al Wier and Bill Parks, o are working pictures in Hollywood, that they will again troupe. The Pacific Coast Showmen's Associative will hold its annual Banquet and

will hold its annual Banquet and at the Alexandria Hotel in the Gold in January 11, starting at 6:30 p.m. ge Tipton will act as chairman. norial services at the Showmen's Rest Evergreen Cemetery will be held lary 8, at 2 p.m., Louis Bissinger in

ge. L. Cronin, manager of the Barnes

Circus, will have some surprises the coming season in the way of novelty acts.

The Los Angeles Shrine held its annual Christmas Tree at the Shrine Auditorium evening of December 23. Charles Hatch was m. c. On the program were Shrine was m.c. On the program were Shrine band, Shrine drill team and carol singers; Christen's goats; Harry Woodling's ponies and sleigh, with F. A. Roe as Santa Claus; clowning by Tom Plank and Curlie Phillips. After the show each child was given all the toys and fruit that they could carry. There were 3,500 children and their teachers at the party.

and their teachers at the party.
Scotty Thomas is visiting relatives in Arizona during the holidays. Spud and Edith Redrick left for San Francisco to spend the holidays.
Skinny Matlock and Cliff Clifford returned from Mexico for the holidays.
They were on location in Mexico for the notice with the strang of the Junuale.

picture King of the Jungle.

Weldon Matlock, former wire walker and son of Skinny Matlock, now on the U.S. S. Wyoming at San Pedro, Calif., is spending the holidays with his dad. TOM PLANK

Harry Humphries Going Abroad in February

TORONTO, Dec. 31.—Harry Humphries, one of England's leading circus agents, who is at present in Canada on a business trip, will leave for Paris and England early in February. As general agent he has toured the British Iales for the last 27 years with almost every circus and menagerie of note, including 14 seasons with one circus family. He also was on with one circus family. He also was on the Barnum & Balley publicity staff dur-ing the show's tour of England some years ago. He did publicity work for Eddie Polo when he visited Liverpool,

There were only eight circuses tenting There were only eight circuses tenting the British Isles last season. The big three were Mills' Olympia, Lord John Sanger's and Balleys & Broncho Bill'show. Only one show traveled by rall'—Sanger; the others by motor transports and horses. The Fossett Balleys and Broncho Bill Circus has more than one hundred horses and ponies, two elephants and a cage of performing lions. The Great Carmo's Circus, which was one of the largest touring two years ago, was partly destroyed by fire at Birmingham during the winter. Carmo has returned to the vaude theaters with his illusion act.

illusion act.

Haag Show Closes

MARIANNA. Fla., Dec. 31.—The Mighty Haag Show, managed by Ernest Haag, closed a lengthy season here today.

Old-Time Showmen

By CHARLES BERNARD

"Leon W, Washburn's Great Allied Shows, Big Three-Ring Circus, Mammoth Museum, Royal Menagerle, Roman Hippodrome, English Water Carnival and Wild West"—this is the title which graced the front-cover page of a 14 by 21, eight-page courier, prepared by the Hennegan Show Print, of Cincinnati, O., for "Leon W. Washburn's Great Allied

NAME YOUR PRICE!

Tell us what you want and about the price you can pay, and we'll come right back at you with selections from our stock of used tents and similar equipment. A good choice as to size and condition. Take a chance—we'll

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KANSAS CITY, MO. 2300 McGee Trafficway.

Tent House America's Big

the advertising department of the Washburn organization, season of 1896. It was one of those elaborate and impressive productions in circus advertising material for which Leon Washburn was noted. In addition to the front page being from a special-engraved block, the title, interwoven thru mammoth spread of tents, lengthy parade scene, riding act and chariot race, with date space across bottom, each of the other seven pages had large special-engraved illustrations of featured acts and exhibits. These cuts bore the Hennegan imprint, as evidence of being made special for the as evidence of being made special for the Washburn Show.

For the menagerie a classified list gave the names of more than 50 different spe-cies of animals on exhibition. A mam-moth elephant, named "Giant Charile," and a baby elephant, "Ding-Dong." tomoth elephant, named "Giant Charile," and a baby elephant, "Ding-Dong," together with Adam Hagerman's den of performing lions, were the named features in the animal department. The cuts used to flustrate "Giant Charile" and "Ding-Dong" were similar in contrast of size to the pictures of "Jumbo" and "Bridgeport," advertised in the early "80s as features of the Barnum Show. and "Bridgeport," advertised in the early "80s as features of the Barnum Show. Descriptive of the ring performance, a paragraph stated: "No pad riding, but a matchless display of acrobatic, gymni and equestrian science." Altho promising a lengthy program of the various acts customary with the big shows of the '90s, names of performers were noticeably omitted in the advance courier. The equestrian numbers were the exception. In them the names of seven riders were given, together with a full description of their respective acts. Lidiana Miska was the principal bareback rider, advertised as a Russian equestrienne from the Circo-Cissinelli, 8t. Petersburg. Helena Hamilton, premier equestrienne in high-school menage riding. Clara Dockeril, pictureaque scenic rider, breaker and trainer of her own horses. Tony Hamilton did the bounding-jockey act. Albert Orton was on the bill as the champion male equestrian. William Kibble, hurdle and four-horse acts, and Lowande and Pearl did a sensational double-jockey act, using two horses and changing horses in the ring while at full speed.

One unique feature of Washburn's of-

changing horses in the ring while at full speed.

One unique feature of Washburn's of-ferings for that season was a troupe of remarkably well-trained cats. They did a routine of boxing, military drill, sick patient and nurse and a closing number by the "Cat Orchestra," nine musicians (See Old-Time Showmen on page 54)

HY-TEX BALLOONS



FOR THE INDOOR CIRCUS

These Circus Prints with Name and Date on opposite side will get good results in advertising the show, or they'll sell profitably as a souvenir. Write for particulars.

The Oak Rubber Co., Ravenna, O.

CIRCUS ROUTES

Circus Managers, Agents and Troupers, "Circus Fans" and "Saints and Sinners," 1932 ROUTE SHEETS OF THE FOLLOWING

RAILROAD CIRCUSES: RINGLING BROS. AND BARNUM & BAILEY.
HAGENBECK-WALLACE.
AL G. BARNES, SELLS-FLOTO.

MOTORIZED CIRCUSES: DOWNIE BROS.—WALTER L. MAIN— CODY RANCH—SAM B. DILL—GENTRY BROS.—SCHELL BROS.—WHEELER & SAUTELLE—RUSSELL BROS.—BARNETT BROS.—SEILS-STERLINO.

Multigraphed typewritten sheets containing entire set of 13 Routes. Special Price, \$2.00 per Set, Postpaid.

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A然TENTS ASS BANNERS OVER FORTY YEARS EXPERIENCE PROMPT SERVICE-NO DISSAPOINTMENTS VALTER F. DRIVER 564 Washington Blvd. ~ Chicago, III. ~ PHONE RANDOLPH \$566

Want To Buy

Male and Female and Baby Sloth, or any other rare species of animals, for Pit Show Attraction. BOX D-888, care The Billboard, Cincinnati, O.

CARNIVAL and SIDE SHOW BANNER PAINTERS

MILLARD & BULSTERBAUM West 8th Street, CONEY ISLAND, N. Y.

will again fly up from Washington to attend the January luncheon of the Dexter Fellows Tent. He has promised to bring up with him several prominent Washingtonians. We are glad to report that Frank (Bring Em Back Alive) Buck is his usual self again. This hunter, who can beard lions in their lairs (and what is his usual self again. This hunter, who can beard lions in their lairs (and what beards!) has all to do to conquer a little flu germ; Captain Maurice L'Hommoneau is also up and around again; a group of Long Islanders are again agitating the matter of a local tent to meet on their premises; the club's electric chair has gone with Martin Johnson into the jungle; Jolly Bill Steinke is introducing some more new characters into his broadcast; we have had fine praise for the advertisement which appeared in The Billboard; thru the teamwork of C. Harry (Kept-Us-Out-of-the-Red) Fehling and Frank V. (Moneybags) Baldwin Jr., we are still in the black and will close the year with a "souplus." Cariton Hub, Al Sielke and Ray Rourk are frequently seen in a huddle these days. Why? we ask F. P. PITZER, National Secretary, 41 Woodlawn Ave., Jersey City, N. J.

Circus Saints and Sinners Club

Santa Claus located Harry Baugh for the undersigned. Harry is now located at the Fork Union Military Academy, Fork Union, Va., for the winter. He is doing some "interior decorating" at the Academy. "All same as circus," writes Harry, "only you don't have to pull down, move and set up every day, 750 meals every day." And now that we know he is with a military academy there was a reason for his "soldiering" on the job. A "seeing-off" committee, headed by Frank Buck, went to the pler in Brooklyn last Saturday to say farewell for the CSSCA to Oesa and Martin Johnson, who left on the American-African Line for Capetown. From Capetown they will start with their carsvan for the wildest part of the jungle, taking with them two airplanes and a few other contrivances. He will be gone for two years. In a few weeks the 1933 list of Fall Guys will be published. The hunting season for Fall Guys during the past season was a very successful one. There was Felix Count von Luckner, William (Big Bill) Egan, station master of the P. R. R.: Carveth Wells and Frank Buck, both noted hunters: Gene Tunney, Grover Whalen, William R. Hearst Jr.: Captain

P. R. M.; Carveth Wells and Frank Buck, both noted hunters; Gene Tunney, Grover Whalen, William R. Hearst Jr.; Captain Bob Bartlett who went to the North Pole with the late Admiral Peary; Congress-man Robert L. Bacon and Martin John-

son, and at the last luncheon Tony Sarg.

As of the end of 1932 the membership of the Dexter Fellows Tent, which was pitched on the CSSCA lot last April, has reached 78. The closing figure will be 100, and it is expected that before the new year gets a good start this figure will be reached. At least that is predicted by that genial and hustling gogetter, Jim Bryan.

We are glad to learn Doc Cliff Rudd, former national president of the CSSCA, is up and around again. It will be remembered that owing to a misstep in the dark in his country bungalow Cliff suffered a scalp wound. When the Doctor, a prominent physician of Richmond, was called in, he said: "I'll sew that scalp wound for \$10." "Gee, Doc." gasped Cliff, "I want just plain sewing, not hemstitching and embroidery."

The annual election of officers of the Dexter Fellows Tent will take place some time prior to the January luncheon. The committee will also be elected to take charge of the Old Troupers' Home Dinner to be held in February at the Waldorf-Astoria. Lowell Thomas, the retiring president of the Dexter Fellows Tent, has done some splendid work for the organization, for which the CSSCA is very grateful.

Sawdust: Congressman Robert L. Bacon

Under the Marquee By CIRCUS SOLLY

J. TRACY HAGER is enjoying the Florida sunshinc.

MR. AND MRS. B. T. CARSEY spent the holidays in Houston, Tex.

HERBERT ((SLATS) BEESON advises that he expects to be with a circus the coming season.

J. J. CURRY filled a four weeks' engagement at Sears & Roebuck store in Dayton, O.

BOBBIE WORTH frequently visits Harry Wilson at his place of business on Market street, Philadelphia.

ED CONWAY, Johnnie Patton and Ot-

GEORGE SINGELTON will go to the quarters of the Al G. Barnes Circus the middle of the month.

THE GRETONAS, high-wire perform ers, recently left Florida for New York to fill vaude engagements.

BUCK BAKER, with his trick Ford, is still playing rodecs in Florida. He may go to the West Coast for a rest.

EARL EDWARDS, former ticket seller, with various circuses, is very ill of pneu-monia at his home in Chicago.

ARTHUR HOPPER has recovered from an attack of the flu and left Hot Springs, Ark., for Dallas a few days ago.

R. O. SCATTERDAY, banner man, was greeting friends in Chicago New Year's

MICKY McDONALD, who has been so-journing in Hot Springs, Ark., for some time, is now located in Chicago.

MR. AND MRS. J. W. (BILL) TRUE-MAN, well-known cookhouse owners, are spending the winter at Fayetteville, N. C.

REX M. INGHAM was in Philadelphia and Baltimore recently in the interests of his animal business at Clarendon, Va.

JOHN H. THIELE, importer of animals, birds and reptiles, has arranged for larger quarters at Port Chester, N. Y.

CLIFF McDOUGALL will be in the publicity department of the Columbia Picture Corporation until the circus sea-

THE RIDING ROONEYS have left the Lewis Bros.' Indoor Circus and are now playing independent indoor circus en-gagements.

PRINCE ELMER and partner recently presented their feature act at the Egyp-tian Theater, Hollywood, Calif. Will play clubs and celebrations on the Coast.

BOB SPEEDY, veteran of many circuses and tent shows, is spending the winter in Houston, Tex. Will be with a motorized circus next season.

FRANK PORTILLO'S clowning was one of the highlights of the Christmas party staged recently at Keith's Theater, Washington, D. C.

DANNY SULLIVAN, Ringling clown, worked the Midwest Novelty Company store, Kansas City, during the holiday season.

E. C. GESELE, owner of the Gesmo Animal Farm at Amsterdam, N. Y., re-cently purchased a number of white peafowl from Rex M. Ingham.

JEROME T. HARRIMAN, general agent, is proudly displaying a personal greeting card received by him from President-elect Franklin D. Roosevelt.

THELMA MANN has returned to the Empress Theater, Cincinnati, stock burlesque house, and will be there four or five weeks.

FRED WAGNER, manager of a Fan-chon & Marco unit show, has been hob-nobbing with the boys on the Magic Carpet and around the Atwell Studios in

THE WINTERING of a show is an asset to any community, not only for the fact that it advertises the city, but also for the reason that the town benefits thru the purchase of supplies and ex-

tensive repairs and replacements to the equipment, as well as the buying of new paraphernalia.

FRANK O'CONNELL, in charge of A. C. Gilbert demonstrations in Washington (D.C.) stores during the Christmas shopping season, has gone to Florida for a short vacation.

MICHAEL AND EMERY, hand balancers, recently arrived in Cleveland from the West Cosst, where they played vaude dates. In Cleveland they met Pedro Morales, an old friend of theirs.

MR. AND MRS. MILTON ROBBINS are spending the winter in St. Petersburg.
Fla. Their daughter, Maxine, is attending the Mirror Lake High School. Mr. and Mrs. Henry Kern also are there and are with their daughter, Mrs. Robbins.

BUMPSY ANTHONY and Lawrence An-BOMFOY ANIMONY and Lawrence An-derson have been working dates around Sarasota. Week of December 12 they were at the Acacla Club Circus, Miami. Anderson and wife will play at the Miami Air Show January 5-7.

O. K. STUART is now using the name of Robert Sen-Chair. He does chair bal-ancing on trapeze and high-wire acts. Was on the Elks and Savannah (Ga.) News and Press Charity Circus program in Savannah December 20-21.

CHARLES (CHUCK) O'CONNOR, trainmaster, is still at the Naval Hospital, Ward II, Philadelphia, Pa. Has been there four months. He is feeling much better but will remain there for more treatment.

THE CLYDE O'NEAL TRIO furnished the circus acts for the Shriners' Dance and Show at the Waco (Tex.) Cotton Palace December 22. Bert Dearo, contortionist and slack-wire performer, also was on the program.

W. A. KLEINPETER will probably be with a circus this season as steward. If any show contemplates going to Taft. Calif., he will give the manager informa-tion regarding lot, license, etc. His ad-dress is 704 Polk street, Taft.

THE AERIAL YOUNGS will leave Peru, Ind., January 17 for Denver to play at the Shrine Circus. From there they will go to Los Angeles to appear at the Shrine Circus. They expect to remain there for a while before playing the St. Paul and Minneapolis Shrine circuses.

LESLIE (DOC) OGBURN exhibited an educated midget horse in the Cohen-White store at Jollet, Ill., during the holiday season. It was his third year at that spot. Doc is visiting with R. C. Lee, of Sheffield, Ill., for several weeks before going south again.

BILLY MACY, who was at Joyland on 69th street, Philadelphia, spent the holidays with his folks at Lynn, Mass. It was his first visit home in 12 years. He intends to remain in Lynn this winter and expects to be back with Hunt's Circus in the spring.

TOMMY STEVENS, a trouper and at one time flyweight boxer, a protege of Nick and Jimmie Albanese, is a patient in Ward 11, Naval Hospital, Philadelphia, Pa. William J. Barrett, assistant steward on the Golden Bros.' Circus, was discharged from there last month.

CARL HATHAWAY, of the Ringling-Barnum Circus, spent the holidays at his home in Warsaw, Ind. He returned to Sarasota, Fla., New Year's Eve after spending a day at the Ringling offices in Chicago.

TAD TOSKY has just finished clowning Toyland in a Chicago department store. He also worked the Omaha and Chicago Stadium dates and will be in the Memphis circus this month for H. C. Ingraham.

HARRY MERRELL SR., of Jefferson-ville, Ind., visited his son, Harry Jr. and members of the Merrell Troupe, which played the indoor circus in Cincinnati last week Jim Bonnelli, of Cincinnati, who clowned at the show, is a cousin of the elder Merrell the elder Merrell.

ERNEST CAPON, who arrived in this country at Coney Island in 1916 with the Bostock Wild Animal Show, and in late years superintendent of the Wichita (Kan.) Zoo, is now in charge of animals and quarters of John H. Thiele, at Port Chester, N. Y.

H. W. JONES, formerly with Glenn Bros.' Circus, is visiting A. J. Glenn and family at Muskogee, Okla. Mr. Glenn is operating a riding academy during the winter months. He informed Jones that ne will have his Society Horse Show, pony track and Fads and Fancies with Dodson's World's Fair Shows.

METTLER'S FAMILY BAND, last season with Ketrow Bros.' Circus, did street bally for one and one-half weeks prior to the opening of the indoor circus at Music Hall, Cincinnati, last week. A (See Under the Marquee on page 33)

Short Biographies Of People Engaged in Circus Business

Under this heading each week will appear a short biographical sketch of some person active in this field.

No. 48—FRANK E. HALL

Mr. Hall was born at Evansville, Wis. Mr. Hall was born at Evansville, Wis., December 23, 1883, making him 49 years of age. His home is in Whitewater, Wis. He has been in the amusement business for 43 years, starting in 1885. He was with his father, George W. Hall, on the Ringling Side Show until he was 28. He was married March 6, 1912, to Zella Wintermute. Was in partnership with her uncle, Harry Wintermute, for fith years. Latter retired and Mr. Hall continued alone with the wagon show until winter of 1918, and then sold out. He years. Latter retired and Mr. Mar over tinued alone with the wagon show until winter of 1918, and then sold out. He then went with the Col. Hall two-car show, owned by William Campbell, in 1919-1920. Then went-back to Wisconsin and started motorized circus, Vanderburg Bros. Years ago he worked vaudeville. Was with one of Rowland & Clifford's shows out of Chicago, and for three winters was with Frank E. Long Stock Company. Fraternal organizations of which he is a member are Masons and Elks. Training domestic animals is his hobby. His wife, Zella, is active in amusement business. They have a daughter, Bonnie Jean, 8 years old. Mr. Hall's parents are deceased.

Looking Back Thru The Billboard

25 Years Ago

10 Years Ago

The Corral

By ROWDY WADDY

ARE YOU pepped up for a new and "better" year?

MAY the 1933 rodeo season be the

RODEOS' (and other titles) officiannouncements should be made early

FRED ATKINSON, well-known rode ist, has bought a home in Dumas, Tex where he now resides.

ELMER SPLAWN has been bustle bronks in New Mexico for his uncle, Jin

TEX BURNETT, steer and bareback bronk rider, is spending the winter at Miami.

DID YOU KNOW that there are two rodeo contestants and one rodeo clowdo have created a trust fund to take care of their "old days"? Why not more

JOHN WOLFF, of Tishomingo, Okla and former contest bronk and steer rider, is foreman the large Frank Givens rand in Northern Texas.

CONTESTANTS are again looking forward to their appearing at as many annually held and special-event contests upossible.

SINCERELY EARNEST (but friendly-sportsmanship) competition among con-testants the outstanding fan-interest stimulator.

HOOT GIBSON's annual Spring Golden State Rodeo will be staged at his ranch at Saugus, Calif., late in April. Skeeter Bill Robbins, foreman the ranch will assist Hoot in staging the show.

EDNA M. GARDNER HOPKINS, wellknown former Wild West show woman back to the '80s, is still saying "howdy to acqueintances passing thru her home city, San Antonio, Tex.

WORD reached this editor last weet that Mrs. Eugenia Sublette Swope, with of Ed Swope, penitentiary warden a Sante Fe, N. M., and former wife of the rodeo clown, Red Sublette, died recently at Santa Fe.

RAY AND MAIDA BLATHERWICK, juvenile entertainers, with the Sir Harn Lauder company, were slated for the opportunity to again appear at the home city, Dalhart, Tex., Wednesday dest week.

CHARLIE NEWKIRK, formerly of New CHARLLE NEWKIRKS formerly of New kirk, Okla., who was a well-known con-testant at rodeos 10 years ago, is permi-nently established near Detroit, where has a 300-acre farm and one of the nittlest saddle-horse barns in the Detro

EDDIE HARNEY, well-known trick an fancy rider, is now a member of the New York State Police. He will be will one of the trick-riding units of the form the coming season. His wife, Shirks late of the Hagenbeck-Wallace, is with him in the East.

JUANITA PRAIRIE FAWN, Indian JUANTTA PRAIRIE FAWN, indicase trick rider with King Bros. Rodeo in past season, is in Hollywood, where a will ride in Western filmings. Her mother, Mrs. Prairie Fawn, has been working in pictures on the West Coast a number

MARION STANLEY, trick and fand roper, who was with the concert of the Walter L. Main Circus last season, is no Pawnee Bill's Oldtown at Paw Okla. Nightly in the Indian log trade post he "swaps" stories with Bill Penn late of Denver, who has charge of the

WYOMING BIX and wife and Job Crethers and his wife (Dolores Gonzales who were with King Bros.' Rodeo is season, are touring New York State wif a yaudeville Wild West unit, call "Wyoming Bix Cowboys and Cowgitia Last week the troupe played Binghamid".

JIM AND ALICE FOSTER, billed a Mack and Foster, presented a nitty ros spinning number on the program of eircus staged at Music Hall, Cincinnal last week, and with nitty wardrobe. All however, suffered a severe cold and worked single after Wednesday. Jimother, Mrs. Lyman Dunn, known (See THE GORRAL on page 54)

Communications to 25 Opera Place, Cincinnati,

Combination For Columbia

LOOM at South Carolina's capital city sponsoring an indoor trade show-circus

COLUMBIA, S. C., Dec. 31.—An event nat has indications of being one of the agest combined indoor shows ever aged here is stated for Township Audirium January 16-21.

columbia Lodge No. 1655, Loyal Order if Moose, is leaving nothing undone to nake its Merchants' Exposition, Autohow and Indoor Circus a success. The nitre auditorium has been engaged. Switchts. The State Rabbit Breeders' Association is expected to stage a fine rabit show. The Dog Fanciers will stage a all-Columbia dog show one night as special feature. On Friday night a ubic wedding will be an added feature, circus program of about 14 acts will se staged, and a versatile orchestra will ee engaged to furnish the musical end the program, according to R. B. Mcaur, secretary. Official headquarters have been opened in the Central Union will nig.

uit Against Dance ecutive Dismissed

CHARLESTON, W. Va., Dec. 31.—W. J. troughton, of Ohio, one of the mangers of a dance marathon at the anawha City Skating Rink, who was rested in connection with a \$300 civil uit brought by Ralph Garcelon, orchestal leader, was released from the county all at the direction of Circuit Judge rithur P. Hudson. Garcelon sued troughton in a justice court, claiming nat amount was due for supplying nusic for the dance, which abruptly need Tuesday of last week. He charged hat Stroughton was attempting to leave he State. e State.

oughton appealed to Judge Hudson Stroughton appealed to Judge Hudson or his discharge from jall. After hearing vidence Judge Hudson upheld Strough-n's contention that he was an em-loyee of the C. A. Pressey Amusement ompany, of Pittsburgh, and had not lade a contract with Garcelon. The sult nder the higher court's ruling was utomatically dismissed in the Justice out.

LARGEST AND FINEST ASSORTMENT OF

POSTERS INDOOR CIRCUS

AUTO-POULTRY-MINSTREL AND MUSICAL COMEDY

Also a full line of Old Dramatic Plays — East Lynne, Uncle Tom, 10 Nights, Jekyll and Hyde, Rip Van Winkle.

Write for Prices on Our Type Posters, Dates, Cards, Muslin Banners.

THE HOUSE OF QUALITY AND SERVICE

THE DONALDSON LITHO. CO. NEWPORT, KENTUCKY

Morton Show Scores At Reading, Pa.

READING, Pa., Dec. 31. — The Bob Morton Circus Company is playing a seven-day engagement at the Rajah Theater, under auspices of the Rajah Shrine Temple, December 26-January 2. It is one of the best circus units that has ever appeared in this city. Show has been well attended. Three performances were given on Christmas day.

On the program: Polly Dancers: Bee

ances were given on Christmas day.

On the program: Polly Dancers; Bee Jung and Miss Marie, aerialists; Petite Evelyn, contortionist; Madame Maree's animals; clown band (Horace Laird, Danny Mitchell and others); Allie Johnson, slack wire; Aerial Solts, double traps; unridable mules, handled by Mitchell and Maree; Martin and Martin, trapeze contortion; Merrill Bros. and Sister, balancing act; Maharana's Sacred Elephant (white elephant); troupe of eight Chinese, equilibrists and contortionists, and Dutton Equestrian Revue.

ST. JOHN, N. B., Dec. 31.—The city council announced its intention to have council announced its intention to have the city get behind the movement for the 150th celebration here of the landing of loyalists from New England. Local or-ganizations are forming a big committee to arrange plans for the celebration. to arrange plans for the celebration, which will include a pageant and parades. The landing of the loyalists is officially observed each year as a semilioliday in St. John on May 18, and indications are that May 18, 1033, will be a full public holiday. An old-home week will be part of the celebration in an effort to attract former residents of St. John back from the United States for that week.

RED BANK, N. J., Dec. 31. — Smoke Shop Dance Marathon, under "Uncle" Jim Harkins' management, is well over the 1,000-hour mark, with 11 couples remaining. It started on November 10.

Permanent --- MUSEUMS --- Traveling

Pete Cortes, Charlotte

CHARLOTTE, N. C., Dec. 30.—The Pete Cortes Museum is in its second week here to fair business. The museum made a j500-mile move here from its Montgomery (Ala.) engagement, which was a bloomer. Business last week was very good, despite very inclement weather and citizens' Christmas shopvery good, despite very inclement weather and citizens' Christmas shopping. The roster of presentations—about the same as when last provided for publication: Barney Nelson, colored armless artist; Thelia (pinhead), Monkey Girl; Dandia, African Warrior; Hoppy the Frog Boy; Alice From Dallas, fairl; Nabor Feliz, Indian clay modeler; the writer, mentalist; Julian, tattooer; Hock, glass blower; Ruby Carroll, sword box; Madam Frevaux, "Spidora"; Buster Pike, fat man; "Billle," chimpanzee; "Big Ben," monster python; Edna-George in the annex. Edna Carroll, tickets; Billy Ellis and Joe Prevaux, takers; Heavy Chaney, truck driver; Clarence Remington, sign painter. Rajah Raboid, mentalist, was a visitor when show was at Montgomery. Museum was closed Monday (holiday) because of a "blue law." Marle Kortes, wife of Owner Pete Kortes, provided an excellent Christmas dinner. Pete Kortes and the "blue law." Marie Kortes, wife of Owner Pete Kortes, provided an excellent Christmas dinner, Pete Kortes and the writer delivered talks. Everyone, also the animals, received presents—the writer served as Santa Claus. To make Christmas Eve more unforgetable, Mr. Kortes took all attaches to the midnight show of a local theater. DR. BEN PARDO.

Carl Lauther's at Tampa

TAMPA, Fla., Dec. 30.—Carl J, Lauther's All-Star Museum has moved from Ybor to 1224 Franklin street. Business in Ybor City was very good considering conditions. The museum is still playing under the auspices of the American Legion. Business has started off with a bang at the new location. Mr. and Mrs. Carl Lauther entertained all of the members of the show and Mr. and Mrs. Don Carl Lauther entertained all of the members of the show and Mr. and Mrs. Don Montgomery, Mr. and Mrs. Howard Ingram and Sailor Joe Simons at an elaborate Christmas dinner party. The dining room was beautifully decorated and a Christmas tree was placed in the center of the table. A good time was had by all. Everything has been repaired and repainted to start the outdoor tour of Florida fairs at Largo.

MARIE LEWIS.

Buck & Sheridan's, Traveling

WILMINGTON, N. C., Dec. 30.—Buck & Sheridan's Museum is in ita second week here to good business. This is the fourth week out for the combination and results have so far been satisfactory, according to Charles (Buddy) Buck, "Dolletta, world's smallest human mother," is still featured.

BALTIMORE, Dec. 30.—World's Museum, on East Baltimore street, sponsored by Géorge Baltiwin and Hutchins' Animal Show, closed last Friday. Mr. Hutchins stored his animals for the winter.

Hollywood Freaks, Detroit

Hollywood Freaks, Detroit

DETROIT, Dec. 31.—The Hollywood Freaks, Woodward avenue museum, under the management of W. G. Wade, gave all the employees a real Christmas dinner last Saturday night after the performance at a cabaret on Second boulevard. Billy Malone, who is well known to all Detroit showfolks, acted as toastmaster. The Hawalian Orchestra, under Prof. Khola, furnished the music. Among those present were Mr. and Mrs. W. G. Wade, Mr. and Mrs. Young, Sallor Harris, Baby frene, Wincome Winnie, Jack Clossman, Lady Leona, Mr. and Mrs. Halligan, Judge Dan Brewer, Frank Miller, Dan Deering, Freda-Fred, Beebe Nelson, Ruth King, Nell Ford, J. F. Jones, Pete Harrison, Juan De LaCruz and sister, Ile and Zamezi and Dr. Gordon Kellsy. The party lasted from 1 a.m. to 7 a.m., and everyone had a good time. Business, now in the seventh week, continues fair, with the same organization as it was opened—W. G. Wade, manager, Billy Malone, floor manager, and the writer as lecturer. It is the intention of the management to take the show on the road as soon as the Detroit engagement is ended. the show on the road as soon as the Detroit engagement is ended.

JUDGE DAN BREWER.

McCaslin's, Baltimore

BALTIMORE, Dec. 30.—Business unusually good for Christmas week, Goldie Fitts driving every angle to better results. Christmas Eve everyone connected with the museum received a present from Mr. McCaslin, including attractions that were leaving that day. James-Jeanette and Sailor John, tattooer, newcomers. Jack Crosby assisting Duke Jeanette on the front. Princess Reta retained indefinitely. Hawaiian Joe put in a big order for rattlers. Flea Circus remains one more week. George P. Reuschling, former partner of Mr. McCaslin, will open a museum uptown. While Mr. McCaslin is not financially interested, he will assist his side-kick. Slim Kelley's Freaks put in two very pleasant weeks. Billie Williams, dancer, returned this week. The Morrless, with their glass blowers, opened for the season. The Johnsons, mentalists, are making friends every day. Prospects or business are very bright. Cho-Cho. BALTIMORE, Dec. 30.-Business unfor the season. The Johnsons, mentalists, are making friends every day. Prospects for business are very bright. Cho-Cho, department store clown, who closed five weeks at one of the leading department stores here, is playing Christmas week parties at schools, hospitals and children's parties at homes. HARRY J. BOWEN.

Max Gruberg's, Philadelphia

PHILADELPHIA, Dec. 28. -PHILADELPHIA, Dec. 28.—Business was bad the 1sst two weeks, but a great deal of this can be attributed to the weather and the Christmas shopping days. A decided pickup was noted since Monday, this week, but as this is written the weather is again playing havoc—it is pouring rain and weather reports say that it will continue until tomorrow. The bill this week is one of the best that has heen shown for some time: Eddie Brietenstine has his boys—"Eko and Iko"—in the feature spot. They are upholding their reputation as drawing cards. - Business (See MAX GRUBERG'S on page 45)

St. John (N. B.) To Celebrate Pleasing Show Presented By Richardson in Cincy

Picasing Show Presented By Richardson in Cincy

CINCINNATI, Dec. 31.—Counter holiday-week attractions and three days of inclement weather materially hampered attendance at the annual circus sponsored by Fort Scott Camp Association staged at Music Hail this week under the direction of E. Vaughn Richardson. The performances, given twize daily, were pleasing. Music was provided by a loud-speaker system. Admission prices. 25 cents to \$1. Charles Rooney, veteran circus performer, was equestrian director; Gean Nadreau, stage manager.

Pupils from the Pep Golden Studio (local) gave the producing clown. Larry Taylor. The show was not without its leaps, featuring the Morrell Troupe. It is worthy of special mention that two girls in the troupe, along with the boys, did some nifty leaping, somersaults included. Anderson's pony, dogs and monkey were a pleasing display. Clowns. The cloud swing number of Corinne Hodgini (Rooney) was all that could be asked for. Clowas. Mabel Mack's Military Mules (six) proved a novelty "Liberty" offering—well trained. Ted and Joe Hodgini and the Three Merrells presented some fast and worthwhile routines of comedy acrobatics. LaVenia Sisters (Hermine and Carolline) presented a neat and interesting double traps number. Clowns. Corinne Hodgini (Rooney) offered a principal riding act which pleased. The Merrell Troupe in a straight acrobatic act that registered heavily. Clown prize fight was a big laugh. Mabel Ellet, performing on the web, and Carolline LaVenia on traps (concluding with endurance muscle grinds) was a first-rate number. Clowas. A crackerjack rolling globe was presented by Gladys DeKohl, who concluded by descending a set of six stairs, stopping on each for a few seconds. Clown wedding. Jimmy Mack and Allice Foster, a clever pair in rope spinning. A novelty was the double loop-the-loop trapeze (on same apparatus) presented by Merrell Sisters. Clowns. Felix Morales did his head slide on the wire in a graceful and very professional manner. A peppy bucking mule provided the closing num

Several good numbers were given by the clowns. The lineup included, besides Larry Taylor, Gean Nadreau, Jim Bon-nelli, Harry Ferredell, two Metrells and two Rooney boys. In addition to these the Mettler Family was in the clown band. There were no concerts or side

Columbus Marathon Ends Big Three Months' Grind

COLUMBUS, O., Dec. 31.—Columbus's first Walkathon ended here after 1994 consecutive hours with two couples dividing a purse of \$1,000. The two final couples, remaining from 33 starting, were Ralph Evans and Norma Korzenborn and Oliver Allen and Martha Althoff, all Columbus residents, Mayor Henry Worley presented the prize money.

Henry Worley presented the prize money.

The contest started September 28 and had capacity crowds thruout. A wedding of two contestants was a high spot, more than 6,000 persons paying to see the event in Columbus Auditorium. Local Post of American Legion sponsored the affair with W. E. Tebbets, veteran showman, in complete charge. There were 75 persons employed by Tebbeta for the affair. the affair.

Masters of ceremonies included Jack Freeman, "Red" Skelton, Dud Nelson and Tex Falk. Music was by Ira Coffey and his Walkathonians.

CINCINNATI Dec. 31.—Elmer Pitman, stage carpenter at the Woodland Auditorium, Lexington, Ky., has made a complaint against Bubert B. Shive, alleging that money is due him for working at the indoor circus put on at the auditorium in Lexington, December 15-17, for the benefit of the Old Ladles' Homo.

Conducted by CLAUDE R. ELLIS-Communications to 25 Opera Place, Cincinnati, O.

'33 Progress Salem Slogan

Constructive program is announced by Lombard for Massachusetts fair meet

BOSTON, Dec. 31.—Built along constructive lines, with "Economy, Progress and Success" as a slogan, the program for the annual meeting of Massachusetts Agricultural Fairs Association, to be held in the Hotel Hawthorne, Salem, on Janu-ary 18 and 19, has been announced by Secretary-Treasurer A. W. Lombard, 136

State House, Boston.

President Ralph H. Gaskill, Topsfield, will give the opening address at the first session Wednesday forencon, January 18, and Secretary Lombard will report on and Secretary Lombard will report on the year's activities, In the afternoon the keynote address on A Constructive Program for the Fairs of 1933 will be given by John W. Haigis, Greenfield, former State treasurer and for 11 years president of Franklin County Agricultural Society. Then the subject of Budgeting will be taken up by Frank H. Kingman, new secretary of Brockton Fair, and Operating, by Samuel T. Sheard, Sturbridge Fair.

Honor Guests To Speak

Agriculture will be covered in Live Stock, by Sumner R. Parker, Massachusetts State College; Horticultural Exhibits, Ellery Metcalf, Topsfield Fair; Junior Department, George L. Farley, State 4-H Club leader, Amherst; Special Exhibits, Earle S. Carpeuter, State College, Amherst, and Racing, Allen J. Wilson, Boston. Home department, industrial exhibits, attractions and concessions will be treated by selected speakers.

speakers.

Annual banquet will be in the grand ballroom at 6:30 p.m. and delegates will be greeted by the president of the Salem Chamber or Commerce and President Edward Wigglesworth, Topsfield Fair. Honor guests will be General Alfred F. Foote, Massachusetts commissioner of public safety. Dr. Arthur W. Gilbert, State commissioner of agriculture, and Henry N. Jenks, master of the State Grange. An inspirational talk will be by the principal speaker, the Rev. John Nicol Mark, Arlington.

Historic Tour Mapped

On the morning of January 10 program will be Hilltown Fairs, Secretary Leon A. Stevens, Hillside; County Fairs, President W. H. Dickinson, Northampton Fair, and Expositions, General Manager Charles A. Nash, Eastern States Exposition, Springfield. Laurence B. Boston, director, division of reclamation, soil survey and fairs, speaking on Fair Facts, will present statistical information acquired by the State Department of Agriculture. quired by Agriculture. Otis E. Ha

Otis E. Hall, managing director, Hamp-den County Improvement League, will report for the committee on judging and report for the committee oil judging prospects for 1933. Report of the legislative committee will be by Representative Ernest H. Sparrell, president of Marshfield Agricultural Society. After election of officers and other business the afternoon will be devoted to a trip about historic Salem.

Young Denies Boyd & Wirth Are Booking Revue in East

CINCINNATI, Dec. 31.— Ernie Young announced from the East, where he has been on business, that Boyd & Wirth are not booking his revue in the East, as was recently reported.

Mr. Young declared that he has no Eastern agent and that he is doing his own booking. Mr. Young also said that he is selling Barnes-Carruthers acts in the East in conjunction with his revue. This is the first time in 10 years, he said, that Barnes-Carruthers acts are being offered to all Eastern fairs.

ANNA DE KOVEN writes from Ridge, Mont., that her trained goat, Buffer, which has played fairs, theaters and cele-brations for a number of years, dled re-



FRANK H. KINGMAN, new secretary of Brockton, Mass., Fair, succeeding Perley G. Flint, who was elected president following the resignation of Fred F. Field. Mr. Kingman was auditor at Brockton and has been assistant to executives of has oven assistant to executive. Spring-field, Mass., and Iowa State Fair and manager of Connecticut State Fair, Hartford, and New England Fair, Worcester, Mass.

Marion, O., Marks Up Success

MARION, O., Dec. 31.—Marion County Fair officials report that the 1932 fair, operated as a community project, was a success and that receipts were 88,599 and expenditures \$6,870. This is the first time Marion Fair has been out of the red in five years. An old-time program was revived, with athletic contests, including tug-of-war and foot races, a circus staged by Marion County performers and other features by local talent.

PEERLESS POTTERS, rehearsing their flying act, say that their triple cutaway forward somersault and triple half twister are rapidly being perfected.

Elkhorn Lops Off One Day

Sunday attendance discouraged at Wisconsin fairchanges in police ranks

ELKHORN, Wis., Dec. 31.—Rather than cut the 1933 fair in quality the executive committee of Walworth County Fair Association has voted to take Friday from the list of fair days, making four days and nights, September 4-7.

Resolutions were adopted discouraging Sunday attendance. Those holding sea-son tickets will not be barred Sunday, all son tickets will not be barred Sunday; all others will be charged 25 cents single admission at outside gates. No concessions will be permitted to operate except lunch, ice-cream and soft-drink stands. There will be a baseball game in the afternoon and no other form of amusement. It is hoped this will relieve congestion and confusion that has preceded Labor Day.

In the police department not over 35

In the police department not over 35 will be employed and all must be residents of Walworth County and none can

will be employed and all must be residents of Walworth County and none can be over 50 years of age.

William O'Leary, F. G. Buzzell and W. J. Ryan were appointed members of the resolutions committee; A. R. Ives, Ed Goodman, J. W. Leonard, John Tobin and F. A. Anderson, members of the bonding committee. The president, vice-president, secretary and treasurer were given authority to secure necessary loans. L. H. Phelps, Ora P. Taylor, George Pope, William Bartholf and Ralph Tratt will act with the various superintendents in revising the premium list. William O'Leary, A. B. Ives and F. A. Anderson were named auditors.

Superintendents arc Mrs. George Weaver, Elkhorn, fioral ball; Lyle Kenney, Walworth, police; George Finley, Elkhorn, speed department; Harry Elsworth, Elkhorn, borse department; Harley Earle, Whitewater, cattle: Clarence Potter, Elkhorn, sheep; Ernest Schiebe, Elkhorn,

whitewater, cattle; Clarence Potter, Elkhorn, sheep; Ernest Schiebe, Elkhorn, swine; Lowe Dooley, Elkhorn, machinery; Percy Cowles, Elkhorn, poultry; O. L. Shearer, East Troy, agricultural hall; W. J. Ryan, Whitewater, gates.

They're Good Boosters

CHICAGO, Dec. 31. — Seventy, seven thousand, or more than 1,00 bus loads, of Chicago's school children have seen the Chicago 1931 World's Fair in the making withou charge during the last two months It is possible that this number may mount to 325,000 before the free preview showing of the exposition grounds for school children will close.

Swoyer Is Busy on Tax Exempt "Juice

READING, Pa., Dec. 31.—Charles Swoyer, secretary of Reading Fair, a secretary of the Pennsylvania State As ciation of County Fairs, is circularized members of the latter organization, as ing data on their electrical consumpts so that claims can be filed for exemptifrom the federal electrical energy tax

from the federal electrical energy tax
"Section 616 of the Revenue Act
1932 imposes a 3 per cent federal eltrical energy tax and since all the agcultural fairs that operate for no proare exempt from the admission tax,
thought that they also would be exemfrom the Electrical Tax, so I wrote to 5
collector of Internal revenue at Philadphia, and received a reply, stating that
the fair association is a non-profit
ganization it would be exempt from
tax," wrote Mr. Swoyer.
"If your association is a non-profit
"If your association is a non-profit."

"If your association is a non-profit ganization and has been taxed the 3 cent, I recommend that you file claim! cent. I recommend that you file claim! exemption by executing the incide form which I have prepared for you. I filing of this claim for exemption is entitle you to a refund or credit of the tax paid on all electrical bills sir June 21, 1932, and you should not charged thereafter until the expiration of the act. July 1, 1934.

of the act, July 1, 1934.

"On January 25 and 28, the Pennsylnia State Association of County Fawill have the annual meeting in Penn-Harris Hotel, Harrisburg. J. Thomas, comptroller of the Agricult Department, promised me that he was try to get the vouchers for the Shappropriation out this month."

Winnipeg Meet This Mon

SASKATOON, Sask., Dec. 31.—West Canada Association of Exhibitions a hold its 1933 meeting on January 16 in the Fort Garry Hotel, Winnipeg, Mr it was announced here by Secretary W. Johns. Mr. Johns said a tental program contemplated consideration a probable award of midway contracts Monday, January 16, and contracting attractions on January 17.

Schooley Will Book Acts

CHICAGO, Dcc. 31.—Edgar I. School last season associated with the Barn Carruthers office, has reopened offices his own for 1933 and Schooley Productions, Inc., will produce revues for it and also book acts and other attracts Associated with Mr. Schooley are Herm Blumenfeld, formerly with Barnes-Cruthers, and Billy Collins.

Board Relents in Dutchess

RHINEBECK, N. Y., Dec. 31.—Dutch County Board of Supervisors has deck to contribute \$4,500 to Dutchess Count 1933 fair. The board passed a resolut calling for submission of an annual port to the supervisors by the fair ficials. Recently the supervisors woted withhold this year's appropriation. Interaction was in response to a host protests lodged with the board for reling the grant.

Cuyahoga Is Coming Back

CLEVELAND. Dec. 31.— Cuyah County Agricultural Society met in B City Hall on December 28 and set d for the 1933 fair in Berea. The fair been abandoned for two years. Date September 12-14. A fund of \$2,400 racing stakes was voted. Members of board include E. L. Wing, president. Wise, E. W. Denison, vice-preside H. E. Crawford, secretary, and E. J. Otreasurer.

How Reduced Price Advance Sale Gave Cash Nest Egg to Edmonton

By PERCY W. ABBOTT, Managing Director, Edmonton (Alta.) Exhibition Assn., Ltd.

Our directors in 1932 were faced with the same conditions as other exhibition directors throut the country in that we had suffered losses in 1929, 1930 and 1931, and these had completely wiped out our surplus account and left us with a considerable deficit.

a considerable deficit.

We were convinced that general conditions probably would not improve during the year, of in any event before the date of our exhibition, and that there was a tendency on the part of the public generally to conserve resources and spend as little as possible.

We were of the opinion, however, that notwithstanding the depression the public generally is inclined to spend a amall amount of money for amusement, and generally speaking, the public morale is helped by the expenditure of a reasonable amount on some pursuit which would temporarily take their minds of their troubles.

would temporarily take their minds off their troubles.

We were also convinced that in order to hold our former attendance, or to better it, some particular inducement must be offered to the public, and we therefore decided that there must be something equivalent to a reduction in admission prices.

Our regular admission price at the outside gate was 50 cents up to 6 o'clock and 25 cents after 6 p.m., and we decided that if we could sell tickets at the rate of five for a dollar in advance, making the tickets good for any time of the day, or any day of the week, tickets at the average price of 20 cents did offer a very considerable inducement as against the

regular admission fee of 50 cents and 25

cents.
We concluded that even with the re-We concluded that even with the reduction which might be so obtained something in the nature of an organized program and advance sale must be conducted, and we therefore secured the services of a bright, intelligent young man who was prepared to take a little gamble in the matter of his remuneration, and we entered into a contract with him, under the terms of which he agreed to conduct vigorously the advance sale of tickets upon payment to him at the rate of 15 per cent on the number of tickets sold.

No sale was for less than \$1 and we

rate of 15 per cent on the number of tickets sold.

No sale was for less than \$1, and we had our tickets printed in strips of five and then a large number printed in books of 10 strips and some in 50 strips. So that it might be strictly an advance sale and that the benefits of such would accrue only to those who bought before the opening date of the fair, we made a provision that the advance sale would close on the Saturday preceding Monday, the opening day.

The manager of the ticket sale was supplied with tickets and with sufficient stationery to conduct his correspondence. He rented an office downtown and his office rent and any clerical help which he required, his postage, stenographic work and any expenses incurred in appointing agents through the country were borne by him from his commission. We also made it a condition in his contract, in order to promote greater sale, (See REDUCED PRICE on page 55)

(See REDUCED PRICE on page 55)



By Claude R. Ellis

AIRS of some type are about as old as civilization. There will always be in mankind a desire for fairs and civic brations. There generally is one cific reason for the passing of any And that is mismanagement, the nent to be most guarded against by who engage in this field. The vast mber of fairs and their high plane encouragement to the belief that management is becoming better and that in time to come instances of abandon-ment because of lax methods will be few nd far between.

ow is the time for many managers in Tennessee, Kentucky and some other States to begin figuring how put on fairs with something to offer sides a good-sized carnival midway d a 75 or 50-cent gate. Because, dging from incidents last fall, the unding from incidents last fall, the carnivals will not be there this year; at leas not with four and six-bit gates. And if the gate fees do not come down it is a safe guess that the public won't be there either.

JUST how interdependent fairs are upon one another has been aptly put by President John P. Mullen, Iowa State Fair Board. "While the State fair may Pair Board. "While the State fair may be the mecca for the seasoned exhibitor," Mr. Mullen told the recent Iowa Agriculural Convention. "the county fairs are recessary as the only places where the segimers, the young exhibitors, have an apportunity for early home competition, to it is self-evident that successful ounty fairs are the real nucleus of a reat State fair."

O MANY fair secs in these parlous O MANY fair sees in these parious times, it may seem strange that any reasonably intelligent person, not al-ity in the game, would want to hold an office. However, a spirited con-was put up in the Walworth County, was put up in the waword county, wis, Agricultural Society. In Eikhorn two others sought the office of Secretary ora P. Taylor, who is entitled to congrats on the outcome, if he feels they are in

INNESOTA fair directors who favor a law for mandatory appropriation by the State Legislature of \$1,700 each county fair doubtless are work-ing on a "half a loaf" policy. There are any fair organizations just now that out the tickled pink to be assured by helf respective States that they could ount on that much for their next fairs.

ERE has been no action on the part of taxpayers' associations, it is an-nounced, to oppose requested and sual State aid for the North Dakota airs in Fargo and Grand Forks. Which hows the good sense and appreciation of the sturdy yeomanry of that com-

WANTED CIRCUS ACTS OF ALL KINDS One Aerial Act to Feature, Ground Acts.
MOOSE INDOOR CIRCUS
Township Auditorium, Columbia, S. C.

ownship Auditorium, Columbia, S. C.
lix Nights, Commencing Monday, January
16 to 21, Inc., 1933.

Cotumbia Lodge No. 1655, L. O. O. M.
Ill address R. B. McCAULEY, Secretary,
toom 307, Central Union Bidg., Columbia, Columbia, S. C. M.
IB.—Bernice and Williams wire address,
Ill Wheel Concessions controlled by Harry
Biggs.

WANTED, FREE ACTS

Aug. 21-26. Aug. 28-Sept. 2 SWIFT CO. FAIR, August 28-30

J. G. ANDERSON, Appleton, Minn

WIRTH & HAMID CATALOG IN THE DECEMBER 31st ISSUE OF THE BILLBOARD? IF YOU HAVEN'T, SEND FOR ONE .

Minnesota Deficit Recalls Profits in 16 of 22 Years

ST. PAUL, Dec. 31.—Minnesota State Fair's cash deficit for the fiscal year ending November 30 was \$39,795. Secretary Raymond A. Lee said in his annual report to Governor Floyd B. Olson. On actual operation of the 1932 fair, the deficit totaled \$78,103.

deficit totaled \$78,103.

This was arrived at by taking into consideration receipts from all sources, as against general operating expenses, cost of maintenance and improvements to the physical plant. Loss occurred on actual operation, despite a budget of \$47,161 under that for 1931 and \$35,102 less than the average cost for the last 32 years, Mr. Lee said.

He commented that during the 75 years of its existence the fair has had its "ups and downs," but that given the benefit of the slightest upturn in economic conditions, it again will be operating, not only for service to Minnesota and the Northwest, but also at an actual profit.

profit.

In the last 22 years the fair has shown a profit in all except six. This profit is said to have been reinvested in maintenance and improvements of plant. Properties of the fair now are valued at \$2,564,462, including 264 acres of land, 152 buildings and sundry equipment.

Collins' Toronto Hookup

NEW YORK, Dec. 31.-Collins Amusement Service has completed plans to be represented in Canada by the Harris ment Service has completed plans to be represented in Canada by the Harris Booking Agency, Toronto, according to an announcement by H. D. Collins here, Parks, celebrations, theaters and fairs will be on the books. A Boston agency for the Collins office is being arranged.

Premium Facts

Data collected from lists received by The Bill-board.

TAMPA, Fla,—South Florida Fair and Gasparilla Carnival, January 31-February 11. 100 pages. Officers: W. G. Brorein, presidents; J. E. Wall, Isaac Maas, vice-presidents; H. T Lykes, treasurer; Russell Kay, secretary; P. T. Strieder, general sen hay, secretary; P. T. Strieder, general manager. Admissions: General, over 12 years of age. 50 cents; children over 5 and under 12, 25 cents; general, after 6 p.m., 25 cents; no pass-out checks. Attractions: Big bill of free acts, grandstand show and fireworks. Midway: Model Shows of America.

ORLANDO, Fla.-Central Florida Ex-ORLANDO, Fla.—Central Florida Exposition, February 21-25. 72 pages. Officers: Col. R. M. Shearer, president; J. F. Schumann, vice-president; James L. Giles, treasurer; Crawford T. Bickford, secretary-manager. Admissions: Adults, 25 cents; children, under 14 and over 6 years old, 10 cents. Attractions: Grandstand show, band concerts, poultry and rabbit shows and fireworks. Midway: Model Shows of America.

FORT WORTH. Tex.—Southwestern Exposition and Fat Stock Show, March 11-19. 128 pages. Officers: Van Zandt Jarvis, president; Amon G. Carter, vice-president; William L. Pier. treasurer; John B. Davis, secretary-manager. Attractions: World championship rodeo, band concerts, midway.

Fair Elections

CANTON, O.—J. E. Holm, East Sparts, was elected president of Stark County Agricultural Society to succeed Morris D. Crowl, Minerva, who served 12 years on the board and three terms as president Other officers are W. T. Sheckels, Homeworth, vice-president, and Ed S. Wilson, Canton, secretary.

MEDINA, O.—Medina Agricultural Society directors re-elected A. G. Abbott, president; J. V. Einhart, vice-president; Paul M. Jones, treasurer, and F. M. Piank, secretary.

BARNUM, Minn.—Carlton County Fair Association re-elected R. T. Hart, presi-dent; B. M. Hanson, W. J. Wilkinson, vice-presidents; A. H. Dathe, secretary, and James McFarland, treasurer. Mr. Hart and Henry Rosvold were re-elected to the board of managers.

MARION, O.—Harrison Kraner, who last year headed the board that conducted Marion County's first "profitable fair in recent years," was re-elected president for the third term by Marion County Agricultural Society. Others elected

are A. L. D. Brady, vice-president; A. W. Kette, treasurer, and C. G. Eltzler, sec-

SUPERIOR. Wis. — Ford S. Campbell was re-elected president of Douglas County Fair Association; Charles Armstead, vice-president; Edward L. Hanton, secretary; Andrew J. Wentzel, treasurer, and Max Lavine, assistant secretary.

ST. JAMES, Minn .- Officers for 1933 of Watonwan County Fair Association are N. J. Nelson, president; George Hage, vice-president; E. C. Veltum, secretary, and Thomas Offerdal, treasurer. J. Brogger, Butterfield, was elected director at large.

CHARLESTON, W. Va. Greenbrier Valley Fair Association, meeting in Lew-isburg elected J. B. Sydenstricker, president; Ross H. Tuckwiller, vice-president; W. L. Tabscott, secretary, and C. E. Boone, treasurer,

DULUTH, Minn.—Albert Wolf was re-elected president of Southern St. Louis County Fair Association. Mrs. F. W. Hughes was re-elected director and T. F. Olsen was chosen to replace Swan G. Nelson as a director. An appropriation of \$6,500 for a new grand stand and stock building for the 4-H Club was pro-posed.

MADISON, Wis.—Julius E. Krebs was elected president of Dane County Agricultural Society, succeeding Otto Toepfer; Joe Rothschild, vice-president; Robert G. Nuss, secretary, and Frank Sigelkow, treasurer. The county board will be asked to reconsider its decision to make no allotment for the 1933 fair.

TWO HARBORS, Minn.—Lake County Fair Association re-elected Andrew E. Haugan president. Fred D. W. Thias, who has managed Lake County fairs for 20 years, was again chosen general manager and secretary, and other officers are Dennis Dwan, J. C. Wilson, vice-presidents, and Oderic LeClair, treasurer. Fair dates are August 30-September 2.

HALIFAX, N. S .- Nova Scotia Exhibition Commission re-elected President O. P. Goucher, Middleton, provincial minister of agriculture, and Vice-President A. A. Thompson, mayor of Halifax. Walter Mitchell, W. E. Donovan, V. B. Leonard, W. S. Blair and D. R. Nicholson were named to the executive committee. No announcement has been made as to whether H. D. Biden, for several years secretary-treasurer of the commission and manager of the fair, will be reappointed. tion Commission re-elected President O.

Fair "Grounds"

FARGO, N. D.—North Dakota State Fair Associations of Fargo and Grand Forks will go before the North Dakota Legislature, now in session, to ask for State aid of \$9,000 for the biennium, a State aid of \$9.000 for the blennium, a practice that has been in force many years. Fair appropriations have never gone before the State budget board, F. S. Talcott, secretary of the Fargo association, points out, the bills going directly to the Legislature. There has been no action on the part of taxpayers' associations to withdraw the requests.

WOODSTOCK, Vt. - Stockholders in Windsor County Fair Association voted, 158 to 73, to sell the fairgrounds here to New York interests. This was a banner agricultural fair for many years, but invasion of urban amusements is said to have made the annual shows losing propositions. ositions.

SUPERIOR. Wis .- Scretary Edward L. SUPERIOR, Wis.—Scorerary Edward L. Hanton, Douglas County Fair Association, declared the free gate to have been unusually successful. The 1932 fair showed a net loss of \$1,623.62. A new estimate of receipts and disbursements for 1933 shows potential receipts, not including (See FAIR "GROUNDS" on page 33)

Fair Meetings

State Association of Kansas Fairs. January 10 and 11, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Palls, Kan.

Ohio Fair Managers' Association January 10-12, Deshler-Wallick Hotel, Columbus. United Trotting Associa-tion, January 10, same place. Don A. ick, secretary, Bellefontaine, O.

Maine Association of Agricultural Fairs, January 12 and 13, Penobscot Hotel Bangor, James S. Butler, secre-tary, Lewiston, Me.

tary, Lewiston, Me.
Minnesota Federation of County
Fairs, January 11-13, Radisson Hotel,
Minneapolis. R. F. Hall, secretary,
302 Gorham Building, Minneapolis.
Minnesota State Agricultural Society, January 11-13, Radisson Hotel,
Minneapolis. Raymond A. Lee, secretary, St. Paul.
Nobraska Association of Fair Mon-

netry, St. Paul.
Nebraska Association of Fair Managers, Elliott R. Davis, secretary, Hastings, and Nebraska State Board of Agriculture, George Jackson, secretary, Lincoln, January 16-18, Hotel Lincoln, Lincoln.

Lincoin, Lincoin.

Vermont Agricultural Fairs Association, January 16-17, Hotel Vermont, Burlington. G. W. Rublee, secretary, Enosburg Falls, Vt.

Western Canada Association of Exhibitions, January 16-18, Fort Garry Hotel. Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association January 18 and 19. Hotel

Association, January 18 and 19, Hotel Hawthorne, Salem. A. W. Lombard, secretary-treasurer, 136 State House, Boston.

Western Fairs Association, January 20. Whitcomb Hotel, San Francisco. Charles W. Paine, secretary, Sacra-mento, Calif.

mento, Calif.

Association of North Dakota Fairs,
January 20-21, Waldorf Hotel, Fargo.

H. L. Finke, secretary, Minot, N. D.
South Carolina Association of Fairs,
January 20 and 21, Jefferson Hotel,
Columbia. J. A. Mitchell, secretary,
Anderson S. C.

Illinois Association of Agricultural
Fairs, January 23-24, Custer Hotel,
Collectural

Fairs, January 23-24, Custer Hotel,
Collectural

Galesburg. A. W. Grunz, secretary, Breese, Ill.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton, Va.
South Texas Fair Circuit, January 23 and 24, Seguin (hotel to be selected). George J. Kempen, secretary, Seguin, Tex.

Pennsylvania, State Association of

Pennsylvania State Association of

Pennsylvania State Association of County Fsirs, January 25-26, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading, Pa. Michigan Association of Fairs, January 25 and 26, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary-treasurer, Saginaw, Mich. Texas Association of Fairs, January 27 and 28, Baker Hotel, Dallas. George D. Barber. secretary-treasurer. Mineral

D. Barber, secretary-treasurer, Mineral

State Association of Tennessee Fairs, February 7, Nashville (hotel to be selected). W. F. Barry, secretary, Jackson, Tenn

New York State Association of Ag ricultural Societies, February 20 and 21, Ten Eyck Hotel, Alhany. G. W. Harrison, secretary, 131 North Pine avenue, Albany, N. Y. Association of Connecticut Fairs, February 21 (place of meeting to be selected). Leonard H. Healey, secretary Hartford

selected). Leonard H. Healey, secre-tary, Hartford.
Wisconsin Association of Fairs, February 20-22, Plankinton Hotel, Milwaukee, J. F. Malone, secretary, Beaver Dam, Wis.

STATE ASSOCIATION SECRETA-RIES—Send in your winter meeting dates for this list. Inquiries are being made by interested persons.

Western Canada Association of Exhibitions Annual Convention

FORT GARRY HOTEL, WINNIPEG, JAN. 16-17-18.

Midways considered and contracts probably awarded Monday, January 16. Attractions, Tuesday, January 17.

SID W. JOHNS, Secretary.

WITH Trotters



-By EDWIN T. KELLER

With arrival of the new year, interest and expectations naturally center around the coming racing season and owners and trainers alike in every section of the country will be wishing for an outstanding performer. Here are a few wishes that probably have run thru the minds of some of the leaders in the sport.

of some of the leaders in the sport.

Bill Caton, Syracuse trainer, would wish for nothing better than another like Protector, 3, 1:59½, or The Marthoness, 3, 1:59½, his stars of the past two seasons, and that also will be the wish of every owner and trainer who campaigns over the more important tracks of the country.

In Geeben N. W. While entouter his

tracks of the country.

In Goshen, N. Y., while enjoying his morning sleigh rides behind some of his new two-year-olds, the old master, Walter Cox, head of Good Time Stable of W. H. Canc, will be calling for another one like Walter Dear, 3, 2:02¾; Hazeiton, 2:00¾; Sam Williams, 2:01¾; or one like his real pet, Mabel Trask, 2:01¾.

Billy Dickerson, head of E. Roland Harriman's Arden Homestead Stable of Goshen, would say one just like Peter Maitby, 2, 2:06¼, or Highland Scott, 1:59½, will be good enough to uphold the honor of the stable.

the stable.

Harry Brusie, veteran orator of New England, would probably wax enthusiastic and say: "Give me one of any of that dozen or so group that I have revamped during the past season or two. like Bronx, 2:02%, for instance."

Bill Hodson, now in Pinehurst, N. C., would say Bert Abbe, 1:59%, will pass for the coming year. To Doc Parshall, Urbana, O., it would be Mc-I-Win, 1:59%, or Counterpart, 2:02%,

Ben White, down in Longwood, Fla., would have a hard time trying to pick one he would like out of the big group of stars he has had during the past two decades. but another Mr. McElwyn, 1:59%, could do for him to look back at the others behind in the stretch.

Two Leaders Pass Away

Two Leaders Pass Away

Vic Fleming could wish for only one thing: "Oh! for another like Grattan Bars, 1:59½; you could have all the others," we can hear him say, "he was the king of them all."

Sep Palin would sign up for another Winnipeg, 1:57½, and Rupe Parker another like Kinney Direct, 1:59. And we could go on with the list indefinitely, but let's hope that all these are realized—what a year of racing it really would turn into!

Two of the most prominent figures

turn into?

Two of the most prominent figures connected with the trotting turf recently passed away, after being prominently identified with the sport for a period of four decades. Chester W. Lasell, Whitnexille, Mass., and Henry M. Jones, Lexington, Ky. Mr. Lasell for over a quarter of a century has been one of the outstanding figures of the sport in New England, both as a breeder and owner of a racing stable, as a trainer and driver and officer. racing stable, as a trainer and driver



W. N. REYNOLDS, Winston-Salem, N. C., an outstanding figure in every side of the trotting sport for more than two decades. He annually campaigns one of the largest stables, over both mile and half-mile tracks, having had two world's champions the next scare. Diek Reynolds 4, 2:0114. ing had two world's champions the past season, Dick Reynolds, 4, 2:01¼, and Lydia Knight, 3, 2:05¼. He maintains a prominent stock farm, Arrow Point, in Lexington, Ky., headed by Gaylworthy, 4, 2:02¼. He is a director of the Trotting Norse Club of America, National Trotting Association and active in the notable Winston-Salem Fair.

and as one deeply interested in every phase and angle of the industry.

Mr. Lasell was owner of Oakhurst Farm, one of the leading breeding farms of the day, where Atlantic Express, 2:07%, stood as premier. During his day he raced and owned some of the outstanding performers known to the sport.

Mr. Jones who passed away suddenty.

standing performers known to the sport.

Mr. Jones, who passed away suddenly
in Lexington, was one of the best-known
breeders, trainers and stallioneers connected with the trotting sport. He was
dean of the active trainers located in
the Kentucky trotting center, having occupied the same barn there for over 30
years. In recent years Mr. Jones was
best known as a stallioneer. The last
three horses he handled were each a
world's champion, being General Watts,
3, 2:06%; Lee Worthy, 4, 2:02½, and Mr.
McElwyn, 1:5914, while the past senson
he also had charge of the book of Main
McElwyn, 2, 2:02%. Both horsemen died
at the same age, 72.

Honor Goes to Canada

The last active racing for the year has come to a close, that at the winter

meeting in Dufferin Park, Toronto. The annual meeting there has been classed as the best seen in Canada in a decade as the best seen in Canada in a decade or more. More horses were on hand, attendance and interest were above late years, which speaks well for the condition of the sport, "across the line."

To Canada goes the honor of having the leading race-winning performer of 1932. Our final records for the year show that the six-versoid necting mare.

To Canada goes the honor of having the leading race-winning performer of 1932. Our final records for the year show that the six-year-old pacing mare, Bertha Patch, 2:0814, bred and still owned by Harvey Hastings, Brampton, Ontario, is the year's leader, with 18 victories in 21 engagements.

The record of the Canadian pacer is one of the most notable ever hung up and distinctively shows that she is without doubt one of the real stars of the year. She started racing on May 24 and was raced from then until December 5, in all that time meeting defeat only three times. On two occasions accidents were responsible for her defent, which is regrettable, for in all probability she would have won both events.

During the season she ran up one of the most impressive consecutive winning records of late years, for she was victor in each of her first 15 engagements, a truly remarkable record. Our records show that she took part in no less than 68 different heats during her long season, of which she won the grand total of 53, a record that has few, if any, superiors.

One of the largest shipments of horses

superiors.

superiors.
One of the largest shipments of horses to the South was that which Tom Berry, head trainer for Hanover Shoe Farms, Honover, Pa., recently took to Seminole Park, Orlando, Fla. Twenty-eight head were in the group that Berry took with him for the noted Pennsylvania establishment. Of this number only one can be called an aged horse, Scott Hanover, 4, 2:05 ¼, the only four-year-old in the group.
Three three-year-olds, Evan Hanover, 3, 2:06¾, and Isabel Hanover, 3, 2:06¼, and Isabel Hanover, 3, 2:12½, are numbered. are numbered.

Interest in Ohio Meet

The two-year-old list included 10, the most interesting perhaps being American Hanover, 2, 2:09 4. The yearling group now the new two-year-olds, will, of course, come in for the most attention at the Southern point. This numbers no

course, come in for the most attention at the Southern point. This numbers no less than 14.

Here the ones that will be watched a little more than some of the others are Bertha C. Hanover, daughter of Peter Volo. 2:02, and Miss Bertha Dillon, 4, 2:02½; Hanover Sun, by Sandy Flash, 3, 2:14½, out of Mary Wood, 2:07½; 'Major Hanover, by The Laurel Hall, 2:06½, out of Nella Dillon, 3, 2:05½; Winnie Hanover, the Belwin, 2:06½, and Isonta, 2:08½, filly, Katie Hanover, the Dillon Axworthy, 2:10½; Kahla Engleman, 2:10½, filly, sister to Kahla Dillon, 2:02, and Hanover's Alma, the Truax, 2:03½, and Sumatra, 3, 2:02½, filly, sister to Calumet Chuck, 2, 2:04, for which Hanover Shoe Farms paid no less than \$19,500 for last year as a two-year-old. Calumet Chuck, incidentally, is to be retired from the turf and placed in service with other stallions at the home farm.

A great deal of interest is being shown in the meeting next week of the Ohio Fair Managers' Association in Columbus, Harness horsemen from all sections of

the State will be on hand for a meeting called to discuss advisability of introduccalled to discuss advisability of introducing a bill permitting open speculation in the State on races, for the meeting of the UTA. where horsemen at large can learn of what was accomplished during the birth of this parent association, and what it intends to do during 1982, and for the open meeting of horsemen and fair secretaries. This is one of the notable meetings of the year in harness and fa circles and indications point to another big gathering during the three-day session.

Revive Trotting in Pennsy

SCRANTON, Pa., Dec. 31.—Plans to revive horse racing extensively at Clarks Summit track near here are under way. Clarks Summit Driving Association, organized with 50 sportsmen from Lackawanna and surrounding counties, elected Ray Snyder, Clarks Summit, president, Abington National Bank, treasurer, and George Fear, Dunmore, secretary. Trotting races will be staged in 1933, first race scheduled for July 4. This will be followed by several matinee races and a three-day meet in early fall. Among members are James T. Sweeney, Scranton; R. H. Bittenbender, Plymouth; Arthur Driscol, Whitney Point, N. Y., and Dr. A. W. O'Malley, Wilkes-Barre. About a dozen horses, including Zev McKlyo. Grand Circuit 2:03% star, are in training at Olarks Summit track.

Short Biographies Of People Engaged in Fair

Under this heading each week will appear a short biographical sketch of some person active in the fair field.

No. 37—PERLEY G. FLINT

Mr. Flint was born in Orange, Mass., on June 16, 1872, making him 60 years of age. His home is in Brockton, Mass., where he is president of the Brockton Fair and a prominent shoe manufacturer. He recently was elected president of the fair board to succeed the veteran Fred F. Field, who resigned. Mr. Flint was advanced from the post of fair secretary which he held 22 years. He is a member of Masonic orders and his hobbles are fishing and boating. His wife, Elsie L. Flint, is not active in fair work. They have no children.

ST. JOHN, N. B.—Directors of St. Stephen Exhibition Society, sponsoring St. Stephen, N. B., Fair, which is closer to United States soil than any other Canadian fair, will incorporate in an effort to pay off all bills of the 1931 and 1932 fairs. From 1931 there was a deficit of 81,500 and from 1932 a loss of 81,650. R. H. Frazee, treasurer of the fair organization and manager of a local bank, advanced money covering the 1931 loss, and the incorporation is to cover this loan plus the deficit from 1932. The intention is to hold a 1933 fair. JOHN, N. B .- Directors of St.



Some of the delegates and amusement representatives who lined up for the camera during sessions of the Fair Managers' Association of lowe in the Savery Hotel, Des Moines, December 12 and 13.

the other Rastus. Said Sambo to Rastus:
"You knows, Rastus, dat thing dey calls
de business depression is gest like what
we seen in de sky not so long ago—you
know, de thing dat shut off de sun."
"You mean de eclipse," said Rastus. "Yes,
dat's what it wuz." answered Sambo. ogt's what it wuz, answered Sambo.
"But how do you figger dat de eelipse
was like de business depression?" asked
Rastus. "Well," said Sambo, "didn't both
of 'em make everything dark and
zloomy?"

Anyway, the eclipse is gone—and let's nope the depression soon will be. Anxious a everybody is to see this wave of gloom pass over, we must admit that while it least a terrific blow to practically every ine of activity, it made better men of all of us. It taught us lessons in mangement that will serve us well in the uture conduct of our enterprises. It induced out the need of real aggressive—in business. It made clear to us when there is a stringency of money, he public shops for its amusements the ame as it does for the necessities of same as it does for the necessities of life. It convinced us that quality at a price in range with the times is the winning policy, whether it be fairs and expositions or any other line of en-teavor. Therefore, if I were asked why some fairs, even tho well equipped and with a good working organization, were hancial successes and others failures innicial successes and others failures tring these depressed conditions, I build answer that it's all in the fare— A-R-E, that which attracts.

Fair Like a Store

Did you ever stop to think how the ir, in many respects, resembles a de-rtment store? One is departmentalized extment store? One is departmentalized he same as the other, but where a store is to depend upon its merchandise exhibitely to attract trade, the fair has in delition to its agricultural, industrial and other exhibits, the amusement proman as a drawing power. The fair, as he store, is known by the reputation it as established.

But a reputable store no more than a

But a reputable store no more than a putable fair can expect the public's stronage if it hasn't quality goods at pecaling prices. And even with quality petronage if it hasn't quanty goods at appealing prices. And even with quality goods at appealing prices, no store could succeed if it did not work up specials, especially for the days when business would otherwise be light. The specials, of course, have to be advertised properly. Without these to attract new people, as well as old customers, and get the new suyers more familiar with establishment and quality of goods handled generally, he best store in a city, no matter how well known, could not continue in business long. True, people know that the tore is in the city the same as you mow you can get something to eat in a restaurant, but they do not know exactly what they want until the items are brought to their attention thru advertising the same as you want to see a menu card in a restaurant before you an say what you wish to eat. Therefore, is the specials that really pull the crowds to the store, with the result that the items are sold on which there is a otter profit. The specials, then, are to the store what the attractions are to the late.

urn the Glass Around

While on this department store-fair opic, I think all of you gentlemen will preciate hearing what Strickland Glinn, the author, journalist and humort, had to say shortly after the year of 32 made its appearance. "We are goint of 1932," he declared, "with the sme set of brains, yes—and the same isinclination to use them. Give the new ear a new point of yew and it may be a

aar a new point of view and it may be a umdinger for you.
"Some businesses I know that are standing still do not need new customers so such as they need a new point of view—determination to brace up, think up, bok up and work up.

ok up and work up.
"There may be deflated times, but, in any instances, the deflation was needed order to take the wind out of over-

c egos.
"There is still business to be had by e man who goes after it—intelligently nd persistently.

"What are you doing to ATTRACT usiness? Turn that field glass around ad look at yourself, and take a good, ang, honest look while you're at it.
"First-class merchandise is held in lat as high regard today by the con-

ago, or 20. People do not continue to buy what does not measure up to their expectations. They patronize clean stores in preference to dirty ones. They are treated courteously and stop going where they are treated not the Sherman Hotel, Chicago, on November 30.

The other day I heard a little story which I think fits in nicely as a lead for this dissertation. The story concerns the colored boys, one named Sambo and the other Rastus. Said Sambo to Rastus:

"Away with pessimism and up and at the colored boys, one named Sambo and the other Rastus. Said Sambo to Rastus:

"Stuly Advertising Modia.

"Stuly Advertising Modia.

"Stuly Advertising Modia.

Study Advertising Media

Study Advertising Media

That line "There is still business to be had by the man who goes after it—intelligently and persistently." reminds me of the story I heard about a big hen and a small hen. The big one said she got 30 cents a dozen for her eggs and asked the little one what she received for hers. The little one said she gets only 25 cents a dozen. The big hen said: "Why don't you key big eggs and get 30 cents a dozen like me." The little hen answered: "Huhl I should exert myself for a nickel!"

I shall new dwell on advertising and

I shall now dwell on advertising and entertainment of the fair. To get the best returns from money appropriated best returns from money appropriated for these purposes you must spend it judiciously, and, of course, the more you spend that way the better the returns. The methods of advertising are many and varied. You have your daily and weekly newspapers, billboards, radio, sign posts, barns, fences, tack cards, window cards, auto bumpers, windshields, tire covers, etc., for drawing the public. Some of these methods are more fruitful of results in some cities and towns than Some of these methods are more fruitful of results in some cities and towns than others. Only by close observation can you ascertain which are the best producers. In some places, too, you might be handicaped by ordinances forbidding certain methods of advertising. To find out which forms of advertising are the most effective it would be wise to experiment by dropning one or two of these.

most effective it would be wise to experiment by dropping one or two of those, which seem doubtful. It probably will be difficult to gauge this, but you can at least get a faint idea of what forms are not producing what should be rightfully expected of them.

In the case of billboard and other outdoor advertising, especially where it is some distance from highways. I believe the dates of the fair should be as bold as possible and the fewer words used the better. This because of the speed in which autos travel nowadays. To most people who read outdoor advertising, a fair is a fair. What they are principally interested in is the dates.

Chauge Is Order of Day

With newspaper advertising the situation is different. While readers of the public press want to know the dates, of course, the more important thing with them is: "What have you to offer?" They know from either previous experience or from what has been told them that you will, or probably will not, have a good showing of exhibits and other educational features but the main point will only a superior of the state of th will, or probably will not, have a good showing of exhibits and other educational features, but the main point with them is: "Will there be anything in the line of entertainment that they cannot see anywhere else?" Some fairs are lacking in this respect, and in certain cases where they do have out-of-the-ordinary entertainment they fail to inform the public properly. That's where newspaper advertising serves the purpose.

With change the order of the day, every fair should strive to have something different in cinetainment each year, at least one or two features—fea-

with change the order of the day, every fair should strive to have something different in entertainment each year, at least one or two features—features that are outstanding, and they should be exploited properly thru the newspapers or the work is only half done. Just to advertise the fair as a fair in the public press is an unwise policy. The regulars probably will attend year after year, hut what the fair needs is new faces, and the best way to interest these, as I said above, is to give them something in entertainment not seen anywhere else. Country folk are more interested in the agricultural end of the fair than those of the city, still they want to be amused after seeing these products and to break the monotony of farm life. While some city folk take a great interest in industrial and even agricultural exhibits, the majority, I believe, are out for a good time and want to be amused. These people in particular are the ones whose patronage should be encouraged and that's where the proper kind of entertainment comes in. Out-of-the-ordinary amusement features will bring many of them thru your gates. When you place your newspaper advertising don't forget to stress these features if you have them. Plenty of free newspaper publicity is bound to result, because it is new things—the unusual—that count with newspapers in allotting space. Mention in the newspaper stories the "build-up" idea. Start stories many weeks before the fair and have each department and feature covered as to new elements; using new entertainment

The most effective newspaper advertising is truthful advertising. Keeping faith with the public is the most successful policy, no matter what line of business one might be engaged in.

Another important item is your grounds and buildings. See that they have an inviting appearance. A fair plant might have some wonderful exhibits and meritorious attractions, but unless the grounds and buildings are spick and span many people will refuse spick and span many people will refuse spick and span many people will refuse

Buying entertainment might be looked Buying entertainment might be looked upon by some of you as a costly proposition. Well, it is and it isn't. If you want something exceptional or out of the ordinary you have to pay for it, and if it produces revenue in proportion to the expenditure, it is money well spent—an investment. If you are looking at low prices and disregarding quality, the type of entertainment that hasn't public appeal is costly and the money sense. appeal is costly and the money spent therefor instead of being an investment is out-and-out expense.

Some fairs made spiendid records despite the economic situation, in 1932 I know of one that has its plant with lespite the economic situation, in 1932.

I know of one that has its plant with an appraised value of almost \$300,000 paid for, and not only that, has a surplus in eash of upwards of \$20,000. This particular fair was born in 1931, in the midst of the depression, and came thru with a profit that year of more than \$20,000, while this year's profit was approximately \$23,000. This is all the more remarkable when one considers that the attendance in 1932 was more than 131,000 and the entire population of the area within a 150-mile radius of the city in which it is held is around 100,000. This 1932 attendance record beat that of 1931 by about 1,500. Naturally this meant repeat patronage and the repeat patronage was accounted for only by the exceptional program offered.

On Passing of "Flesh?"

On Passing of "Flesh"

Now, before touching on the "fiesh" situation today, let me relate to you a conversation I had the other day with a former manager of a big-time vaudeville circuit theater, which was very pros-perous in its early days. It was one of the last big-time houses

perous in its early days.

It was one of the last big-time houses to throw up the sponge so far as vaude-ville was concerned and swing to talkies. The former manager in giving his reasons for its decline in popularity as a vaudeville house said the principal one was that there was too much of the same old stuff offered. For several weeks before the closing of the house, he neglected some of his regular duties to make a canvass of many of his patrons who had dropped away to ascertain why they stopped going to the theater. The answer in eac hinstance, he said, was the same: They didn't care to see acts that they had seen time and again. What they wanted, they said, was something different—not just new names, but new names with quality material.

It was a common thing, this former manager told me, for him to have to use in the lobby of the theater photos of acts as old as 10 and 12 years, and while some of the regular patrons could not recall the names when seeing them, they did remember the faces, said "old stuff" to themselves and stayed away. Other theaters must have had similar experiences because big-time vaudeville is enterly out of the picture today and, altho

theaters must have had similar experiences because big-time vaudeville is entirely out of the picture today and, altho quite a number of small-time houses adopted vaude-film policies when the improved talkies came into existence, these vaude-filmers now are few and far between. Some people claim that sound pictures dealt the death blow because of the chains taking control of the houses and finding talkies more profitable with less effort. I presume they are right to an extent, but vaudeville would not have reached the deplorable state that it is in today, just as my inthat it is in today, just as my informant stated, if it had been pulled out of the rut by giving the public something different and worth while.

Calls Showmanship Vital

Calls Showmanship Vital

There is a lesson in this for you gentlemen. Don't let your institutions grow stale. See that your patrons are offered the best in exhibits, industrial, agricultural and educational, and by all means an amusement program that will send them home not only well pleased, but talking about it. Strive for some features that are outstanding, and especially those that can't be seen anywhere else but at the fair.

The "flesh" situation in the theater to-day offers you a wonderful opportunity.

The "flesh" situation in the theater to-day offers you a wonderful opportunity. You should capitalize on it. People are "flesh" hungry, but it must be the right kind of "flesh." During the past year many fairs cut down on their premiums in retrenching and some reduced on their amusement budget. The premium reduction drew little if any objection

from the exhibitors, while some fairs that cut to the bone on their amuse-ment end felt bad effects. On the other hand, the ones that stuck to the old amusement budget came out winners as a rule.

In closing let me stress the importance of getting as much showmanship into your fair as possible. Showmanship, you know, is a knowledge of what people want, plus exploitation and then delivering it. You must look upon the crowds that enter your gates not as so much money, but as so many customers who must be supplied with the things they want. That's why I selected for the title of this paper, "It's All in the Fare." In closing let me stress the importance

FAIR "GROUNDS"-

(Continued from page 31)

county aid, of \$19,000, and disbursements of \$17,400.

PARIS—The French Government is completing plans for an International Exposition of Sports, to be held in Nice in 1936. Competitions in all categories of field and aquatic sports will be features.

CHARLESTON, W. Va. — A Boone County fair may be held in Madison next fall if plans of W. A. Fryman, agricultural agent for that county, and F. A. Holcomb, Madison, materialize. Costs and preparations were discussed here by the two with T. Y. McGovran, director of Kanawha Exposition and State 4-H

FOND DU LAC, Wis.—Premium checks for Fond du Lac County Fair of 1932, totaling \$7,268.30, have been placed in the mails, according to Secretary Alfred Freilberg. Remittance to winners is later than in recent years because it was necessary to await receipt of State ald.

GUY WEADICK-

(Continued from page 26)

sored by James Ryan and the late W. H. sored by James Ryan and the late W. H. Farcs, prominent citizens of Winnipeg and with large interests in the Canadian live-stock industry. In 1919 Mr. Weedlek again staged The Stampede as a private enterprise at Calgary under the sponsorship of the original "Big Four," this time offering \$25,000 in cash purses for six performances.

periormances.
In 1922 representatives of the Calgary
Exhibition Company approached Mr.
Weadick with a proposition to stage The
Stampede as a feature of their fail in
1923. The attendance of the exhibition
in 1922 was 97,000. A deal was made and
The Stampede in 1923 was the feature of
the Calgary Eyhbition The Stampede in 1923 was the feature of the Calgary Exhibition, and has so remained for the last 10 years under Mr. Weadick's management. At the conclusion of the 1922 season the exhibition was heavily in debt. Today, according to the annual report, it has bonds, cash, live stock, etc., valued at \$56,000, in addition to many new buildings and many improvements made on its grounds during the 10 years that The Stampede has been its feature.

been its feature.

The following steadily increasing figures for attendance during that time are truly amazing, considering that before the advent of The Stampede the top attendance of the exhibition was 97,000: Attendance in 1923, 137,000; 1924, 167,000; 1925, 178,000; 1926, 197,000; 1927, 210,000; 1928, 243,000; 1929, 258,000; then the depression, and in 1930 it dropped to 202,000; in 1931, 198,000, and in 1932, 176,000. Even with the depression, in 1932 the attendance exceeded by 79,000 the top in attendance that the exhibition had played to previous to the adding of The Stampede.

UNDER THE MARQUEE-

(Continued from page 28)

band wagon, drawn by six Shetland ponies, was used for the street work. The Mettlers were in the clown band in the program

CHARLES T. HUNT SR., president of the Motorized Circus Owners and Agents' Association, recently spent a busy day in his Washington, D. C., office. During his stay there many matters of impor-tance to the motorized circus world were taken up and disposed of. With him Jerome T. Harriman, secretary the association.

HARRY LaPEARL and wife were surely on the go on Christmas Day. They left St. Louis early in the morning and stopped at Vandalia, Ill., having breakfast at the home of Harry's brother; then drove to their home in Indianapolis, where they had dinner, and then on to Cincinnati, having supper with Mrs. LaPearl's folks. Harry saw the indoor circus at Music Hall in Cincy last week. The LaPearls were at a St. Louis store for several weeks.

Conducted by CLAUDE R. ELLIS-Communications to 25 Opera Place, Cincinnati, O.

Set Transfer Of Cincy Zoo

Major amusement features to be added as new body and city take charge

CINCINNATI, Dec. 31.—Arrangements for transfer of management of departments of the Zoo on New Year's morning have been perfected in a series of gatherings in offices of various committee chairmen, it was announced by James A. Relily, president of the Zoological Society of Cincinnati.

of Cincinnati.

Details of banking, handling of the ticket sale and other financial activities will operate under new systems, according to L. P. Lewin, chairman of the Zoo finance committee. At a meeting in the office of Gerritt J. Fredriks, chairman of the entertainment committee, plans for major amusement noveities were adopted and will be submitted for approval to the general Zoo committee.

Another meeting furthered plans for

Another meeting furthered plans for the junior salesmen campaign for Zoo season tickets, which will be started as soon as parochial and public schools begin their new terms. The plan invites co-operation of all school children in Greater Cincinnati.

Sol Freiberg, chairman of the Zoo opera committee, reported that several propositions were being considered, some of which involved nationally known theatrical producers.

Irwin Krohn reported that his committee men planned to visit the Zoo January 1 to make a complete survey of premises, with the purpose of selecting new locations for additional flower gardens and shrubbery displays. A majority of members of the general committee expressed their intention of visiting the Zoo on New Year's Day to participate in a tour of the entire grounds so as to be more familiar with the layout.

be more familiar with the layout.
Edwin Schroeder, formerly employed
by the B. & O. Railroad, has been named
staff secretary of the Zoo operating
forces, of which Ned S. Hastings, former
manager of Keith's Theater, is business

Bathing Suit Resolution Of McSwigan Is Praised

PITTSBURGH, Dec. 31.—"When priests and others who have a proper regard for the proprieties cried out in protest last summer against the shocking indecency of the styles of bathing suits worn at public resorts, the sophisticates sneered at the protests as emanating from 'prudes,' or 'old fogles,' etc.," comments The Pittsburgh Catholic in a December issue, in which it pays a tribute to A. Brady McSwigan, president of Kennywood Park, Pittsburgh.

Mr. McSwigan's resolution, it is point-

wood Park, Pittsburgh.

Mr. McSwigan's resolution, it is pointed out, calling upon bathing suit manufacturers to design their 1933 models along "more conservative lines," was unanimously adopted at the recent New York convention of park and pool men. Reference also was made to the support given Mr. McSwigan's resolution by Argo W. Hutchinson, pool manager at Coney Island, Cincinnati, where tryouts for 1932 Olympic Games Swimmers were held.

Developing Spot in Canada

ST. JOHN, N. B., Dec. 31.—The only occupants of Dominion Park, Raynes' Beach, N. B., now are a man and woman who own and operate the park during summers. They are Mr. and Mrs. S. C. Tippett. Mr. Tippett bought the shore agres five years ago and established Dominion Park. He erected a dance hall, pionic pavilion, lunchroom, refreshment stand, open-air band stand, two-deck float, wharf, a pond for water birds and a dwelling. Mrs. Tippett is a business as well as matrimonial partner of her husband in operation of the park, which fronts on a cove of the St. John River, a few miles from the mouth.



LAWRENCE V. RILEY, head of LAWKENCE V. KILLY, head of electrical department and owner-op-erator of Waltzer and Bee-Hive Fun-house in Fairyland Park, Kansas City, Mo. He is one of the build-ers and part owner of one of the first kiddie rides using miniature autos. Built in 1931, it was a top money getter at big Mid-West fairs. He is provingent in councils at the electric prominent in councils of the electri-cians' union,

Manager Quits Paris Luna

PARIS, Dec. 26.—Gaston Akoun has given up his position as manager of Luna Park and has left for a business trip to London.

Jersey Body Acts To Guard Beaches

ATLANTIC CITY, Dec. 31.—The State House Commission in Trenton on December 27 approved a continuous program of protection of New Jersey beaches as suggested by Governor A. Harry Moore. This includes a \$250,000 outlay for Atlantic City. A general plan for expenditure of \$4.578,000 over a considerable period was recommended.

The governor said \$7770,000 was needed immediately, and inasmuch as the commission could not advance this much, it was decided to lay the project before the Legislature in January for development of a practical plan.

It was agreed that the situation brooks no delay, as thousands of dollars' worth

no delay, as thousands of dollars' worth of valuable land from Sandy Hook to Cape May is in danger of being washed away if protection is not given.

Using Big Acts on Riviera

PARIS, Dec. 26.—Mediterranean Coast Amusement Park, situated at Cros-de-Cagnes, between Cannes and Nice, is offering several big circus and animal acts as special attractions Turing the winter season.

Seek Legal Games Sanction

WEST HAVEN, Conn., Dec. 31.—Seeking return of the State legal sanction which permitted games in amusement parks and at fairs, the Savin Rock Non-Partisan Business Association in circularizing those fields which it thinks will be interested in passage of a bill to be introduced in the next session of the Connecticut Legislature.

Regional Plan Seen as Boon

New Westchester proposals look to expansion of huge county parkway system

NEW YORK, Dec. 31 .- Nine expansive proposals looking to further development of the already huge park and parkway system in Westchester County have been submitted by the Regional Plan Associa-tion to the Westchester County Board of Supervisors and the county's City Plan-ning Council, which last week met in joint session at the county seat in White Plains to consider the regional's detailed

Proposals, aimed to be far-reaching in their effect on the county's future, par-ticularly in the recreational bracket, are:

their effect on the county's future, particularly in the recreational bracket, are:

A new distributing system for commuters within the main metropolitan spots, and which would connect with existing lines in Westchester; a belt-line road to pass thru heart of county, which would provide direct access to all trunk lines in New York and New Jersey sides of port of New York; extension of roadways in county parkway lands, as planned by Westchester County Park Commission, but under present idea, forming an integral part of regional plan; a new radial highway between White Plains road at Scaredale, N. Y., and Danbury, Conn.; a waterfront express highway along Hudson River as far north as Tarrytown; a cross-country parkway-boulevard from Bear Mountain Bridge to Norwalk, Conn.; a shorefront boulevard along Long Island Sound; a recreational park and forest preserve in mountain areas east of Bear Mountain Bridge; four new airports to serve suburban areas in southern part of county.

George McAneny, president Regional Plan Association, praised the planning consciousness of Westchester and urged 'looking ahead." He said the county's population has grown year by year, and that by 1940 703,000 would be reached. In 1965 the population would be 1,313,000, he said. Present population is slightly more than 500,000,

Formal presentation of the plan was made by Harold M. Lewis, engineer of the RPA.

1,000 Years Off, So Why Worry?

ATLANTIC CITY, Dec. 31.—The amusement man who corners the market in diving suits and submarines within the next 1,000 years will be a millionaire!

Fer, if reports from the American Association for the Advancement of Science now meeting here for the first time, are to be believed, that will be the only way you can spend a week-end in Atlantic City in the year 2932 a. d. (after depression).

A paper by Dr. William Fitch Cheney Jr. reveals that experiments have been made by scientists who have found that Atlantic City is settling into the ocean at the rate of six and one-half inches every 100 years. As it is only a few feet above sea level now, the next 1,000 years will see a big change—or are we too far ahead for you?

Instead of the Pennsylvania and Reading Railroads we will have the Interburban Submarine Line running right into Convention Hall. Then, of course, descendants of Capt. John L. Young will have to dump out his aquariums and charge 10 cents to see a piece of dry land in a cage. You may stroll the Boardwalk in diving suits and even the side avenue hotels will have running water.

But if Atlantic City is going to Davy Jones' Locker, New York is going just twice as fast, according to this same report, which says that despite its rock foundation it is sattling 11 inches per 100 years. Imagine fishing out of the Empire State Building or going on a diving excursion to see the old Palace!

But, of course, anything may happen in 1,000 years, so don't let this interfere with your spring planting.

building draws especially heavy patronage from plenickers.

Any location which would have been productive for the penny arcade would be well chosen for the game building. Mich is not productive as a roller-skating rink, ballroom, plenie pavilion or theater, it will easily accommodate itself to this use.

Arrangement: I do not think a game building to be profitable should have less than 7,000 square feet of floor area, and it will be even more profitable to have 20,000 or more square feet. Plenty of room must be left for people to mill about and wrich the players. Games should not be set so closely together as to preclude the possibility of a small crowd watching any play.

Games suitable for such a game building divide themselves into two classes:

(1). Those automatic games with a coin slot which, except for change makes, require no operating attention, and
(2) Those games like ping-pong, etc., which require someone to collect from the players.

Customers Make Ballyhoo

These two classes of games naturally divide your floor space into two portions. We fenced off about one-third of our floor area, put a collection gate in the fence and within this inclosure set up

fence and within this inclosure set up all the games without coin slots.

This we called the "Game Arena," It included ping-pong tables, table baseball miniature pool tables, table shuffleboard, table golf, hockey tables, bagatelle, riaito ball, etc., with several bridge tables, checker boards, etc.

We charged an admission to this arena

(See GAME ROOMS on page 37)

Game Rooms as Payers and Rainy Day Meccas Approved by Darling

Address on "Playland's Game Room," \$1.311; we paid in percentages to own-delivered by Frank W. Darling, director ers of rented games \$5,718, making a net of Playland, Rye, N. Y., before the New operating profit of \$14,715, which in a England Section of NAAP at 14th annual season of tight nickels we considered a convention in the Pennsylvania Hotel, good showing.

New York City, on December 1.

I will not attempt to enumerate a list

After two winter and two summer seasons of experience in operating a game room we feel justified in strongly com-mending to you this as a separate attrac-tion in every park.

In the game building as we had it set up last summer we had an investment of approximately \$3,000 in games which we bought outright and an expenditure of about \$500 in room furnishings. We also had about 20 different games rented to

us on percentage.

The gross receipts for the 140 days of operation this summer were \$21,744. The operating payroll for this period was

I will not attempt to enumerate a list of the games we used. Most of this list you will find published in the Special Bulletin of the NAAP distributed to members by Field Secretary Barton early last spring. The games put into such an attraction are not so important a factor of success as are location, arrangement and management.

Location: If I were free to locate a game building just where it would be the most productive, I would build it as a broad, covered way between the picnic area and the device area of the park. It should be easily accessible to the central portion of the park, but the game

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 31.—Christmas indays in the resort lived up to ex-trations, with all cashing in on a lit-of the much-needed dough. Amuse the metook prominent part in light met men wook prominent part in light decoration scheme . . principal walk reature reopening of Apolio Theater with "flesh," Lex Carlin, directing. Of avenue, new Aldine opened with 'Milt' Russell at helm. "Pop" Jacoby, old-time showman, gave annual Christmas flicker treat to kiddies at Colonial, and another oldtimer, Frank B. Hubin, dropped around to congratulate him.

harry Deimar brought his Revels from
En le in Philly to Apollo, pop price,
matines and evenings, doing good biz on
both billing heavy for Charles
Kemper, comic, as new Broadway star.
This is second Delmar attempt

mpport were Lew Mann. Charles Hag-and Lita Wales . . . company bered about 50.

m Brown and his revue returned to shore for the holidays, but in at St. arles instead of all-summer stand, the akers. . . Steel Pier went in for ensive lobby displays and premier of Moran and Mack flicker. Alex Barand Al Lewis kept things humming the Auditorium. . Breakers to hold revue, featuring Ted Wilson for full k. . Russian Gypsies furnish ic. Billy Wilson, Kitty Blackstone, orge Barnes and Chester Braitwait on il . local hotels getting an averge of \$3 per head for New Year's Eve. . Pennsy Night Hawks made one-ght stand at Ambassador Grille. akers. Steel Pier went in for

ght stand at Ambassador Chine. All cafes and hotels to have big flesh is tonight, many holding over tomor-All cares and hotels to have big Ilean bls tonight, many holding over tomor-wo night and Monday. . . . Margaret bee, feature revue dancer, heading sirdge Hotel bill. . Oscar Petters furnish music . . about five more s on tap. Newton's Orchestra ned for Chelsea Grille. The ickerbocker Grille, one of the most mous of oldtimers, to reopen after be-Newton's Orchestra dark year . . now booking for fulure dates , looks good for lesh," as several more preparing for

seph P. Binns, Claridge manager, anseph P. Binns, Claridge manager, and bronced appointment of Ada Taylor ekett as p. a. and convention manager (hotel is one of leading local a., was former Olympic chaperon ... ist gave up Chelsea post. WPG sprang a surprise with Chief one Wolf Paw and 35 Indian musicians

one Wolf Paw and 35 Indian musicians
excellent program, and station
looded with letters despite lack of pub
unit on week's vacation in reort. Felix Ferdinando and Ameriin Fair Orchestra clicking on radio.
Owing to widespread plug and trial
Am a Fugitive packed them in over
olidays and has been given additional
in at Colonial. Lizzy Perlin, Coonial manager, going in for wrestling
ind ice hockey.
The long-lost Joe Wallace, m. c., who
hade a hit at Million-Dollar Pier, has
med up in Philly at the Plantation
in its keeping things humming
expects to be back in resort when scason
pens. "Vic" DePolito and band
urnishing music for him. Fletcher

rnishing music for him. . . Fletcher mederson, booked at Earle, Philly, drops

of a chat.

Astor "flesh" bill took jump this week, the Mitzie Groff and WCAU revue as addiner.

Also Astor "flesh" bill took jump this week, the Mitzie Groff and WCAU revue as addiner.

Also Aschenkalso on bill, taking a return bow to resort and getting heavy hand addiences DO member.

member.
Steve Williams, former side-show operor, informs he's going to have some-ling going on upper Walk by tonight.

Billy Fennan, since outdoor
eplechase closed, is like a duck out
water . . . three concessions on r still running. . . Central Pier n-machine arcade got its share of istmas biz.

Bill Hanstein has his hands full as and official announcer of Auditium hockey games and will hat well-known sports scribbler. Louis reenberg, ever get to a game on time? Evan Prosser showed himself a good howman Christmas Eve when he came at of the hospital, where he had been ken a few days before after an auto reident, to direct the massed chorus of arolers at Auditorium.

Manager Samuel Frank, of the Rivoll Rheater, Hammonton, this week celerates its fifth anniversary largest house on immediate mainland, playing occasional "flesh." "Vince" lartino, resort amusement operator, auged a big one during deer season.

Martin's Cafe is reopening for New ear's and anticipating big crowd, so as booked large show, featuring Dal arry and the Lawrence Twins. Bill Hanstein has his hands full as

Dottie Lane and Sally O'Neill also on bill . . . place has been dark more than Lottle Lane and Sally O'ffell also on bill . . place has been clark more than a year . . . Anthony La Rosa's Silver reopening with show and music, as is 500 Club . . latter on Pacific avenue. . . All big houses of city running midnight shows tonight. . Stanley got choice with Kid From Spain and billing big. . . Harry Dobkins back at 500 Club with orchestra Harry Kilby has repuse Kilby has revue.

Long Island Patter

By ALFRED FRIEDMAN

JAMAICA. L. I., Dec. 31. — Roadside Rest, near Long Beach, just after install-ing radio mike and nightly broadcast is Rest. near Long Beach, just after installing radio mike and nightly broadcast is beginning to lure crowds. Police are determined to war against phony amusement promoters in the Broad Channel area. Dave Leonard, "knock 'em down" concessioner, is leaving within a fortnight for Panama City, where he'll hold forth until the spring returning then to Island. Charlie Durgess says he did nicely with the half dozen novelty shops he ran during the holiday season around Long Island. Jacob Rils Park moguls are straining every effort to further condition place for next summer. Billie Roos, wet ticket-taker, is in hospital here. Lou Geffin. ace weight-guesser, running a market with his dad and attracting customers in no small measure by acting the role of "human scale." He'll be around Rockaway next season.

Automobile "bump ride" on Cross Bay road not operating. Long Island Chamber of Commerce plans to conduct contest to encourage neatness of road-side stand operators and general concessions the coming season. Past contests went over big. Fire did damage estimated at \$10,000 to the Paramount restaurant. Abe Cohen dabbling in the vending-machine biz. From Miami the Taffet Brothers, w.k. Island concessioners, report that their enterprises in the South are going over as well as could be desired.

LONG BEACH—Sector will make a bid

LONG BEACH-Sector will make a bid LONG BEACH—Sector will make a bid for conventions next summer. Few held here in the past have bolstered conces-sioners' revenue. . . Movement is on foot to organize a body of 'walk amuse-ment folk. . . Mike Cohen and his missus heading for the South. . . Les-

missus heading for the South. Lester Kohn sick in Cleveland, friends here report. Sea Breeze Club continues to be the community's busiest spot.

ROCKAWAY BEACH — Ralph Groger around and busy. Charles Willie, local night club owner, keepling active as member of Rockaway Board of Trade. Willie Allen's aircady beginning to feel the yearning for spring. Fre that razed Goodman's Hotel, Arverne, threatened concession stands in that section for a time. George Beck, popular p. a., resting at parents' home here. Tom Harrigan says that after another summer of two on the walk he's going to consider the purchase of a farm near his New Hampshire birthplace and going to consider the purchase of a farm near his New Hampshire birthplace and will locate there for good. Far Rockaway Board of Trade is concerning itself with campaign for extension of rapid transit to Rockaways, plan being to interest New York City in the purchase of Far Rockaway and Rockaway Beach divisions of Long Island Railroad. Board also aiming to push local improvements.

Indoor Ice Skating For Winter Revenue

By JOHN J. CARLIN.

Address by the proprietor of Carlin's Joyland, Baltimore, before the 14th annual convention of NAAP in the Pennsylvania Hotel, New York City, on December 2.

cember 2.

To many of us who have large investments in the amusement park business and who have been watching the slow but sure decline in the volume of our business, the lack of public response to our appeals for patronage, the lack of interest by the patronizing public in many of the features and attractions which we do have to offer, it has become self-evident that most of the parks in existence at the present time and the policies which have been followed by them in the past are not in accordance with the demands of these times.

We must realize, if we hope to make our investments profitable, if we hope to supply the amusement and entertain-

supply the amusement and entertainment for the masses and if we hope to maintain that position and prestige for our business to which it has risen in the past, some changes will have to be abandoned and our appeal will have to

plane.

Games Have a Place

Games Have a Place

I know the day is past when it is necessary in any park to operate a number of games, which use for prizes plaster, dolls and worthless merchandise. I believe that games operated on the level, and if merchandise of a valuable and substantial quality is offered for prizes, do have a place and will always be a profitable feature in any amusement park. The gaming instinct of the American public, especially those patronizing amusement parks, is such a part of their life that it is not only proper but necessary to provide them with this form of amusement.

I believe the day of gaudy, grotesque

I believe the day of gaudy, grotesque and frame construction for buildings in amusement parks is a thing of the past. Such construction will be found to be

amusement parks is a thing of the past. Such construction will be found to be unprofitable, not only on account of its fire hazard, the fire insurance rate which it carries, but most of all on account of its limited and specialized use.

To my mind the type of construction in the new amusement parks should be of modern architecture, modern construction and be built of a fireproof or semi-fireproof construction. The larger buildings, such as the music hall, theater, the dance hall and the roller rink, should be constructed so that they can be inclosed and heated for winter use. The most ideal construction we have been able to find is steel columns and trusses, stucco over wire lath, cinder blocks for curtain walls and, wherever possible, concrete as a base for floors. The sides should be kept open as much as possible, and the openings protected with steel sash, so as to give a maximum use for summer. We find a building of this type can be easily heated for winter use, both economically and comfortably.

Flexible Type Needed

In the new dance hall at Carlin's, in Baltimore, we have used this type of construction. This building was planned to provide a summer dance hall, and by that I mean one with the atmosphere that an outdoor summer dance hall should have, and at the same time be so constructed that it could be used for ice skating etc., in winter.

I am of the opinion that it is impractical to build for amusement purposes buildings constructed entirely of steel and concrete. They are not only too expensive to build but are unsuitable for park purposes.

for park purposes.

In large cities where boxing, wrestling and indoor sports events, such as ice hockey, ice skating, roller skating, dance marathons and similar features are held and which draw many thousands of spectators, the big problem is to find buildings of sufficient size to seat spectators and automobile parking space ample to take care of parking cars. If we find the building it is generally located in a built-up part of town where the only available parking space is that of city streets. In large cities where boxing, wrestling

the only available params space is since of city streets.

The amusement park which is so fortunate as to have ample parking space for its summer requirements has the key or nucleus to build around a profit-

Watching Winter Uses

In my park we have two large buildings, the dance hall, to which I have heretofore referred, and the Arena, a large frame building about 150 by 150 feet. These are used in conjunction

be made on different grounds if we expect the patronage and support of the amusement public.

I believe the day is past when it will be desirable or profitable to build big been our most outstanding accomplishments in an amusement park, or to ment along the lines of getting the highbuild any ride which depends on speed for its thrills. The coaster has succomplishment of the automobile and the air-plane.

purpose.

For the last five years I have been watching development of indoor ice skating and ice hockey as an amusement and winter sport and finally concluded that a modern ice-skating rink, with facilities for ice-hockey playing and with proper exploitation, might be a successful venture, provided a plan could be developed which would give double utility to the required building.

With this thought in mind, I conferred with several engineers and makers of

with several engineers and makers with several engineers and makers of ice-making machinery. My problem was to get an equipment which would be sufficiently portable so as to make it possible to remove all the piping and other material from the dance floor at the beginning of the summer dance scason and to be able to reinstall this equipment in the fall and to do this in a manner which would not do an irreparable injury to the maple dance floor.

Brine Systems Studied

These conditions were only incidental to the paramount problem which was to keep the cost of this icc-making machinery and its removal and reinstallation within bounds of reasonable cost.

I had three propositions put before me. Number 1 was a very elaborate brine circulating system with a brine cooler and which specified that all the freezing coils for the ice surface were to be laid in concrete with a terrazzo finish. This was a very complete layout, both as to in concrete with a terrazzo finish. This was a very complete layout, both as to its mechanical perfection and its provisions for making the building suitable for other purposes where a terrazzo surface was satisfactory. Cost of this system was \$72.000 installed, ready to operate. This system was not portable and would not permit utilization of the maple floor for dancing purposes.

System No. 2 was a brine system without brine defroster and provided for the freezing coils for the ice surface to be laid in sand. This construction would have made possible removal of the semip-

laid in sand. This construction wouse have made possible removal of the equip-ment and would have permitted use of the maple dance floor for dancing. The cost of this equipment was \$55,000, and its removal would have been quite ex-

Neither of these propositions held out uch hope toward accomplishment of much my plans.

Method Found Workable

The third system was the one which suited our purposes in most every respect and the one which was accepted. (See INDOOR ICE SKATING on page 36)

SPILLMAN'S NEW AUTO TWISTER RIDE FOR KIDS-LARGE AND SMALL



THRIFT MODEL (8 Autos), 5780.00. DE LUXE MODEL (as shown), \$1,480.00. tht Highest Grade Autos, 6 Large Twister rs. Seats 16-21; loads on one medium sized 6. 26 ft. diameter, weighs two ton, 100%

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1933

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EASTWOOD PARK East Detroit, Mich.

The Pool Whirl By Nat A. Tor

(All Communications to Nat A. Tor, care of New York Office, The Billboard)

Stiff competition from local "Y" nools Stiff competition from local "Y" pools is causing many New York City indoor pool owners plenty of sleepless nights. The West Side YMCA tank took big ads in the Gotham dailies last week to advertise its 25-cent rate for swimming, which is way below the fee charged by the commercial natatoriums, the latter asking anywhere from 60 cents to a

the commercial natatoriums, the latter asking anywhere from 60 cents to a buck and a quarter a swim.

All of which brings to mind that swell paper read at the pool association's meetings last month by Edwin E. Thompson. Indianapolis, on Problems of Governmental Competition in the Pool Business.

At that time Mr. Thompson pointed out that pools should join together to fight unjust competition given them by municipal tanks. He stated that so many cities, clubs and organizations were going into the pool business that it was getting dangerous for commercial operators.

You may recall that this department

ators. You may recall that this department some time ago recorded the views of some pool men on the subject and that it was reported that they felt that the more municipal pools built in their city the better it was for them, for it made people "swim conscious." In fact, some stated that they actually encouraged their city officials to construct indoor and outdoor tanks on the theory that more people would be taught to swim and that then the select would always patronize commercial pools in preference to city-controlled ones.

to city-controlled ones.

However, Mr. Thompson believes that something should be done to stop what he terms "unfair competition," and there are many New York indoor pool owners who are beginning to agree with him.

At the convention the Indianapolis man explained that municipal tanks were operating without any taxes and thus were able to charge a rate much lower than commercial natatoriums. Furthermore, he showed how city-owned tanks received enormous free publicity Furthermore, he showed how city-owned tanks received enormous free publicity and actually drew business away from private ones. In addition Mr. Thompson took pains to condemn the practices of club and organization pools, stating that fraternal orders in many towns ran pools tax exempt and muscled in on commercial pools' territories.

He did not find fault with hospital pools, but he said that the other groups aforementioned, if allowed to operate, should compete fairly with commercial tanks. As a remedy for the situation Mr. Thompson asked co-operation of the pool association, which, I understand, is now considering the problem. In the

now considering the problem. In the meantime New York City indoor pool owners are stacking up on aspirins.

Word comes to this deak that Carl Johns, captain of life guards at Jones Beach, L. I., is spending his vacation at Tahiti, South Sea Islands. 'Sfunny for a life guard to go to the South Seas when you'd think he'd have enough of seeing pretty mermidis bask on the sands all summer. But then again I may be getting old. At any rate, Carl is scheduled to take up his post again at Jones Beach on May 1.

Frank James, of Park Central indoor pool, New York City, says that he doesn't believe in swim races for tanks. He declares that when champion swimmers appear at a pool they make the average swimmers feel so small that they lose interest in swimming. Of course, the other side to that theory is that champion swimmers at tanks instill ambition into patrons and make them idolize them so that they come back and back in order to try to become better swimmers and to imitate their heroes or heroines, On which side of the fence are you?

G. S. Spear, manager of Meadowbrook Pool, Baltimore, who, they say, is also somewhat of an attorney, is a firm believer in new attractions for tanks. Mr. Spear thinks that pool owners should at all times be on the lookout for novel games with which to pull in the crowds. I, for one, agree with him.

The sport of swimming is most popu-rout New Zealand way. Prof. Esmond Williams, swim instructor at Welling-on, N. Z., has been good enough to con. N. Z., has been good enough to forward some news from there. First of all he tells me that the local pools are all het up on the proposed visit of a number of American swimmers. Then, too, there seems to be a long-felt want

for more city tanks there. Most of them are said to be continually overtaxed with people, which is a sickness a lot of American pool men would like to suf-fer from. The Te Aro Pool in New Zeafer from. The Te Aro Pool in New Zealand is especially crowded and the local press is campaigning the management to provide more accommodations. As an indication of the popularity of aquatics in that part of the world, I am told that The Wellington Post prints a daily swimming column. That's something for American dailies to follow and it's up to column to see that they do. But more pool men to see that they do. But more of this later. this later.

Eddie Myers, pro swimmer, rushes in to tell me of the formation of a new swimming organization called "The Professional Marathon Swimmers' Association," which I suppose will take up where "The International Professional Swimmers' Association," now defunct, left off. Bill Boggs, formerly associated with Norman Alexander's Woodside Pool, Philadelphia, is said to be president of the new group; Pat Roach, Toronto, vice-president, and Ann Benoit, secretary and treasurer. The plans, as told to me hastly, call for promotion of a number of swims by this group, outstanding of which will be a six-day swimming race, of all things. This body also hopes to popularize water polo. However, for the protection of pool owners, as well as pool employees, the column will investigate the new organization. If its policy is to promote the sport of swimming and not merely to bring some money to a selected few, I most heartily indorse its adoption, for there certainly is a need for an association for men who make their living from swimming.

DOTS AND DASHES—Many thanks to William Mosley, manager of St. George indoor pool, Brooklyn, for his co-operation. Fred Hulsman, owner of Park Vendome indoor pool, New York, claims to be the private swim instructor to John D. Rockefeller Jr., among other notables—Did you know that Harry Pincus, brother of the pool association ex-president and treasurer of twin Cascades outdoor tanks, is now attending Columbia University at night?

They tell me Katherine Nevins is no longer connected with St. George tank—C. H. Fotter, part owner of Miramar outdoor pool, New York City, is still talking about that trip he took to Montreal a couple of months ago.

And this column has invited Charles B. Scully, swimming head of the American DOTS AND DASHES-Many thanks to Scully, swimming head of the American Red Cross, to answer the statements made about his organization by W. E. Berwick, Jones Beach, at the recent con-vention. So you better watch for that

INDOOR ICE SKATING-

(Continued from page 35)

(Continued from page 35)

The freezing coils were constructed so as to be easily removable, at a minimum cost, from the maple floor, and the total cost of installing the system was within the figure we considered a proper amount to invest in the venture. The cost of this system installed ready to operate was about \$33,000.

This system and its method of operation is described as follows:

I will briefly describe to you the method we used in making the installation:

It will briefly describe to you the method we used in making the installation:

The dance floor originally used covered an area of 120 by 150 feet; we decided to make the ice surface 85 by 125 feet.

We covered the area to be used for ice surface first, with a heavy rosin building paper. This was used to catch any asphalt which might seep thru the felt paper; then we used a three-ply, built-up felt roofing paper, laid in and generously coated with asphalt.

This whole area was oval in shape and surrounded by a board, 2 by 10 feet, which served as the base for the hockey dasher. Over this area strips 2 by 2 feet were laid about 6 feet apart, and on these strips the piping or freezing coils were laid and attached. A good wash sand was spread over the whole area until it covered the freezing pipes about one-half inch. This makes up the base for the ice surface at the beginning of season. We do not use any water for ice-making until after the compressors have been operating several hours, or until the temperature we find we can then spray the water on, and this water will freeze as soon as it but the sand this temperature we find we can then spray the water on. and this water will freeze as soon as it hits the sand.

Seasou's Gross Satisfies

After the ice had been used all of last winter and was removed in the spring we found the sand nearest the floor

About April 1 we decided to restore the building to its original condition. It took us about two days to remove every evidence of the ice rink from the



JOHN J. CARLIN, who has been pioneering at Carlin's Joyland, Baltimore, in winter activities for amusement parks and who anticipates other good winter season with indoor ice skating and sports and social events in the arena.

dance floor. This was done with about 40 laborers at a cost of approximately

This proposition has turned out to be one of our most successful ventures. Last season it grossed sufficient to pay operat-ing cost and practically pay back all of the invested capital.

We learned several things from last season's experience. The one most apparent was that the ice surface was not large enough to meet requirements of professional hockey, nor had it the capacity to give ample surface for a large crowd of skaters.

This condition necessarily hampered our activities and curtailed our receipts. To overcome this lack of facilities we have recently finished an addition which will add 100 feet in depth to the original

This provides us with an ice surface area of 85 by 200 feet and additional seating capacity of 2,000, making a total seating capacity of about 4,000. We feel seating capacity of about 4.000. We feel that we now have a plant sufficient to meet every demand and one which will compare favorably with the best of iceskating rinks.

The business this season so far has been satisfactory and we expect to sub-stantially increase the gross over last

Future Demands of Parks

The ice rink is not the only amuse-nent which we operate during the win-The ice rink is not the only amusement which we operate during the winter season at Carlin's. The Arena, heretofore referred to, which is inclosed and heated for winter use, has a seating capacity of 5,800. In this building we hold boxing bouts Monday nights and wrestling Tuesday nights, and the remainder of the week it is used for roller

At times these buildings are rented out for other purposes. Last spring, before the park opened, they were occupied by a motors exhibit and spring flower show.

We find by operating these amuse-ments during the winter, we not only have the opportunity of making our facilities produce some revenue, but have the benefit of keeping the name of the park before the public thruout the entire year.

The amusement park of the future, The amusement park of the future, stuated in a populous center, which does not have in its planning buildings of a type of construction which will permit of their dual use, not only will be missing the opportunity of making substantial earnings during the winter season, but also will be lacking in one of the basic features necessary for permanent success. success.

CINCINNATI — A bouncing boy was born Christmas night to Kate Buffalo and the child has been named Christmas Buffalo. Sol Stephan, general manager of the Zoo, claims to be discoverer of the "blessed event." He said that the little visitor would be put on display with his mother during the holiday season. He said that the progeny was an unusually healthy specimen.

NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL-

A turn in the amusement park busi ness is to be made in 1933 and it is up to the active men to see that it is turned in the right direction. Everyone the your organization should pull more than his own weight in the boat. If not, where him longer?

This is no time to carry superfluou cargo. Elimination of a few weak one will put the energetic on their mettle and the results will be surprising.

Rex D. Billings at our annual meeting showed that conomies can be inaugu-rated and at the same time a highe efficiency secured. The time has arrived when everybody must work, even the manager, and he must put in some overtime. But it always has and always will produce results.

D. S. Humphrey said: "During pros-perity we neglected too many little things and grew careless."

Study Revenue Sources

He is reverting to the principles or which he gained his success. You may be sure he will carry thru. Any manager who pursues this policy will find plenty of company. It is the order of the day New sources of revenue can be found and old ones worked more intensively They will not come to you unsolicited You will have to search for them and once found, cultivate them consistently.

Everything man undertakes, if he per sists, must evolve. Progress, it he per-sists, must evolve. Progress is the price of success, and stagnation points to cer-tain decay. Man's first habitation was very crude and for utility only; no adornment. His crude hut or cave pro-tected him from the elements after tim-had taught him to build against the furv of nature. fury of nature.

fury of nature.

While on the chase in quest of food he put in a strenuous life, leaving the woman at home to care for the children; gave her more time for the study of nature, from which she claimed the herbs as a cure for injuries and disease. Thus she learned the beauty of nature and sought to bring the habitation into harmony. It is a far cry from the painted savage to the time when the paint was transferred from the body of the man to his home.

Old Type Is Passing

Our cities took the same course. First, utility. Man built it and defended it from the enemy. He fought for it and loved it because it was home. Later, with the help of woman, he began to beautify it. The last task is far from completion, but progress in beautification is evident.

Would it not be strange if the amusement park did not take the same course as the home and the city? Once we could get them to talk only of utility—earning capacity. Just recently have we seen a concerted effort for beauty—a new architecture, new lighting, new land-scaning. scaping.

Now we do things at a more rapid pace once there is a good reason for action. The parks which survive will become more beautiful, and the women can have an important part in it. After a while the old-type park will be passed by as too near the cave man and will also be classed with the old store 5-cent picture house at the beginning of this century. century.

Lower Prices Imminent

While the harmoniously beautiful resort built to meet present needs and demands will claim first place in the admiration and patronage of the people. 1933 will mark more completely the advent of the new beauty and harmony in park architecture and general development than any year which has preceded. Plans for this new era are now under consideration by many of the progressions. consideration by many of the progre sives. So we welcome the new year.

Sives. So we welcome the new year.
Old Fort Dearborn at Chicago's
Century of Progress is 15 cents. A fas
15 cents is better than a slow quarter
This fact is coming in for a lot of studjust now. Stores, hotels and restaurant
have surely learned it. We will see a
lot of it in the parks this year.

Coney the the parks this year.

Coney Island has had its third fire it 1932. A loss of about \$175,000. Only two rides went up in flames this time, Merry-Go-Round and a Skooter. The three fires make more space available this year at Coney than at any time fo some years. Like all seaside resorts lower rentals are now the order of the day.



By CLAUDE R. ELLIS (Cincinnati Office)

MEMBERS of Ontario Speed Skating sociation are in great demand in vari-is towns in Ontario and in the United es. Lately some of the skaters ga exhibition of skating and bar ping in Belleville, Ont., Arena.

IS reported that a new skating ing track will be built in Lafontaine a Montreal. The Lafontaine skaters, are members of the Quebec Amateur ting Association, most likely will op-

ONTARIO Speed Skating Association issued a sanction to the Royal Speed sting Club, Kitchener, for the holding championship meet.

OHN H. HARRIS, former Warner thems executive, is president of the Harris derprises, Pittsburgh, which has remed the skating rink in Duquesne riens, Enid, Okia. The rink is meet; with marked success and if business ids up all winter the rink will remain en late in the spring. It is beautifully corated and equipped with good skates.

CRYSTAL Garden Roller Rink, IN CRYSTAL Garden Roller Rink, eveland, under management of Force rothers, a big New Year party was giv., with Floor Manager Al Rau in charge, chie Force is manager of the rink; out of Force, skate room; George Mortity, skate box; Margaret Norris, ticket lier; Helen Neeld, refreshment stand; narles Lobe, ticket taker, and George will checkroom. rl. checkroom.

UEBEC AMATEUR Skating Associa-elected these officers: Patron, Brigon elected these officers: Patron, Brigder-General W. O. H. Dodds, C. M. G.,
S. O., V. D.; honorary presidents, Dr.
Lamb, McGill University, and Wilan E. Roughton, Montreal Amateur
thetic Association: president, Champir. Provencher; vice-presidents, J. W.
Geregor, Major Stuart Forbes; honorary
retary, R. Dorval; honorary treasurer,
vil Earl; committee, Jack Speak, J. W.
Gregor and Ralph Morgan. Lee Syltre, who figured on the Canadian
rmplc team at Lake Placid, was prented with a memento to show he was
the 1932 team.

ORT WAYNE (Ind.) roller-polo team t its first home tilt to the Indian-lis team, 8 to 5. About 500 fans, ny of them roller-polo enthusiasts of cars ago, turned out for the contest.
Wayne players comprised Thompefirst rush; Morin, second rush; Deand Link, centers: Baals, halfback, Doenges, goal. Indianapolis team composed of Collins, first rush; its, second rush; Quigley, center; Dan-h and Heimman, halfbacks, and May,

IN ALL-STAR professional speed-tting racing card has been scheduled Fordham Skatling Palace, Jerome ave-at 190th street, New York City, on martopolitan district will support pro events, About a dozen well-own professionals will enter the clas-a five-mile open race. Malcolm ey, Carman Rink, Philadelphia, world's bemile titleholder, will appear. Others the bill was John Gillespile, star mem--mile titleholder, will appear. Others the bill are John Gillespie, star mem-



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RAMILL PORTABLE SKATING RINK CO. Catalog, prices, etc., send 10s to cover postage.

ber of the winning team of the six-day roller race in Madison Square Garden in 1929; Arthur Eglington, London, British speed king; Murray Gorman, Hebrew pro champ; Fred Miller, Ridgewood Grove, New York, and Dutch Keller, German champ. Fordham track measures 12 laps to the mile. General Manager Roland Cloni declares that if the five-mile event proves a success he may stage a 24-hour pro team race. pro team race.

BILLY NELSON, New England roller-skating champion, made a personal appearance in Bell's Rink, Lincoln highway, east of Fort Wayne, Ind., on December 23 and 24. He participated in skating matches with some of Fort Wayne's beat skating performers, including Jesse Blesieda, Erwin Beyer and Yatz Schmeling. The events were attended by large crowds. Distances were one and two-mile events.

IN ASBURY PARK, N. J., an ice company has installed an experimental ice-skating rink in its plant. Being an experiment, a free admission offer for several weeks drew huge crowds. This is the city's only artificial rink.

ARCHIE MAC MILLAN, on the publicity end at Van Cortlandt Roller Rink, 241st street and Broadway, New York City, reports good business there, with 24 ist street and Broadway, New York City, reports good business there, with Tom Hanlon, coach of the Interboro Skating Ciub, giving great stimulus to the sport. Large attendances turn out Friday nights to see weekly race meets of Interboro amateur speedsters. Some of the most noted ice-skating officials and ice skaters were judges in The New York American Christmas fund amateur races. Among them were Harry F. Noah, president of the Middle Atlantic Skating Association; Joseph K. Savage, Norval Baptle and Herbert Taylor. Raymond Murray, Irving Jaffe and Walter Rutter, ice-racing champs, were timers. Billy Yale, veteran speed skater, remains as manager of the roller rink. Van Cortlandt swimming pool has been transformed into a large outdoor ice rink and is entered in the Middle Atlantic Skating Association. Raymond Murray and Walter Rutter have the skateroom concession. Good business for the entire establishment is reported by President William Grant Brown.

NOW THAT St. Louis has given up the North American Indoor, The Chicago Daily News Western Open Speed Skating Championships promise to be the Midwest's only important indoor ice event. The Daily News meet will be held in the Chicago Stadium on February 18. Invitations have gone out to all American and Canadian Class A skaters, and following are expected to compete: Alex and Florence Hurd, Frank Stack, Willie Logan, Leila Brooks Potter, Hattie Donaldson Briggs, all of Canadian Olympic team; Farrell, Murphy, Delphier, Gunther, Marks, Weaver, leading American Class A skaters, and Helen Bina, Dorothy Frany, Kit Klein and Elizabeth Du Bois. of American Women's Olympic team. Frany, Kit Klein and Elizabeth Du Bois.
of American Women's Olympic team.
Races are held on 10-lap indoor track in
the Stadium, said to be largest in the
country. Balconles will seat 14,000 and
a sellout is indicated. Gold, silver and
bronze medals are given all winners.
with diamond trophies for all class A
events. Special silver trophies are given
high-point winners, both men and
women. Meet last wear attracted events. Special silver trophies are given high-point winners, both men and women. Meet last year attracted Japanesc, American and Canadian Olympic teams; Ballungrud and Lindboe. Norway, and the Taylors, figure skaters of England. Figure-skating exhibitions will be featured in this year's event, some of the leading Eastern pros being approached. Next year The Daily News expects to hold the first annual International Indoor in Chicago, bringing complete teams from leading European countries for competition. Proceeds of all meets go to charities.

THE FINKS-AYRES-AVALON TRIO of roller skaters have left Paris for Plymouth, Eng., to fill a six weeks' engagement in a holiday pantomime.

NSAA Notations

By Bert Randall, Secretary

The secretary is receiving at head-quarters, 5544 John R street, Detroit. more inquiries from rink owners and skating clubs about roller hockey than about racing, and it appears that with co-operation hockey will be built up to the same standard that is being enjoyed by ice hockey.

NSAA Highlights of 1932—Biggest booster, Ernie Bartlett, Olympic Rolling "13" Club. California, and California governor of NSAA.

World's marathon champion, longest hours on skates, Arnold Binns, Leeds, Eng.

Eng. World's 24-hour team champions, Mal-

Nelson, Chelsea, Mass.

Michigan pro champion, Mickey Dunn;

Michigan pro champion, Mickey Dunn;
Michigan open one-mile champion, Amos
Bell; Michigan fwo-mile open champion,
Bert Randail.
Middle West ladies' champion, Mamie
Mertz; Middle West graceful skating
champions, Mr. and Mrs. Bell.
Hockey Eastern champions, Carman
Rink, Philadelphia; Middle West, no
champion named. Cleveland Ramblers
and Detroit will play for title shortly.

GAMES ROOMS

(Continued from page 34)

of 25 cents and allowed patrons to play there as long as they liked. This fur-nished a constant ballyhoo for the game room and attracted people in to play the slot games outside the arena. The arena operator was stationed at the entrance to collect admissions and also make change for individuals outside the arena.

change for individuals outside the arena. Outside the arena were arranged all the games with nickel or dime slots. These games consisted of bowling games such as Whirl-o-Ball, Skee-Ball, Bank-Ball, etc.; Cue games such as automatic billiards, Whirlpool, Kew Pin, etc.; several pin games; case games such as base-ball, football, golf, derby racer, Knock-out, electric cranes, etc.; riding games such as Autobikes and the five-gaited horses.

horses.

These last, with the radio rifles, were the most profitable attractions in the game building. In this open game area it was necessary to have one changemaker who circulated constantly among

Pick Attendants Carefully

Pick Attendants Carefully

Management: Like everything else in
the amusement business, more depends
upon proper management and personal
contact than upon any other factor.

Cheap, sloppy attendants will kill any
attraction, but especially where the attendants come into such close contact
with your guests as in this game room
they must have every element of gentlemanliness. I prefer to select elderly men,
put them in neat and appropriate uniforms and see that they maintain a
helpful, interested attitude toward the
public.

We made these attendants responsible We made these attendants responsible for keeping the place in order and servicing all the games. In case of a breakdown they could call upon the park's maintenance men for repairs, but they were required to take care of all ordinary service themselves. During ordinary hours only these two attendants were required. At crowded hours each of these regular attendants was given an assistant. The operating nearest for these

quired. At crowded hours each of these regular attendants was given an assistant. The operating payroll for this attraction averaged under \$70 a week.

I would like to call attention to one element in this attraction to which I think parks should pay more attention. Usually we do not provide enough rainy-day places where our patrons can go and be comfortable and at the same time spend their money on those numerous rainy hours or cold evenings.

Last May and June, when we suffered so continuously with sudden showers and cold evenings, this game room was most productive. On several occasions we had large excursions come on rainy days. This game building was sure to be a happy place on such a day.

On the Fourth of July it rained nearly all day and evening. On that day this game room was a busy place and took in more than \$1,200.

With the Zoos

WASHINGTON-"The Old Soak," the WASHINGTON—"The Old Soak," the parrot of Henry L. Stimson, secretary of state, was paroled from Washington Zoo long enough to pass the Christmas holiday at the Stimson estate, Woodley, Two years ago "The Old Soak" acquired an eloquent and devastating flow of profanity that made it necessary for Mr. Stimson to banish him to the Zoo. Now it develops the two-year incarcera-

colm Carey and Bill Holland, Philadelphia.

New England speed champion, Billy Nelson, Chelsea, Mass.

tion did not improve the situation; in fact, "The Old Soak" appeared to have picked up a few new words there. Mr. Stimson arrived at the wistful decision that the parrot would have to go back to the Zoo-for good.

NASHUA, N. H.—Betty, favorite elephant and children's pet at the Benson Wild Animal Farm, has shed her last baby tooth. John T. Benson, owner of Betty, said that she became "fussy" lately and refused to eat all kinds of choice foods placed before her. He made an investigation with the veterinarian at the farm, and it was found that Betty's last baby tooth was loose. This was extracted and Betty became more cheerful and began to eat again. The tooth weighed half a pound.

NEW ORLEANS.-Members of a cles of animal-fish, known as nettures or "water dogs," have come to make their home in Audubon Park aquarium. They are natives of Louisians, where they breed in spring-fed streams, are never plentiful and can be caught only at certain times of the year. The young have gills which they retain until the second

DULUTH, Minn.—Thru a trade of sur-plus African lions, 17 of which have been reared in Duluth Zoo in the past five years, two unique specimens of the Scotch highland cow have been added to the local collection. The two diminu-tive bovines arrived by truck from the Hill ranch in Montana. They weigh about 350 pounds each and stand four feet in height. The parents of the 17 lions reared in the zoo were purchased with money raised by Duluth school children.

SAN FRANCISCO. — George Bistany, superIntendent of Fleishhacker Zoo, left for New York from where he will sail for the Sudan He has hopes of bringing back alive a white rhinoceros. So far as is known there is no such animal in captivity. The animal expert has secured leave of absence but is not traveling in any official capacity. In Egypt he is to meet Albert Bingmann, lon attendant, who left recently with some American llons. In Cairo they plan to organize a hunting expedition. Mickey, clever zoo orang-outang, who has appeared frequently before the microphone here with his pal, Bistany, appeared to mourn departure of the latter. At least, haven and appeared broken up. Charles men and appeared broken up. Charles Ruggles, the comedian, who has played here frequently, is to appear in a mys-tery play with its chief locale in a zoo. Murder at the Zoo is the title. Ruggles recently returned from a vacation in

PARIS—City council, which controls the zoological gardens in the Bois de Vincennes and the Bois de Boulogne, is selling off a number of animals and surplus material. Prices quoted are: White swans (sex not guaranteed), up to 2 years old, 812; ducks (ordinary), 82; ducks (Barbary variety), 82; duck eggs, 8 cents each; duck eggs (Barbary variety), 20 cents each. The council is backing a bond issue of 10,000,000 francs (\$400,000) for creation of a new zoo in the Bois de Vincennes.

JACKSON, Miss.—During sleet and icicles, such as Jackson had recently, Superintendent I. E. Bennett, of the zoo, Superintendent I. E. Bennett, of the 200, had to herd together in one building all of the animals, reptiles, fowls and others susceptible. Ostriches honked in one corner, snakes hissed in another, deer bleated in another, and so on. The building was sufficiently heated to properly care for the animals and the result was that only a boa constrictor was the toll. The 200 has never bothered much about the problem of anow and sleet. Therefore none of the taxpayers' money has been used in making provision for such extraordinary visitations. Zoo authorities have been breathing easier with the last of the sleet gone. Meantime the polar bear is praying for more and the 200 keepers are hoping it's all over for another 10 years or so.





and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.

CHICAGO ROLLER SKATE CO. 4427 W. Lake St., Chicago, III.

CAR

Conducted by CHARLES BLUE-Communications to 25 Opera Place,

PCSA Holds Its Election

Eddie Brown is president; C. Zeiger, Chas. Hatch and Geo. Tipton vice-presidents

LOS ANGELES, Dec. 31.-Pacific Coast LOS ANGELES, Dec. 31.—Pacific Coast Showmen's Association held its annual election of officers Tuesday night, the meeting delayed a day because of Monday being a holiday—Christmas. As predicted in an item in The Billboard a few weeks ago, there was but one ticket in the field. Eddie Brown, 1932 first vice-president, is the new president.

vice-president, is the new president.

Other officers duly elected for the new year were C. F. (Doc) Zeiger, first vice-president; Charles Hatch, second vice-president; George Tipton, third vice-president; Ross R. Davis, treasurer; Frank Downie, secretary, The names of the board of governors, who were also elected, were given in the PCSA "weekly letter" in the December 24 issue of The Billboard.

Destident Float Profits delivered a very

President-Elect Brown delivered a very interesting talk, in which he outlined some of the plans being worked out toward increasing betterment of the association and its functionings. Announcement was made that the new officers would be installed into office at the next meeting, January 2; also that a buffet luncheon was slated for the same night, with Louis Bissinger as chairman of that committee.

American Showmen in Paris

PARIS, Dec. 28.—J. W. Conklin, of Conklin's All-Canadian Shows, and wife are in Faris looking over the amusement parks and street fairs. After a trip to the Riviera the Conklins will return to America by way of England.

Barney and Doris Paige have moved their Motordrome to Bologna, Italy, where they are exhibiting at the fair. Barney spent a few days in Paris on business.

Reids on Holidays Trip

PORTLAND, Ind., Dec. 31.—Earl Reid, owner-manager Reid's Greater Shows, and his wife and daughter, Helen, are spending the holidays with Mr. Reid's father. A. J. Reid, who is now in cafe business here. They motored from the show's winter quarters city, Newburg, N. Y. Raiph H. Bliss, who is also in the city, and the junior Reid started in the carnival business together 25 years ago, with Reid Greater Shows, then operated by A. J. Reid. Mr. Bliss advises The Billboard that he will be with the Reid Shows next season.

Philadelphia "Pickups"

PHILADELPHIA, Dec. 31.—This week's weather has not been very good for the nuseums. Two days' rain cut into the business considerably. However, on the good days it was much better than for

Several weeks.

South Street Museum reports business fairly good. This week's attractions consist of Linton, sword swallower; Van, tattooed man; Mickey Mouse Circus and several illusions. J. (Doc) Harrison is back on the front.

Gorman's Eighth Street Museum scems to hold up to a very good business. The

Gorman's Eighth Street Museum scems to hold up to a very good business. The bill this week has the following: Patman, man with iron tongue; Louman, musical act: Lady Viola, tattooed lady; Prof. Hall, magician; Princess Marajah, mentalist and Buddha; electric demonstration machine and Illusions; added attraction, Leah-Lee and dancing girls. Frank West was a visitor here this week. On his way home to spend the holidsys.

Earl Newberry came in for a day to look the situation over for Ralph Han-

Gypsy Brown, mentalist, is in the city

and expects to open a store show next month in a location on Market street. Bill Lewis, well-known operator of wrestling shows with carnivals, is in the city looking for matches for some of his (Philadelphia "Pickups" opposite page)



O. J. BACH, of the O. J. Bach Shows, who is vacationing this winter in Florida.

HASC Christmas Tree An Enjoyable Affair

KANSAS CITY, Mo., Dec. 31.—The annual Christmas Tree Party of Heart of America Showman'a Club was staged in the lobby of Coates House Hotel Christmas night. The hotel lobby was modeled into a theater, with the stage in the front of the building and the seats arranged from the stage back to the clerk's desk.

Approximately 300 children were on hand for the occasion, in addition to an approximate adult audience of 500.

The party opened with seven acts of vaudeville, including the Three Reeds, from St. Paul, contortionists; Leroy Easter, magic; Marcheta Sperry, blues singer; Sonny Boy Conroy, Punch and Judy; Betty Holtkamp, tap and acrodancing; Mike Keegan and Lorene Wilburn, Australian whip crackers, and a chorus of 20 boya from Westport High School, this city. All the entertainers donated their services for the occasion.

Following the vaudeville "Old Santa" distributed candles, nuts, fruits and gifts. This was followed by a free dance in the ballroom of the hotel.

MOBILE, Dec. 31.—The Thomas Hamilton Shows, which exhibited at the Greater Gulf Coast Fair in October, are Greater Gulf Coast Fair in October, are staying here, showing on a lot on a main street. The weather in December, with 22 cloudy days, ruined their business; in fact, very little money passed into the cash box. There is a Merry-Go-Round, also Ferris Wheel and Whip, right in the heart of a residential section, and with warmer weather may do some business.

Thos. Wiedemann in Texas With Big Turtle Exhibit

HOUSTON, Tex., Dec. 31.—A visit of a correspondent of The Billboard to Thomas F. Wiedemann and family revealed that the veteran circus, carnival, repertoire and minstrel showman is doing well with his present attraction, a monster 450-pound turtle. Mr. and Mrs. Wiedemann, with their two youngsters, are touring the "sunshine spots" of Texas. traveling by motor—and they have in addition to neat living quarters, an nice sedan. The exhibition is carried in a tank on a four-wheel trailer, pit-show patterned.

Curiosity on the part of citizenry is not

curiosity on the part of citizenry is not solely responsible for swelling the crowda around the Wiedemann offering, as frequently school teachers bring their entire classes to see the exhibit. Wiedemann informed the correspondent that the winter will be spent in Texas towns, and in the meantime preparations are under way for an enlarged marine exhibit for next summer season.

Mr. and Mrs. Maynes To Vacation in South

CINCINNATI, Dec. 31.—Mr. and Mra, Hyla F. Maynes have been preparing to spend some weeks' vacation in the South, including a stay in Florida, following the Christmas and New Year's holidays. The noted ride inventor has been concentrating a great deal of his energy on improvements and the beautifying of the large Maynes-Illions riding devices for the forthcoming Century of Progress at Chicago.

The units of devices of Maynes-Illions that were in operation on the world's fairgrounds at the Windy City last summer, in charge of Harry A. Illions, are put away for the winter except for the added improvements and embellishments. Mr. and Mrs. Illions are still in Chicago.

Pollies on Trip

GRAND RAPIDS, Mich., Dec. 31.—
Henry J. and John C. Pollie, of the Pollie Shows, were visitors to relatives and friends here a few days ago while on a combined business and pleasure trip from Central Ohio. They found their aged mother and grandmother, respectively, in fairly good health. They also made stops at Brockville, Indianpolis and Acton, Ind.; also Battle Creek, Mich., where they visited Mr. and Mrs. Phill Johnston, formerly with Zeidman & Poille Shows, now operating a restaurant. Other stops on their itinerary including Chicago, Des Moines and Kansas City.

KNOXVILLE, Tenn., Dec. 31.—J. C. (Jimmy) Simpson, representing the Royal American Shows, was here Tuesday in conference with Secretary Hugh D. Faust, of East Tennessee Division Fair. Simpson says that the Royal American Shows will play some of the Southern fairs this year.

Looking Back Thru The Billboard

25 Years Ago

25 Years Ago
(Issue of January 4, 1998)

Willard Amusement Company, R. Willard Eanes, manager, planned to be "largest carnival on the road" this year. . . . George W. Westerman announces that he is at liberty as ticket seller, grind and ballyhoo. . . . Three Aerial Lowes have signed with DeKreko Bros. for engagement in Cuba. . . Nat Relss Shows playing Los Angeles this week. . . . Happy Holmes and family wintering at Hot Springs, Ark. . . . Interesting atory relative to United States Tent & Awning Company, with photos (cuts) of Edw. R. Neumann, president; John C. McCaffery, treasurer; Edw. R. Litzinger, secretary. . . West Carnival Company, in Mississippi, has eight shows (independent) and two rides. . . . Charles Blitz engaged to make openings on H. Raltair's attraction at Dreamland, Coney Island, next season.

10 Years Ago

IO Years Ago

(Issue of January 6, 1923)

Heart of America Showman's Club had hig Christmas Tree Party.

Mighty Doris Shows (John Laxia, owner) heavy loss by fire at winter quarters, Belleville. Ill. . . Mr. and Mrs. David Lachman (Dave and Irene) celebrated their 23d wedding anniversary December 24. . Jack Dempsey and his manager, Jack Kearns, join forces of Pacific Coast Showmen's Association—to become active members. . . W. H. (Bill) Rice and his Swim Easy Diving Girls, recently sailed from San Francisco to Manila. . . . Announcement that Showmen's League Banquet-Ball will be held at Hotel Sherman, Chicago, February 13—Edward P. Neumann, general chairman. . William Zeidman, part owner, and Robert R. Kline, general agent, Zeidman & Pollie Shows, in New York on business. . . Wilbur S. Cherry to general agent T. A. Wolfe Superior Shows.

Speaking of Depression, Look These Figures Over

Look These Figures Over
CINCINNATI, Dec. 30.— Here's good "medicine" for those singing the depression blues. Lew Dufour did a little figuring the other day to see how many people "The Unborn' played to in the period from 1922 to and including 1932, and, to his amazement, he found that the total attendance approximated 2,500,000 people. His units varied in number each year. For instance: In 1922 there were 7; 1930, 11; 1931, 16, and 1932, 11. The average gross per year was \$100,000, and the biggest season was had in 1929. The price of admission was 25 cents, except in 1932, when there a slight change on some of the units.

Mr. Dufour was a visitor at The Billboard offices Wednesday when in the city on business. He was en route from New York to Chicago. He has fully recovered from his recent siege of illness.

Mr. and Mrs. John R. Castl Return From Eastern Trip

CHICAGO, Dec. 31.—Mr. and Mrs. Job R. Castle, of Castle-Ehrlich-Hirst Shows, returned to Chicago early the week after an extended trip thru the Eand to Ottawa, Can., where some personal business was transacted by M Castle, which was very successful, a cording to Johnny. The Castles spei Christmas in Chicago with Mr. and Mi Ed Carruthers. Decorating the Christ Ed Carruthers. Ed Carruthers. Decorating the Chris mas tree for Ed Jr. was an absorbing it that helped make the day a most enjo able one for both the Castles and Ca ruthers.

Mr. and Mrs. Castle left for Shrevepo late this week in order to be at home for the New Year's celebration.

Winters To General-Agent Al Ketchel's Legion Shows

CINCINNATI, Dec. 31.—J. A. (Jimms Winters stopped here Tuesday while a route to Augusta, Ga. He advised the Al Ketchel, who is operating Dixle My seum at Augusta, is preparing to launchis Ketchel's Legion Shows next season with which he will be connected. and with which he will be connected general agent.

He also advised that the attractics will include eight shows, four rides, string of concessions, free acts and ban and some attractive fronts will be but Winters was not with a carnival the paseason, instead agented independed vaudeville attractions.

Los Angeles

LOS ANGELES, Dec. 30.—There we many Christmas parties among the out door colony in and around Los Angele There was no Christmas dinner provide by the Showmen's Club because failure in acquiring necessary funds had been anticipated. However, besid many large parties, there was a hurrigetting together of the folks and an in promptu club organized called "To Friendly Act Club." A survey was mad of showmen away from home or without means to provide Christmas dinners. Experson in this "club" invited one more of those on the list to his hot or wherever the dinner was had. To was a very good idea. Members of PCs visited J. Sky Clarke and found hunch improved in health.

From private contributions of shows

much improved in health.

From private contributions of sho men a fund was raised to add Christmicheer to several families. Walter at Ida Hunsaker were hosts to a party, it cluding Mr. and Mrs. Archie Clarke at Dick Parks and wife. Mel Vaught ga dinner for his winter quarters folk Mr, and Mrs. C. F. Zeiger were membed of a party that dined at the Biltmot The Ladles' Auxiliary of PCSA held op house Christmas and same for Ne Year's.

The American Legion, 17th Distribad a big business at Shrine Auditorius Chris Oisen, Clyde Gooding, Mrs. Rodwell and Joe Krug had concessions at report very satisfactory business.

An unusual incident: The other distribution of the Cliff Thompson and Tex Madsen, glan (See LOS ANGELES opposite page)

Heart of America Showman's Club

KANSAS CITY, Mo., Dec. 31.—Harry Utshuler was elected treasurer of the tub for his sixth consecutive year. At he meeting last week a silver loving up was presented to him.

Tola Hart is in Kansas City Tubercular Hospital, Leeds Station, this city. Good wishes and cheery letters from her many triends will do much to brighten her phrit.

Brother Mike Wright spent several days n St. Louis early this week, returning in ime to participate in the festivities.

Jimmie Cooper, first life member of e club, was a visitor to the clubrooms my this week; his first in many years. Mrs. Carl (Jerry) Fritz is convalescing home after a major operation in local hospital.

fire Fink is rapidly recovering from flu at her home in Kansas City.

ames Patterson and family were in city for the party Christmas night. ne from their home in Paola, Kan. ir, and Mrs. L. B. Holtkamp and Ger-de Parker Allen were in for the ristmas party, coming from their re-ctive homes in Leavenworth.

paristmas party, coming from their respective homes in Leavenworth. The clubrooms are decorated for the soliday season. This includes the large selfrom of the hotel. The work was one under the supervision of Cliffams, capably assisted by Charlie Ellistmans, with the capacity Duncan and Park, this city, has been selected to leave as toastmaster at the annual banquet and ball. In this capacity Duncan is well versed, having toastmastered many functions in Kansas City. Hon. W. D. Smith, secretary Missouri State Fair, Sedalia, and Dr. Walter L. Wilson will be two of the principal speakers of the eventing. Many showfolk have arrived and from all indications the event will equal that of last year in attendance. Larry Hogan and Louis Keller arrived and from all indications the event will represent Showmen's League of inserica at the speakers' table. Hogan appearantly also arrived Thursday morning form Wichita, Kan. Col. Dan McGugin was an early arrival this week from avenuport, Ia, and will serve in his usual spacity on the committee in charge of the banquet. Carl J. Sedimayr arrived the week-end from St. Louis. Nancy, banquet. Carl J. Sedimayr arrived t week-end from St. Louis. Nancy, f and Jackie Lee Britton also arrived by this week from St. Louis.

Pacific Coast Showmen's Association

LOS ANGELES, Dec. 29.—This week's meeting, Tuesday night, brought out a tree attendance, it being night for annual election of officers. President farry Fink presided. Eddie Brown, first ice-president; John Bachmann, second the president; Ross R. Davis, treasurer, and Frank Downie, secretary, also present. Matters of routine taken care of. Appendix of the treasurer read and aptoved. Secretary's report also approved. Pecial report of J. L. (Judge) Karnes, hairman legal committee, read and tepted. Report of George Tipton, hairman Charity Banquet and Ball, infaired the affair will be a big success, for than two-thirds of reservations had ean sold. Joe Glacey, in charge of promain solicitation, reported getting ads the program was meeting with only it success—there are so many affairs bomoted advertisers have had a very stematic "going over."
The election of officers being order, it

ematic "going over."
he election of officers being order, ticket nominated some time since put up by Louis Bissinger. Election behas were limited to three minutes. of elected officers on another page

this issue.

A letter was received from one of the est Coast's well-known retired shownen, pledging aid to the move of PCSA work out plans for a home for aged d indigent showmen of circus, carniststage and screen.

Loyalty of showfolk to any plan to aid ow people in need is demonstrated by a fact that volunteers to appear in the for show at the annual Charity Banetor show at the annual Charity Banetor show at the annual Charity Banetor show at the annual Charity consists of the selecting of a program is rather filluit. Besides Francis Patrick Shanty, who will emsee the affair, there will appearances of many stars of the film lony who will be introduced to the cemblage.

ony who will be much semblage.

Plans for the annual memorial serv-

Male Quartet.

The recent change in by-laws governing the matter of eligibility to membership has been the occasion of three applications for membership from Canadian showmen. Several delinquent members came under the wire in time to be reinstated at the bargain rates.

President-Elect Brown has not yet

announced his appointments to standing

announced his appointments to standing committees.

During the "open house" New Year's Felix Burk will start off the checker tournament. There is much interest in this annual winter item.

Letters uncalled for at PCSA: Joe Barrell, B. R. Bircher, Ed Bastain, Sammie Boswitz, Bill Barrett, Pete Cortes, Joe Creash, Tom Caldwell, Skinny Dawson, Art Dalzell, wire for George French, Clifford Fitzpatrick, Bert Fannen, Bill Groth, Ray Johnson, Mr. and Mrs. R. Kortes, Max Klieger, Mat Kling, Harold Mook, Mr. and Mrs. M. Miller, John B. Morris, Carl Martin, Mr. and Mrs. Bortensen, J. Alexander Pollith, Nicholas Rossi, Milt Runkel, Ed (Kelly) Skahill, Jim Swor, H. A. Smith, Mr. and Mrs. J. C. Simpson, Roland Smith, Bob Staley, F. S. Trudell, Mr. Tait and J. C. Thiessen. The PCSA extends an invitation to all showmen visiting Southern California to drop into the club. Always ready to be of service to all showfolks.

Tampa "Breezes"

By FRANK (Not Walter) WINCHELL

TAMPA, Fla., Dec. 30.—The fair-grounds is a scene of much activity. Paraphernalia of Model Shows of America is being placed in a first-class order for the coming season and the start of the winter fairs at Largo, Fla., January 10. Final touches are being applied to the wagons and cars, including the new title. General Manager Milton M. Morris provided a bounteous Christmas din-

title. General Manager Milton M. Morris provided a bounteous Christmas dinner for the troupe at quarters.

Mr. and Mrs. Milt Morris and their mothers were guests at the home of the P. T. Streiders for Christmas, and after a delightful dinner the party journeyed to the Yacht Club. In the party were P. T. and wife, Milt and wife, W. C. (Bill) Martin and wife, "Boots" Hurd out Fliesbeth and Agree Streider with and Elizabeth and Agnes Streider with

and Elizabeth and Against Statistics their escorts.

Mrs. Sol Morris, of Washington, is a guest of her son, Milton, and wife in the private car at Model Shows of America winter quarters. Numerous social functions have been given in her bonce.

Elizabeth Streider, daughter of P. T., is a holiday visitor with her folks, having returned from her studies at Brenau

is a holiday visitor with the state of the ing returned from her studies at Brenau (College, Gainesville, Ga.

Cecil Rice still staging parties for the boys at his fishing camp.

A modern Santa Claus is J, D. Seal, former showman, now owner of the J. D. S. Donut Shop. Christmas Eve a sign was in his window: "Our Christmas wish that no man, woman or child shall pass this door hungry on Christmas Day. Free meals to the needy, 11 am. to 9 p.m. Welcome." During the day 463 free meals were served to needy ones. "Mother" Matsumoto, of the Japanese troupe, is still in Davis Island Hospital, where she has been for several weeks, slowly recovering from an operation.

During a recent cold wave suffered

slowly recovering from an operation. During a recent cold wave suffered thruout the country, Mrs. Cliff Wilson gave a "Beach Party" at St. Petersburg for the Model Shows' ladies. Swimming was enjoyed by the Mesdames Milt Morris, Don Montgomery, Cliff Wilson, Peazy Hoffman, Carl Lauther, J. C. McCaffery, Lil Murray Shepard and several others. Bridge and dinner followed, while sympathetic thoughts were expressed for their many friends freezing in the frigid North.

Mr. and Mrs. Carl Lauther held open

North.

Mr. and Mrs. Carl Lauther held open house for showfolks Christmas.

Jack Stutz and Lonnie Hill were among the ride foremen to return to quarters for the repair work.

Mr. and Mrs. Art Radke are among the many concessioners in town for the rest period.

Jimmie Malone, press representative South Florida Fair and Gasparilla Carnival, is working overtime and flooding various press organs with news of the coming fair.

Word from Etta Louis Blake indicates

coming fair.

Word from Etta Louis Blake indicates that the fish are still biting around Safety Harbor.

One-Eyed Connelly, the famous gate crasher, paid a visit to his many friends around the fairgrounds. The writer caught him in his entrance act at a local theater, and it worked.

Maude Montgomery and Harry Saix took a leading part in the Empty Stock-

ice (January 8) are completed. The ing Fund appeal broadcast over WDAE, principal address will be made by the Jesse Clark, of the Sparks theaters, and apostle of cheer and good will, Burr the writer made their respective debuts McIntosh, and music by the Criterion Male Quartet. ing Fund appeal broadcast over WDAE, Jesse Clark, of the Sparks theaters, and the writer made their respective debuts over the ether as crooners. Mrs. Milt Morris donated "five bucks" to hear Jesse sing, and after Winchell sang Milt Morris phoned and wanted the "five" back, since he was obliged to listen to his p.-a. croon.

"Boots" Hurd left for a visit to Savan-nah, Ga., and the Jones Shows' winter quarters. She had been visiting the Fleishman's here for several weeks.

Wilfred and Mae and the Flying Howards, with the Matsumoto Troupe, among the New Year's Eve Sparks theaters' headliners.

Among guests at the Tea Dance Palma Among guests at the Tea Dance Faima Cela Country Club Monday afternoon were W. C. (Bill) Martin and wife, Eliza-beth and Agnes Streider with their es-corts and Frank Winchell with Violet Bedford ("Miss Tampa 1931").

Max Gruberg's Famous Show

Max Gruberg's Famous Show

PHILADELPHIA, Dec. 29.—The holiday season finds both Manager Gruberg and General Agent Herbert Tisdale busy on dates for the coming season. Mr. Tisdale treturned here shortly before Christmas and the tidings that he bore after his trip in the South made Manager Gruberg more optimistic about the season of 1933 than he had been before. Mr. Tisdale is now at home in Richmond, but will return shortly, and then he and Manager Gruberg will start out together to make various meetings. Whitie Hewitt will be in winter quarters shortly after the first of the new year and then things will start to hum. The show electrician, H. Pauli, left quarters for a visit to his home in Iowa, but will return in time to assist in the electrical work to be done on new fronts and midway arch. H. Van is on the job at the museum, but he, too, will shortly be transferred to winter quarters, there to do his part in the building of squipment. Manager Gruberg is away this week and the trip has to do with the coming season. Two very prominent showmen (names later) have contracted to have their shows with this amusement organization. JACK A. RYAN.

PHILADELPHIA PICKUPS

(Continued from opposite page) This is one of the best cities

wrestlers. This is one of the best cities in the country for the wrestling game.

George VanAmden, who has been lecturing in Max Gruberg's museums this winter, is leaving for Washington, where he has accepted a lucrative position as tourist guide. Van says that the show business is "far from what it was in the old days of Bostock and Gaskill." His health was not of the best lately, but he now says he feels in good shape. he now says he feels in good shap

LOS ANGELES

(Continued from opposite page)

(Continued from opposite page)
met by chance in an elevator in the
Orpheum Building. No chance was
afforded to see which was the taller—
both held out. Cliff has been working
downtown during the holidays for a department store and Tex busy as salesman and on promotions.

Mrs. J. L. (Judge) Karnes had the pinons at Philharmonic Auditorium.

Harry Hancock, general agent Archie
Clarke's Shows, is associated with
Maurice Raymond. The show opened
December 29 at Savoy Theater, San
Diego.

Diego.

Louis Ringold, general agent Zeiger Shows, is spending the holidays in Louisville, Ry., with relatives. Will soon return to Dalhart, Tex.

Waiter Hunsaker has finished with the filming at Grand Central Airport. Will store paraphernalia. Has contract to supply equipment on another film to be put into production February i.

Ray Fortune had a very fine preholiday business.

Lee Barnes and Jimmie Dunn are opening a cafe on Valley boulevard.

holiday business.

Lee Barnes and Jimmie Dunn are opening a cafe on Valley boulevard. Both plan to troupe coming season. Jimmie's specialty is handling restauranterecently disposed of two he had operated. Dorothy Bascomb and Chief Myers, who had been operating Marigold Gardens on Footbill boulevard, have disposed of their holdings and will promote a new place.

place.

Hadji Ben Bartouk in town for days. Taking a magic show to the Orient. Sailing January 7 from San

Thos. J. Hughes is now located at Long

Beach.
Charley Curran, general agent Crafts
20 Big Shows, in town for a few days.
Starting on arother "scouting" cruise.
There is a lot of activity apparent with
the several carnivals wintering in or near
this city. All seem to have a rather
optimistic view on prospects for the
coming season. coming season.

Short Biographies Of People Engaged in Carnival Business

Under this heading each week will appear a short biographical sketch of some person active in this field.

No. 18-F. Percy Morency

Mr. Morency was born at Sherbrooke, Que., Can., May 19, 1886; hence he has passed his 46th milestone of life. He has been in show business 25 years, his first connection with Perari Shows. During connection with Perari Shows. During his career he has been on office staff, mostly as secretary-treasurer, of various prominent carnivals, including Polack Bros.' Enterprises, Rutherford Greater Shows, Polack Bros.' 20 Big Shows; World at Home Shows, seven years; Johnny J. Jones Exposition Shows, two years; Great Parker Shows, manager one season; West's World's Wonder Shows, six years; William Glick Shows, two years, His wife's name is Alyne Potter Morency, who is also active in amusement business. His father, W. Morency, resides at Montreal, Que., Can. He is a member of B. P. O. Elks. He doesn't claim any particular hobby.

'Pickups" From Columbia By GEORGE HIRSHBERG

COLUMBIA, S. C., Dec. 30.—Everything quiet at winter quarters of Cetlin & Wilson Shows until the first week of Vilson and I. Cetlin will attend Virginia fair men's meeting.

Col. Buck Denby and wife left for Hot Springs, Ark. Harry Biggs and wife to Dillon, S. C., for the holidays. Jimmile Simpson left—after being made the honorary president of the "Jack Pot Club," in the absence of Colonel Denby, Joseph Marks presided at the last meet-

Jimmie Winters in town with a load of apples. Slim Milligan in town after closing with Tiger Bill's Circus. Henry Mears also arrived.

Al Harrey made a trip to North Carolina, but is again holding down his chair in Imperial Hotel lobby.

The local Elks held a one-night carniat Township Auditorium which was huge success.

Smiling Jack Holmes seen clowning in a local department store and also as a one-man-band.

a one-man-band.
Charles Jackson still holding down his berth in a local jeweiry store.
Business okeh for Mrs. I. Cetlin and Mrs. John Wilson at the Auditorium.
"Babe" Hunter seen on the streets getting ready for a trip to Florida.
Mr. and Mrs. D. C. McDaniel still handing out gasoline and sandwiches.
Alma Lee, with her entertainers, still here and doing nicely at theaters and schoolhouses.
The writer still putting on wrestling.

The writer still putting on wrestling matches. Every Tuesday night a real night's enjoyment for all showfolks in

The boys at Cetlin & Wilson quarters were treated to a dandy Christmas din-ner that was cooked by Mesdames Cet-lin and Wilson. A full-course turkey din-ner with all the trimmings. George S. Marr, who was in town, left for his home in Mt. Olive, N. C., to spend

the holidays.

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DORAL DINA Half Man-Half Woman.

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25-PAGE 1933 FORECASTS

arket. Now ready at reduced prices. Sample, c. NELSON ENTERPRISES, 193 S. Third, Co-

MIDWAY CONFAB

By DEBONAIRE DAB

ANYWAY, the new year is launched with a full week of dates—January 1-7.

IN A COUPLE of weeks the Western Canada fair men's meeting at Winnipeg. Who will get the midway contracts?

LEW DUFOUR has been quite noticeably adding to his avoirdupois—not just his tummy—the added flesh is symmetrically distributed. Lew surely looks fine.

THE COMING SUNDAY, Pacific Coast Showmen's Association holds its annual memorial services at "Showmen's Rest" in Evergreen Cemetery, Los Angeles.

HAPPY GRAFF, who has been lot man and builder with various caravans, is this winter managing Dixie Tourist Court at New Orleans.

PER A POSTCARD from Bennie Smith, the "little trick drummer" was enjoying the holidays at his adopted city, Kinston,

AFTER CLOSING a successful season in the Northwest, J. P. (Fat) Kayl, old-time cookhouse man, returned to Denver, where he has been operating a cafe.

MR. AND MRS J. E. (Shanty) Mahoney are among "those present" at winter quarters of Castle-Ehrlich-Hirsch Shows at Shreveport, La.

EVEN SOME habitual knockers against carnivals at Savannah, Ga., praised the spirit of Johnny J. Jones Showa' attaches in behalf of the recent charity circus staged in that city.

IT DOESN'T behoove anyone in show business to "swell up" after a good break of amassing a few (or many) thousand dollars—not intended as a personal slam at any individual.

ED HICKER, Anna Hicker, Dell Hicker and Pearl Gray spending the winter at Fort Pierce, Fla., and greatly enjoying the fishing and bathing—Ed says fish catches average 25 to 60 pounds daily.

FOR THESE few months before starting a new season are you planning earn-estly—that is, logically? Incidentally, a question each individual can ask himself or herself.

AFTER ENJOYING his "Christmas leave" at Hot Springs, Hi Tom Long has returned to Veterans' Hospital at North Little Rock, Ark., where he will remain, indefinitely.

FROM RUSK, Tex., G. H. Miller scribes that after "all the cold rain, sleet and snow" members of Bill H. Hames Shows enjoyed Christmas dinner outdoors—in the "beautiful sunshine."

Mast., last summer season, infocs the he and his family are wintering at Benton, N. B., and may be connected with weil-known Canadian carnival next sea

RODGERS & HARRIS (week-stand fraternal circus) used to have severa concessions at each date handling local merchants merchandise. That was portion of the "local atmosphere" and was remuneratively incorporated—several good angles to it. good angles to It.

MRS. L. J. STALLO, widow of the late "Slim Jim" (also formerly known a "Verno" and later "Kelley"), living-skele ton attraction, who died last summe from injuries received in a living truck accident, is spending the winter at the Stallos home city, Punta Gorda, Fia.

DALE RULE, who, incidentally, has a brother named Golden Rule, passed thruching last week en route to Texas—it join some caravan in that section. Was two years ago with D. D. Murphy Show and a while last season with Dec Lang

AS A MATTER OF RECORD: Early it 1923 the following appeared in this "column" then headed "Carnival Caravans"—same editor): "How much are you paying this year to help be a fair? Is it ou of all 'privilege' reason—merely to overcome competition?"

RICHARD SHEAKS, concessioner with Bruce Shows last four years, is spending the winter with his mother at St. Marys. O. His brother, Floyd, is in the South with a kiddle ride. Sparky Steffy recently visited Richard while en route from California to look over winter quarters of several caravans in the East.

THE NICHOLS BOYS, Harry and Al cotton candy workers, made the recent Pet Show at Madison Square Garden. New York. A communy from Al humorously sums up results thus: "After working all week our auditing department went into seasion and after wearing out three lead pencils discovered that we were only hooked \$2—not bad, eh?"

"SQUIBS" FROM Sol's Liberty Shows quarters at Carruthersville, Mo.—Billie Owens, secretary-treasurer, at present clerk at Majestic Hotel. Leonard Whitman, superintendent, working with a small crew, has completed new office wagon and special body for Mrs. Solomon's corn-game truck. Repairing wagon and special body lot are. Some mon's corn-game truck. . . Repairing and painting the rides, seven in number next on program. . . . Assistant Man-



VETERANS: At left, Gene DeKreko; right, Gabriel (Gabe) DeKreko, who played the first midway in this country—at 1893 world's fair in Chicago. Of late with Castle-Ehrlich-Hirsch Shows. Photo taken the past summer. In center, the late Siada (Mrs. Gene DeKreko), who passed on a few months ago.

T. GREGORY MURPHY postcards from Earle, Ark., that he is in that city and has just recovered from an attack of the

Last year was a "stew," Surely this one won't be— Th' shroud for '32 An' hats off to '33!

RECEIVED WORD last week that Wonderland Shows will be launched the coming season under the combined manage-ment of M. J. Lapp and Al Porter.

THIS EDITOR is of the opinion that "carnies" is not a fitting term, rather belittling. Which explains its replacement in submitted communications to Midway

BEN DIAMOND, guess-weight scales worker on fairgrounds and with carni-vals, is at present in Philly—"holding tips as a representative of Philadelphia

R. E. (SMILES) DEWEY, last season operator Merry-Go-Round with C. F. Zeiger Shows, infoes that he is in good health and doing fair with his poultry business at Phoenix, Ariz.

LOUIS EISEMAN, of Alamo Exposition Shows, and I. B. McCoy, of Beckmann & Gerety's Shows, stopped off in Chicago during holidays week while on their way

WRITING FROM Honolulu, December 11, Hadji Ali stated his engagement with Fernandez Attractions, with which his own show has been associated, was proving very pleasant and profitable at the Elks' Carnival at Honolulu.

POSTCARD from the veteran show-man, Charles Selp, of late years with C. R. Leggette Shows, from Jena, La, informed that Charles was ill of the flu and that his eyesight trouble has not been improving.

PAT BRADY and wife, Billie, are connected with Sam Grassman and wife in an eating establishment at Charleston, S. C. Report is that they have been planning the opening of a roadhouse near Charleston.

MERRITT ANDERSON, who had midg-and anake shows at Reyere Beach,

Owner R. L. COLLINS Reports:

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rhomas Berry has completed a spa-and nifty "home on wheels." . . . LaPage has recovered from a four s siege of the flu and is now book-Bob and Betty," billed as the Sky rs—endurance atop a high flagpole.

CHARLES H. POUNDS, Jimmy Austin Price, who had been working ales in the South and in Southern en sales in the South and in Southern hio left Sharonville, O., in Pounds imbined stock and living truck early streek for the East. Mrs. Pounds and n. arence, and daughter, Lucille, are maining at Sharonville for a while, arence still attending school there.

CK CLEVELAND, pioneer guess-ht scale man, dating back many on midways at big expositions, and with carnivals, arrived in Cinti last week from the South. been suffering painful attacks of its. He is looking forward to deliv-his close-guessing and humor at orthcoming World's Fair in Chicago.

LIUS GRIFFEL, former secretaryurer Bernardi Greater Shows, and
McMckles, formerly with Mrs. Skella
denbrook's midway restaurant with
shows, also Greater Sheesley Shows,
t the holidays at their respective
es in Brooklyn and Binghamton, N.
Report that altho their sales promofor the past year were not up to
previous year's accountings, results
estatfactory.

CQUAINTANCES of Mr. and Mrs. a P. Maynes in Florida have been king forward to the "coming down e" of the prominent inventor and his lable spouse. Be it recalled that last ter off Miami coast Mrs. Maynes ked a fine specimen of Epinephelus ro (which in "plain English" is red per); in the fishing party Mr. and Eph Gettman, Mr. and Mrs. Maynes in Mrs. Maynes' sister.

EN PEOPLE partook of a Christmas her, at which the "festive bird" was feature, at the home of Mr. and Mrs. leature, at the home of Mr. and Mrs. Mer Avery (cookhouse last two years the Weer Shows) in Cocoa, Fla. Besides Averys, Mr. and Mrs. Harry Richard-i (ice cream), P. B. Hunell, Bill ompson and Mrs. "Bingo" Avery's lier-in-law, S. T. Lincoln, of Jackson, th. Mr. Lincoln was notified of the th of his brother, Mat, at Jackson.

THE AND MRS. CURLY WILSON gave christmas party at their home in reland, where Capt. Curly is superendent of the Zoo. The guests: Mr. and Mrs. John Brennels, Mr. and Mrs. Demaline, Mr. and Mrs. J. Douglas, and Mrs. L. Brennels, Dr. A. E. tin, Eldine Demaline, Mr. and Mrs. & Neville, Mrs. M. Buck, Mrs. William Dio, Mary Franklin, Julia Brennels, an Buck, Lilian Tolman, Jacoline inglas and Frank Labarr. iglas and Frank LaBarr.

OLLIE SHOWS "PICKUPS"—Mr. and Harry Hunting have signified intended in the show coming season. . . Last son's electrician, Robert (Blackey) itres, will again be in that capacity the missus will have concessions. Others with the organization last mer and to again be on hand include the state of the state OLLIE SHOWS "PICKUPS" -Mr. and mer and to again be on hand include nk Watson, concessioner, and who mail man and salesman *The Bill-*d; Art and Marie Ritter and family d; Art and Mae Morrison.

ROUPERS planning on spending the ter in Florida with just enough funds a little over) to get there, and figur"Til get something to do after I get re," should immediately change their ms.— which is a summing-up of a moer of letters received from roads who so planned. Movie house instate almost have the official "ex" on which the tellerer's and tourists howe sts almost have the official "ex" on boing the citizens' and tourists' show curna—that is, against carnival en-ements in the State except at fairs, ments in the State except at fairs,—and there already are codles of un-ployed applicants for every other-n-show-business job. By the same en it has been noticed that quite a of folks (showfolks and others) have untred north, preferring the proverbial owballs" to trying to exist on "warm nate."

ler Greater Shows

DA, Okla., Dec. 29 .- "Holidays week." ADA, Okla., Dec. 29.—"Holidays week." week of parties for the entire crowd. well Roberts returned just in time to be charge of the big Christmas party quarters and Flo proved herself to be ideal hostess. Christmas day there was gathering at quarters of all the athese here and after a big turkey dinner journeyed to the Picture Palace, where y were guests of the management. er the show an impromptu dance

was arranged for and the party lasted until morning. Some of the guests were Mr. and Mrs. MacAtee, Captain Cherry. Mr. and Mrs. Bill Beatty, Normon Smith, A. G. Molgard, Mrs. Rose Lee, C. Scott, Louis Nagolas, Bill Cantrell, Harry Dixon A. G. Molgard, Mrs. Rose Lee, C. Scott, Louis Nagolas, Bill Cantrell, Harry Dixon and vife, George D. Ranny, Bob Miller, Bill Murray, Frank Spencer and Dick O'Brien. Music furnished by Brewster Thomas and his Six Wildeats. Refreshments were in charge of A. G. Molgard (Molly) and he scored 100 per cent. Jim Lingo was master of ceremonics. Charles Gearhart, who has booked his concession on the show for the coming season, informs from Oklahoma City that he will ship here about March. Louis Isler infoed from Chapman, Kan., that he was sorry he could not spend the holidays with the folks at Ada, but he atoned for his absence by sending down several cases of home-put-up preserves. After the, first of the year work again starts at quarters, getting the big caravan ready for its 23d annual tour.

MARK BRYAN.

Famous Pollie Shows

FALL RIVER, Mass., Dec. 30. - The FALL RIVER, Mass., Dec. 30. — The equipment—rides, shows and concessions—of Famous Pollic Shows has been stored away at winter quarters at Brock-ville, Ind., since the closing date of Pollic Shows last fall, and outside of Howard Hensen, superintendent, there has been no show attache there. The old power house cowned by the city is used as Hensen, superintendent, there has been no show attache there. The old power house owned by the city is used as quarters and was provided Manager Henry J. Polile, gratis, in order to have the show winter there. While there has been no activity up to this writing, work will start at quarters the coming week—not a big rew, just two men besides Hensen—Art Fuller and Paul Martin, both ride men last season on the Merry-Go-Round. Fuller will be in charge of painting and Martin in the carpenter department. Each show, from ticket boxes to stakes, will have its own set color scheme. Bert ("the Swede"), electrician, writes that he will arrive at quarters late in January, to overnaul the electrical equipment and effects and wire up the new arch to be constructed. General Manager Henry J. Pollie, accompanied by son, John C., are now on a business trip. The writer, who in association with the Pollics will own and operate the show, will act as general representative and will take up the duties in advance as soon as Miller's Modern Museum closs its current indoor tour. Plans for the advance will be along the same lines as last summer, when the same lines as last summer, when the writer had a crew of promoters out ahead; plenty of paper, stock and spe-cials being used. RAY MARSH BRYDON.

Golden Rule Shows

COVINGTON, Ky., Dec. 30.—With the arrival of the new year the work of preparing the equipment of Golden Rule Shows will get under way, altho some repairing, etc., has already been taken care of. Jimmy Shipman will go over the Ferris Wheel: Earl Thomas, the Carousel and Whip; Frank Hooks, the Tilt-a-Whirl, and Sam Frambes and Swede Johnson will build shlow fronts and bally. The scenic work on the new fronts will be very attractive, even more so than during past seasons. The show is scheduled to open here some time in April. J. F. Dehnert, business manager, is already husy on the route and bookings There are quite a number of show-folks wintering in this city and vicinity. Among visitors have been Charles Isabel, Jimmy Terry, Jack Doby, Chief Wright. Mr. and Mrs. Mandell, Dave Hennessy, Dick Gahn, Orie Dunn, Ray Howison, Clifford Huffman and E. V. Richardson, who is this week directing the Indoor Circus at Music Hall, Cincinnati.

WILLIAM (BILLY) STEIN.

Great Lake Shows

SYRACUSE, N. Y., Dec. 29 .- Work at SYRACUSE, N. Y., Dec. 29.—Work at winter quarters at Brockport, N. Y., has been progressing, including the painting of trucks, rides and fronts, under direction of Fred Chambers. The management plans having everything bright and inviting when the show opens its new season. Manager Tom Hoctor has purchased a new riding device, making the list of attractions so far 5 rides, and 15 concessions. Capt the list of attrictions so far a frees, 5 shows and 15 concessions. Capt. Billy Reynolds' Deep Sea Show, George Hughes' Girl Revue, the writer's Side Show, Prof. White's Dog and Pony Circus Show, Prof. White's Dog and Pony Circus included in the roster. Prof. George Hilton has booked his free act. Gerald Barker will have charge of the cooknouse, his second season. The writer made a trip to winter quarters Sunday after playing Santa Claus at a local department store and found everyone there in good health. TOM IRVING.

NEWBURG, N. Y., Dec. 29.—Work at inter quarters here was practically suswinter quarters here was pract pended for the holidays week. winter quarters here was practically suspended for the holidays week. The four major rides belonging to Mrs. Mabel Reid have been scraped and their oid paint burned off, and in the spring these devices will be resplendent in new color schemes and unique lighting effects. Earl Reid is negotiating the purchase of two 37½-k.w. generators for the installation of his own lighting system. A new 20x30 marquee, with a big band organ, has been purchased for the entrance, as it is the intention of the management to use a pay gate. Capt. Smiles O'Timmons and his water circus of five people will present a spectaculiar free attraction on the midway. Ted Mundorff, who has charge of the working crew of seven men at quarters, has worked out plans for two novel show fronts. It is not the plan of the management to carry a great number of shows, but each nor "must have earning ower and pres-The four not the plan of the management to carry a great number of shows, but each one "must have earning power and pressent something different in the way of carnival entertainment." Fred Swallow and his "better half" recently came from Funta Gorda, Fla. They are framing three shows for next scason. Eddle Coe, late of Coe Bros.' Shows, has been engaged in an executive capacity. Mr. and Mrs. Earl Reid and daughter, Helen, spent the Christmas holidays with relatives in Portland, Ind., combining business with pleasure, Mr. Reid also looking over the Middle West territory. Before returning to the East placed Helen in an exclusive girls' school in Columbus, O., for the remainder of the winter. All of which is from an executive of the show.

Golden Gate Shows

EL DORADO, Ark., Dec. 29 .is tucked away in winter quarters on West Hillsboro street. Owner Joe C. Tur-ner has an apartment, which is a rendez-tous for many showfolks. There has not been much activity at quarters since the been much activity at quarters since the show closed its esaxon, altho a crew of painters under direction of Paul (Skipper) Becker is at work on banners. However, the management informed, Christmas Eve, that work would be in full swing after the holidays. The crew of builders, etc., will be headed by Minor Parsons, who has been in that department and in employ of Mr. Turner a half-score years. Christmas was a gay occasion. Attaches of the show in quarhelf-score years. Christmas was a gay occasion. Attaches of the show in quar-ters and wintering at residences made merry. A neatly decorated table was ar-ranged and all enjoyed a bounteous dinranged and all enjoyed a bounteous dinmer. Music was provided by the members of the Minstrel Show remaining at
quarters. Joe Turner was "Santa Claus"
to the entire personnel. W. S. Conway
and Mr. and Mrs. Sam Hawkins, former
concessioners with this show, were his
guests at the dinner. Ray Shoemaker
and wife, Abby, have booked their Determination Hoyt attraction with the show
for the coming season. Sam Petrole will mination Hoya attraction with the show for the coming season. Sam Petrole will have charge of the Athletic Arena. Capt. Fred Cunningham's high-wire act will again grace the midway. The manage-ment plans opening early in April and carry about 10 shows and 7 rides, and carry about 10 shows and 7 rides, and play the Northern and Eastern States. All of which is according to an attache of the show.

Friendly City Shows

PITTSBURGH, Dec. 29. quiet in winter quarters during holidays week, but will be humming by the time this is in print. Manager John Gecoma and Harry H. Winters made a trip to Ohio and New York State in interest of the show, Bob (Blackle) St. Clair re-ceived the sad news from his home in Idaho that he had lost his sister and ceived the sad news from his home in Idaho that he had lost his sister and brother-in-law and his father was seriously ill of ptomaine poisoning. Latest bookings with the show, L. M. Leader, concessions, and Mike Mutt, concessions. Billie Winters was a visitor at quarters, from Columbus, O. Charles Hull, calliope driver, was on the sick list for a couple of days; also Assistant Manager Winters. Messrs. Gecoma and Winters have purchased a new calliope, making two for the show—one will be in towns a week in advance of the show. Also purchased nearly all new ground cable and a loudepeaker system will grace the midway for announcements from the newly built office bus. Kenny Hall has signed with a new Athletic Show, with truck and trailer now being built at quarters. Tom Sutter will be in winter quarters in plenty of time to get his cookhouse ready for the opening. MRS. HARRY H. WINTERS.

Showmen's League of America

CHICAGO, Dec. 31.—A slight decrease was noted in the attendance at the meeting of December 29, due to the fact that some of the brothers have not yet returned from their holiday trips and others could not yet forego the excitement of the LaBarba-Paul fight. Those who attended the fight arrived too late for the meeting, but joined the after festivities. President C. R. Fisher was in the chair, while scated with him at the table were Treasurer Jack Benjamin, Secretary Joe Streibich and Past President E. F. Carruthers, Edward A. Hock and Sam J. Levy. Twas an interesting meeting and committee reports show that the sails are set and the League is on its way to a big year for 1933.

Brother Lew Dufour dropped in for a call, but was too late for the meeting All the boys were indeed glad to welcome him, as his visite are far apart.

him, as his visits are far apart.
When this news reaches the world the New Year's party will be a thing of the past. A wonderful affair is predicted.
Past President Sam J. Levy was indisposed at his home during the Christmas holiday.

Protect Tem Vallant to the christmas holiday.

Brother Tom Vollmer is still on the sick list at his home on Washington

Brother Lou Keller left for Kansas Oity

where he will be the representative of the League at the New Year's affair of the Heart of America Showmen's Club. First Vice-President Charles R. Hall dropped in for a short visit on meeting night, but the press of business at the Collseum made it impossible for him to stay long.

Some of the brothers report that they have arranged to work at indoor affairs on New Year's Eve.

on New Year's Eve.

Brother Courtemanche arranged the
Christmas decorations for the rooms,
while the house committee and helpers
were busy on the tree, and everything
showed a real Christmas spirit. Brother
Courtemanche also placed additional
decorations for the New Year's Eve party,
Past President Carruthers started the

Past President Carruthers started the year off by handing in the application of Jack Hughes. This will be placed for ballot at the next meeting.

The finance committee report showed that obligations to date have been met and that the League will usher in 1933 with a clean slate. This is a report to be very proud of.

Efforts are being made to arrange a party for about the 22d of February. This will be for members only, and further reports will be made later. Hoping to put it over in a big way.

President Fisher called attention to the fact that payment of dues is one of the escential things. Have you given this a thought? It not do so now and mail in yours at once.

The following committees have been

thought? If not do so now and mail in yours at once.

The iollowing committees have been named for 1933:

Finance: Joe Rogers, chairman; Felice Bernardi, W. O. Brown, Herbert A. Byfield, Mel G. Dodson, B. S. Gerety, L. L. Hail, George Hamid, Ralph T. Hemphili, W. R. Hirsch, L. Clifton Kelley, Herbert A. Kline and Tom Rankine.

Membership: Nat D. Rogers, chairman; Een Beno, Larry Boyd, J. W. Conklin, M. J. Doolan, Lew Dufour, Charles H. Duffield, Frank P. Duffield, Walter F. Driver, Sam Feinberg, William O. Flemirg, William Glick, Max Goodman, Nat S. Green, Ralph A. Hankinson, Maxie Herman, W. R. Hirsch, L. S. Hogan, Harry, A. Illions, H. A. Lehrter, Sam J. Levy, R. L. Lohmar, Rube Liebman, Paul Lorenzo, Fred H. Kressmann, Milt M. Morris, A. L. Rossman, Dave Russell, J. Alex Sloan, J. C. Simpson, Charles Vanderlip, Frank Wirth and Will Wright.

Relief: Harry Coddington, chairman: James Chase, A. R. Cohn, E. Courtemanche, A. A. Craig and Dr. Joseph M. Hefferan.

Cemetery: Edward A. Hock, chairman: M. H. Barnes, Fred Beckman, Henry T.

Cemetery: Edward A. Hock, chairman: M. H. Barnes, Fred Beckman, Henry T. Belden, John R. Castle, Fred L. Clarke, Harry Coddington, E. Courtemanche, A. R. Corey, C. Guy Dodson and Floyd E.

R. Corey, C. Cuy
Gooding,
Press: G. J. Nelson, chairman; Nat S.
Green, Kent Hosmer, Col. F. J. Owens,
Jos. L. Streibich and Fred Terry.
Entertainment: Paul Lorenzo and

(See SHOWMEN'S LEAGUE on page 45)

ELGIN WATCHES, \$1.85 Each

(7-Jewel, 18 Size, New Yeliow Casts.)
7-JEWEL, 16 SIZE, ELGINS & WALTH., \$2.65.
FLASH CARNIVAL WATCHES, 50c Each.
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Il's I'ue.

A POCKET PAL—A HOUSEHOLD NECESSITY.

WORTH ONE DOLLAR—COSTS ONE DIME
Send \$11 for 15 MitTIMACHES and Display Easel,
Sell them and make 50% profit. A big repeater,
Cet take a profitable, paying and permanent busieas. Sample, 10c. ETALMATCH CORP., 101 Water St., Warsaw, III.



Pre-Age Your Own Beverage
OAK-AROME gives beverage the aged-in-the-wood
laste that satisfies—adds Nature's own mellowness
oblined perfectly Most of the satisfies—add the satisfies—add the satisfies—add the satisfies—add the satisfies—add to the satisfies of the

BARGAINS NATCHES AND DIAMONDS

Write for Catalog FEDERAL JEWELRY CO.

120 Keith & Perry Bidg., KANSAS CITY, MO.



By GASOLINE BILL BAKER (Cincinnati Office)

Optimism Expressed

With the coming of the new year wo are hearing expressions of optimism and confidence in the future on all sides. Scores of letters received from Pipes readers recently are full of this new spirit, which seems to be growing stronger every day.

The last few years have been a period of distress and hard times for many. It is doubtful whether any similar period in the history of our country has resulted in more actual suffering and loss of income.

in the history of our country has resulted in more actual suffering and loss of income.

Yet in spite of all this the people of our country are rapidly regaining what economists declare to be the one factor that will do most to restore business to normal—CONFIDENCE.

We hope that the depression will soon be a thing of the past. But let us not lose sight of the many lessons it has taught. One is charity. Never did any holiday season bring out more of the good-will spirit. The joys of giving may really be said to have been discovered this year. Another is tolerance. There are a great number of examples, right in the pitch profession, of how adversity has tended to draw the folks closer together, working with each other and giving a lift to the less fortunate. Even the authorities, in numerous cases, were touched by the spirit of tolerance and co-operation this year as never before.

In other countries similar depressions have often meant destructive strikes, radicalism and violence. But our remarkable spirit of "let's all pull together and get this thing over with" was amply demonstrated in the election last fall: that is, our two major political parties polied some 38,000,000 votes. The Communist and all other parties combined could muster only a little more than 1,000,000 votes. What a remarkable record of PURE CONFIDENCE, in our system of living, that was. Eurely a return to the "good old days" cannot now be very far in the future.



New York City Notes

By CHARLES (DOC) MILLER

The spirit of the old-time trouper was beautiful—always ready to help another member of the profession who happened to be getting bad breaks. That spirit is needed today more than ever. I am a firm believer in the old saying that a man is "worthy of his hire," and am al_olutely against anyone who would take advantage of another when things are breaking badly.

I am writing these notes a day ahead of time, due to the holiday mail rush. December 23 the weather was very mild. Everyone in the "richest city in the world" seems to be in a hurry. Pitch stores doing very little. Street workers out in great numbers and the authorities seem to be giving them a break. Window demonstrators smiling and working hard, nice girls and boys.

I have known Tommy McNell (ex-soap worker) for a long time and he has always played ball on the level, has done many a good deed without glving it publicity. Today he lies ill in a hospital. I hope he will soon be better and back at Hubert's Museum (where he is a lecturer).

Al Siegele's pitch-store biz has been a

Al Siegele's pitch-store biz has been a big disappointment, due to location. Cigar pitch stores are doing a fair gross biz.

gross biz.
Frances Paccione is a window demonstrator with a wealth of auburn hair and lots of personality. Pre-holiday biz only fair. Her coworker is Bobble Allen (why men prefer blondes), showgirl and

men preter blondesj, showein and trouper.

Joe Sodickson, utility man for NHA, got so many presents he had to bire a taxi to take himself and presents home. He also gave out many presents—mostly boxes of seeds.

Lester Roberts (second John Barry-

Don't forget to look thru the Letter List each issue, as there are always hundreds of letters on hand—and some of them may be for you.

more) is so busy preparing for his wedding day with Mary Ragan that he is not working.

I was invited to a Christmas party held in the back of Ike and Mike's (Sixth avenue) store. However, a menalist told me that the menu would be from tonic to herbs and that each guest would be presented with a bill.

Peggy and Jack Litten and Eddie Gluck, window demonstrators, just smiled when I asked them how their pre-holiday biz was.

Doc Jack LaMell closed his West 125th street store.

street store

Doc Jack LaMell closed his West 125th street store.

In Brooklyn the pre-holiday permits that had been issued for many years were denied this year due to a squawk made to the "city fathers" by merchants—the Flatbush avenue exit included. But the ban was not all over the borough. Weather at Coney Island Sunday (December 18) was cold, with a small crowd. Only two locations. Madam Ray's and Silent Bob Brann's, were operating. Short play only. NHA renewed its lease for another year.

Report has it that the famous Ragan twins will soon be back home for a double wedding.

Coney Island is dear to me, as I was on the staff of those two great showmen, the late Thompson and Dundy, when they first opened Luna Park.

On December 17 NHA opened a neatly framed store in Washington. The roster headed by Sam Krammer, pitchman, former actor and trouper. Sam refuses to work on the same roster with workers who do not work clean and treat their tips with courtesy. His coworkers are Dave Newman and Jack David.

As these notes go into the mail the weather is cloudy, with several days of

As these notes go into the mail the weather is cloudy, with several days of rain predicted by the papers.

I would like to read pipes from Princess Zelda, Eddie Ross, Raiph Quinlan, Red Haley, Billie Blackhawk and Minnie and Jack Glutz.



THE NEW YEAR . . . may be only a "babe" now but it surely lant any "homeller" than 1932 was a year ago—and a lot of us think it has good prospects of becoming quite a "husky lad" a little later on.

WON'T BE LONG NOW ... until many of the paper boys will be busy subbing the annual automobile shows.

CHRISTMAS TOYS . . are said to have been somewhat off this year, tho some of the boys report doing pretty well with demonstrations in windows and indoor spots.

DOC E. JOHNSTON pipes that they really packed 'em in all during the holidays. Doc is lecturing med with a company now showing in Southern Ohio spots.

"HERE WE ARE IN DIXIE"
pipes Fay Abbott from Memphls, Tenn.
"We are playing spots in Tennessee and
things are beginning to look a little
brighter. The Roberts & Abbott med
show is finding it very good around
here."

NOW'S THE TIME . . . to kick in the news about your holiday spot—and, incidentally, give us the dope about yourself.

IT LOOKS AS THO . there might be a vertiable convention of sheetwriters in Miami this winter, judg-ing by the number of subscriptionists already there.

ONE OF THE BOYS piped in that the Holiday Greetings Number was a credit not only to pitchmen and demonstrators but to the entire show world as well.

NOW THAT ANOTHER leap year has come and gone, many of the boys who still jealously guard their "single blessedness" are breathing a lit-

RUBBER TONGUE NOVELTIES

Rats, Mice, Cats and Tongue and \$4.50 Horse, Dog, Devil Head, Cat Head and Tongue and Eye Balls, Without \$4.00 Imported "Moo-Cows. \$6.00

PAPER HATS AND NOISE MAKERS FOR NEW YEAR'S EVE.

Free Catalog on Request.

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BIG CUT IN PRICES ANOTHER NEW STROPPER

Window Workers! A New Dea

WALLENBECK MOLAND MFG. CO., 4th and Elm Streets, Sandwich



HEADQUARTERS FOR SPECTACLES AND GOGGLES

We carry a Complete Line of Gosgles, eld Glasses, Microscopes and Optical erchandise. Our Prices are the lowest

anywhere.

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GENERAL BLADE COR II E. 17th St., Dept. B. NEW YORK CI "HOME OF THE GENUINE TRU BLU BLADE

BUY HOSIERY DIRECT FROM MILL—style is Men's Pure Silk Clocked Hose and Plain Cole Assorted, also Pine Orade Silk and Wool, have High Keel and Double Sols. Stars be also provided the Sols of the Sols

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Send for our big Joke Novelty List. Samples
Live Items, \$3.00, Postpaid.
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GET A TERRITORY, REAL \$ 5 Large Assortion Patriotic Calendars. Holl-voterans. Joke tocks. Older National Monte Unemployed Veterans 15 other technical Monte B. E. P. Patts Appeal Petition. Sampler of VET'S SERVICE MAG., 130 Mott St., New Yorks.

PAPERMEN

NEW DEAL FOR THE NEW YEAR. Liberal proposition for Square Shooters. All Sta Coast to Coast. F. AL PEARCE, 715 Sbukert Bidg.. Kansas City,

MED. MEN

Start right 1933, make money. We manufachigh-class compound. Buy direct. Write now information. E. C. DENSTEN, Lab., El Johean,

THE TRAINED MOUSE.

Hottest 10c Trick Novelty on the Market.
Pitchmen and Demonstrators can positively clup. \$3.00 per Gross. Sample. Postpaid, CLYDE'S MAGIC SHOP, 3739 Westminster FI Louis, Mo.

AT LAST!



We ca supply you a liber amount Prepared Cultured Prunes

FLOROSCOPE. Everybody oney with this high-class dem

\$28.00 per Gross Including Preparet BERK BROS. NOVELTY CO.,

New York City

Pitchmen I Have Met

By SID SIDENBERG

One of the clevcrest pitchmen and sheetwriters I have met is Si Ullman. 66 years of age and ill about as good with the peelers the sheet as any man on the bad many years younger. Si has

the sheet as any man on the ond many years younger. Si has been bucking the hazards of the road for the last 44 years. The J. H. LaPearl Circus trouped into La Fayette, Ind., one bright morning better than two decades so. When it left town it had added one Si Ullman to its roster, Si sold peanuts and candy in the grand stand. The following year was in charge of the candy occasion.

A few years later Si joined with hrs. C. Jessop, known to the fair orld as the lady concessioner. In Jessop operated large cook-nuses. She placed Si in charge one of her largest outfits.

Ten years later Mrs. Jessop died Si went in for himself. In ime Si was recognized as one of lime Si was recognized as one of the largest cookhouse operators at many of the biggest State fairs. Nentually church outfits and small concessions cut in on the profits and Si drifted to the peelers

nd the sheet.

Altho up in years, Si manages get around as fast as the ounger set. He boasts many hun-treds of friends on the road and s a member of 15 fraternal oranizations.

Si calls the Plaza Hotel, Indian-polis, home.

W ABOUT THE.
England States? Haven't heard
the from up that way lately. Come
boys, pipe in the news or the folks
ther south may get the idea you are
in for the winter.

× C BOR SMITH

C BOB SMITH...

and on, for several weeks. Doc won
for loc Harry Herbert remembers the

they trouped thru the Knobs of

messee together years ago.

T MUCH CANADIAN ws these days. How's for a few lines in the Dominion? Pipe up, you felsis in Montreal, Toronto, Quebec, Win-Vancouver, etc.

Los Angeles Notes

By H. J. LONSDALE

Doc Stanley Howard was in from Long ach for a visit. Pasche Indian Bassett working in Howard's store—ask him tell the story of "how he let the cat to f the bag."

Roy White (Lucky 13) visited the SPA clubrooms. He was laying off the holidays.

Fred Bold (oldest pitchman on the sit) is all enthused over his new cent scope.

cent scope. dr. and Mrs. Winchester are working

d on Towne avenue.

and Mrs. Winchester are working sed on Towne avenue.
Paul Reeves was in from the North. ald business was okeh.
Hunter (wire worker), on Main street, where the season of t

"The Black Eyes to Pitchdom Will Find the Exits Open . . .

By DAVE NEWMAN

By DAVE NEWMAN

For the last four years with the exception of one month, I have been associated with NHA in New York. During this time I was approached many times by "promoters," of a certain classification, operating in the Big City, But I consistently refused to tie up with any of them, for one cutstanding reason. It is may opinion that such operators have done more harm to the pitch business than all other contributing reasons comthan all other contributing reasons com-

I believe, for one thing, that some novelty-item window displays have no place in connection with a medicine pitch store, the income of which genpitch store, the income of which generally depends upon the sale of a health product. When health is discussed from a platform, a certain dignity must be maintained in keeping with the importance attached to the subject. How can this be achieved when the "tip" receives the wrong impression at the very start from the central layout of the very start from the general layout of the

store?

Selling or demonstrating products, alien to the purpose for which the store is conducted, tends to greatly lower the effectiveness of the "health" pitch deflivered from the platform. The fly-bynights care nothing for the man on the platform. The idea of some of them is to derive a profit from any source available.

However, the pitchman can remedy

However, the pitchman can remedy the situation. When he refuses to associate himself with those who cannot or will not conduct their establishments in a way benitting the dignity of the profession and the efforts of the men who produce, the "black eyes" to the business will find the exits open.

My home is in New York and I prefer operating there, altho I am now working in Washington. With the advent of the new year I hope that responsible pitchmen will take stock of themselves and work for their mutual protection so that the Big City can again become the fertile field that it was in the past.

REMEMBER, LADIES . this column is no stag affair. Your pipes are always welcome along with the rest.

"CHRISTMAS WEEK JUST FAIR"...
postcards Dusty Rhodes from Tampa,
Fla. "After the Tampa Fair I will go
to the East Coast of Florida."

HOMER BRANNON SAYS ... that he wants to be put down as still on the old paper, "down yonder" in Memphis, Tenn. Between gathering in the subs, Homer dashed off the following bit of reflective cerebration, entitled The Thinker: "Have just been thinking that I don't know which way to turn or which way to go. It's a funny life with all this bustle; sure makes you get out and hustle. Seems a poor fellow hasn't a chance, with all these taxes to pay in advance; they'll even take your coat and want your pants. You give up this, you give up that; then they make you for your hat. And after it's all said and done, it leaves us fellers on the burn. ... But I have a change to suggest; just an idea I'd like to test. Give us a trouper for a President; give us a spot without any rent. And a doorway on the public square: razor blades and an easy chair. We want but little here below; just a place where there is no snow. Let us bask out in the sun; let us romp and have our little fun. For after all is said and done today, it's still the roadman who's made to pay ... and pay "I AM DIRECTING."

"I AM DIRECTING . . and financing a crew in Allentown, Pa. No arguments—no complaints. I get mine," scribes J. E. Leonard.

COME ON you indoor and department store dem-onstrators—how's for a few shots of the latest news?

FROM QUAKER RIDGE FROM QUAKER RIDGE.

N. Y., Rolling Thunder (and wife—Kiowa Indian Med. Company) pipes in: "Was recently confined to my home for three weeks on account of a bad fall. Just returned from Little Valley, where I bought licenses for the two cars. Came thru Salamanca on the way back and found one pitchwoman, Florence Kendall, with corn remedy and perfumes. Sales poor and is going east soon. There are plenty of deer and bear here. We see them nearly every day right from the house. Our trail down to the road is three and a half miles long. We were

SPECIALI WHITESTONE WORKERS \$0.00 NEW NUMBER B108 per gross....

Send \$1.00 and we will send you, postage prepaid, samples of the 10 outstanding numbers in the White Stone business today.

We also corry Oristale strung on chain, Brooches, Pearls, Scarf Fins and other Specials. Write for Catalog. No orders shipped C. O. D. unless accompanied by deposit of at least 25%.

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Radio Metal Wrappers.
New Flashy Labels, in Very Rich Colors.

Government Excise Tax 5% Additional.

Send \$2.00 deposit and we will send you a gross C. O. D.

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WAXED FLOWERS

DAHLIAS GEORGINES ROSES \$20.00 Per 1000 \$2.25 Per 100

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CHICAGO, ILLINOIS

recently held up by a porcupine for some time, and on another occasion by a skunk for nearly 30 minutes before we could pass. Had a grand Christmas. About 66 degrees the greater part of the day—pretty good for these old hills, that are usually covered with snow from October to April. Am still doing med at the old stand. Why don't more of the old-timers pipe in? If it wasn't for Pipes I wouldn't be in such a hurry for The Billboard every Wednesday. Think I am getting to be quite an old veteran now—will be 89 the sixth of next June."

"TALK ABOUT A REAL ... Christmas," pipes Doc Cariton V. La-Monte, of the Gilbert and LaMonte Show, from Sheppton, Pa., "it certainly was a happy event for us. Art and Emma Gilbert and I spent the day at my sister's home at West Pittston, Pa. We enjoyed a great big dinner, including turkey and all the trimmings. This is the first time I have eaten a Christmas dinner with any of my folks in 31 years. We are now showing in the hard-coal section of Pennsylvania. Business is fair. The mines are working some, but bookings are hard to secure. A good, clean show and fair dealings with the public have kept us working all the time."

POET-PITCHMAN .

A. B. (Zip) Hibler composes: "In summer there are flowers and plenty of sunshine. The bumble bees go buzzing and the birds sing cheerful songs. There is beauty in the landscape and the atmosphere is fine and still the poor old roadman is in trouble all the time. It's not the way of nature, it's the petty acts of man that mar the good that nature means and makes his life a sham. And still the fools who worship, in preference to all else, have got the nerve to tell the world that Man's the perfect race. If we would live a proper life and practice what we preach there would be no room for doubt and fear and life would be a treat. The beauty that we can't deny would be a pleasant song and we'd reciprocate this good as life went merrily on."

A RECENT WELCOME.

visitor to the Pipes desk was G. R. Mines, just up from North Carolina. G. R. reports biz in the South as being very slow, with the exception of North Carolina, which State he described as 'fair and in a position to come back fast, once the mills begin to grind again." After leaving Cincy, Mines planned to cut it up with some of the boys in Lexington, Ky., and then work a number of spots in Southern Kentucky and Tennessee before going back to the Carolinas in the spring.

If It Looks Easy, Try It

If It Looks Easy, Try It

In New York there is Dr. Salo Finkelstein, of Poland, around 35 years of age, who in any competitive contest would probably take top prize as the world's greatest mental mathematical artist when it comes to lightning calculations.

Of course we recognize the fact that there are quite a number of boys in the profession who can add, subtract and do mental problems in the old head. We give these specisters full credit for being good with the figures—but just read on for a minute.

Before a group of learned mathema-

PITCHMEN, CANVASSERS AGENTS, SALESMEN, ETC.

Fastest seller in years. Low cost brings big returns selling as low as 10c. Some get up to 25c. Millions being sold.

LAYRITE

For Soft Collars

Invisible, gold-plated LAYRITE for soft collars keps them tldy and free from win-kles. Every man buys several. The new improved model. Individually carded. A big fash. BTART AT ONCE.

For Soft Collars

Every man buys as many as 8. Women buy them for men. Offices, Bones, Clubt. Lodges, Fairs, Carnivals, Concessions the collar of the collar



ticians and a few reporters, t drew a big square on a blackt divided it into 25 subsquares. in numbers as fast as they we to him by members of the audic til the squares were filled. Th stantly turning his back to the he repeated the 25 numbers horizon vertically and in a spiral that ended the number in the center space.

Hard? It was "nozzing," said the doctor.

He called for a three-digit number. He called for a three-digit number. Somebody gave him 347, and then another, 468. Dr. Finkelstein wrote them on the blackboard and in exactly 2.7 secnds put down the right answer, the product of their multiplication. This was slow time as the doctor works. He can add up 16 digits in a quarter of a second—or as fast as any of the rest of us can swat a fiv. swat a fly.

The great Salo offers the explanation

The Truth at That

"I 'car you Americans are planning to give up prohibition," said the visiting Englishman to his American pitchman friend. "Did you ever give up a mil-lion pounds?" asked the friend

lion pounds?" asked the friend in reply.
"Oh, deah, no!" exclaimed the English Johnny, "I nevah 'ad a million pounds, you know."
"Well," replied the pitchman, "we're not giving up prohibition either."

that he has a powerful "visual memory." One of the hardest calculations he ever One of the hardest calculations he ever made was the multiplication, in his head, of two 10-digit numbers. He used two such numbers as 6,764,023,258 and 2,457,972,643. This feat was recorded at the University of Warsaw, Poland, in 1925, and won for him the "world's mental-multiplication" record.

mental-multiplication" record.

Salo carries in his mind a thousand or so dates, births, deaths, etc. He knows, and can rattle off, pi to 300 places after the decimal point. He knows to seven decimals the logarithms of the numbers from 1 to 200. His mind is an intricate maze of numbers. When somebody happened to mention the number 347 at his exhibition in New York, he said it was the year (B. C.) that Plato died, the phone number of a university president, he named, and that 4,000347 is the logarithm of 10,008.

Whent "Vass you dere Scharlies"

Whewl "Vass you dere, Scharlie?"

"ENJOYED A MERRY Christmas and the week previous in bed. Doctor's orders. When the folks find this out they'll probably get a big laugh," cards Tom Griffin from Balti-

charles skully pipes.

In a sheetwriter's Christmas carol from the "Magic Sunshine City" (Miami):

"To me it is truly as advertised, the nearest thing to paradise, with a perfect winter climate. After working thru other Southern States for the last five weeks, coming down from New York, I was glad to end my journey in this city. I thought I had seen the 'old South' tough on the leaf before, but conditions this year are far worse than I ever thought possible. The best you can do is to trade it out for peas, eggs, chickens, smoked ham and vegetables. So I just turned the old bus into a huckster wagon and sold the day's winnings to cafes and stores for scrip and cash. The sheet boys, pitchmen and other gents are well represented in Mianii. All seem to be getting by, as a general conditions are very cheap; 15-cent a 82 a week for a room and shirts ered for eight cents. So it looks will be here until April, as orange tree and three or four hot forty-day keep my worries away. Onite. CHARLES SKULLY PIPES .

free and three or four hot forty-day keep my worries away. Quite per men are here, working every urly all seem to have good cars

TRICKS AND NOVELTIES	
no.	zen.
N NOVELTE (Real Workers) 5	
OIN BOXES	.70
NKER BAND CARDS	.60
PT NOVETTY	9.5
'RT NOVELTY NOVELTY (Aluminum)	40
De (Mammum)	1.70
S or WHOOPEE AIR CUSH-	2000
S OF WHOOFEE MIE COSH.	.72
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BOOKS	.76
CARDS	.71
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2011	
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tive Gift Boxes, Latest Colors	and

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Every Time You Place

Fastest Sciling, Big-gest Front Deal You Ever Saw. No investment. No samples to buy. Just show motorists amazing new Anto Olub Mcm-bership Certincate. take applications, and pocket Preve-Dollar Bills, all day, one after

nocket Five-Dollar Bills, all day, one accumother.
Union Auto Club provides amazing medical and mechanical first aid, emergency service and legal aid to motorists anywhere in U. S. and Canada. Every auto owner is eager to join, once he knows about it.
SEND NO MONEY, Nohout cost. Nothing it is any owner to the continue and address for full details, complete selling outlt, specimen certificate, identification card and windshield emblem. ALL FREE BY RETURN MAIL. WITE NOW!

UNION AUTO CLUR.
Dept. 413, WILLOW HILL, ILL.



Use the Personal Column

Nearly every week the editor this column receives requests of this column receives requests to have certain parties write so and many other askings of a purely personal nature. There is a column in the classified advertising department headed "Personals." Thru this column you may send messages of a business, pleasure or other personal nature to others. The rate per word is low. It would be unfair to regular users of the "Personal" column to publish your personal messages to others in Pipes, except in cases of illness or great misfortune. ness or great misfortune.

(some of them real beauties) just as the 'Old Man Depression' had disappeared. Among those noted are: King Tut, Finkelstein, Fingers Harris, the DeLucia brothers, Dixon and White Russell, Roy Graam, Jay Lewis, Doc Cunningham. Franks, George Adkins, Cocky Merrill, Richey Kiffer, Tex Dobney, Able Cowan, Sol Castle, Jake Croft, Billy Wilson and Claude Steel with his crew of girl subscriptionists. All the boys seem to be happy that they are here, where a pair of flannel pants, a white shirt and a straw hat are all that is required in the way of clothing. Let's have a few pipes from the sheet boys up in the 'Trozen Notth.' This includes Donahue and Cox, also Walter Stoffel."

as last year," writes Jimmie Starr (saxophonist) from Ft. Wayne. "Saw Nat Golden and Al Wagner with a nice store in Toledo. Harry Corry was sticking around. Worked Dayton, South Bend and Ft. Wayne. All three open to soldier's reader, but no money. Went to Gary, Ind., as a last resort. Had two good days there. Town is also open to soldier's reader—good doorways free. Would like to see a pipe from Tom Rogers."

The Old-Time Medicine Show

Remember the old-time medicine show, That came to town in the long ago? Gasoline torches raising a glare, To reveal the platform in the village square?

A banjo's strumming would smite the air, Then magic tricks to lure the curious Then magic tricks there;
And Doc would rise upon his feet,
To give the boys his showman's treat.

With smooth-flowing words, in accents He'd orate to the spellbound crowd; Of wonders most beyond belief, Performed by his magic pain relief.

They'd eagerly buy his sweet-scented

soap,
Salve, electric belts and corn dope;
In the old days of the medicine show,
That came to town so long ago!

*

down here now and dates are easy to get. Have our own ear and have three and four towns altead all the time. Would like to see a pipe from Doc and Mrs. Roberts, with whom we worked last senson on a med show; also the Rebels, Leeta Ward and her brother, George. Will stay here until med opens in the spring. Even if it's just a card, folks, send in a pipe."

"JUST NOTICED YOUR." Inks Albert A. Neuman, Detroit. "You are doing a wonderful service for the boys and I hope everyone responds. For four years I have been pitching and peddling pens. Worked Detroit for the last three months and did fairly well. Am heading for Seattle, Wash., after the turn of the year."

"JUST A PIPE...
to let the boys and girls know I am still among the living," posts George Partington from Philadelphia. "I had my first chance in 10 years to work in the Philadelphia courtyard. I have never worked here during the holidays. And as usual it was 'too good to be true." The authorities made 25 of us move out of the vard. Biz was so good that we were authorities made 25 of us move out of the yard. Biz was so good that we were blocking traffic (they said). I was just getting along fine with paddies. In fact, I had Johnny McLane's old spot. It was good while it lasted. I was the first one they came to and informed that my lease had expired. Anyhow I got a little of what it takes, so half a loaf is better then now." than none."

"BUSINESS JUST FAIR...
out here," says Mary Ragan from Long Beach. "Saw Whitey Kenny, jam man, the other Sunday. He said, 'Give me the East.' The Nellars are still clicking. The same goes for Mr. and Mrs. Howard, also Mr. and Mrs. Hirsh. Jack Malone is a real showman, trouper and pitchman, being assisted by his charming wife, Peggy. They are running the Metro health store and have made it a winner and top-money getter. Same location now for four years. Plenty of sailors working here, as the fieet is anchored off the Pike. Got four proposals of marriage since I have been here. What is this? (Don't get angry, L. R.—still think you are okeh.) There is a woman out here who would make Doc Miller a good partner. She is half Indian and half Spanish. Doc and the lady could frame a nice act—and I believe he could even make a pitchwoman out of her, but it would take time. Inclosed is a pipe from P. M. Cook, one of the boys who is getting dough—and a swell scout with it." "BUSINESS JUST FAIR

"JUST A FEW LINES of possible interest to the boys and girls of Pitchdom regarding the Southwest." types Louis E. Collins (Roba the Mystic) from Arkadelphia, Ark. "Not many pitchmen working thru this section, but reader is reasonable if proper approach is made to the 'city dads.' Prof. LaRue (hypnotist) worked paddles and slum magic on the streets here recently. Billy Edwards (one-man band), with whom I trouped on the J. R. Roberts Show, played with the Yodeling Cowboys at a local picture house. He still has the old pep he always displays on med shows. A few of the boys are working doorways and corners in Hot Springs to reported poor business. Am trying to ×

This Is News

Clara Carothurs, 18, New York City, was enabled to spend Christmas at home because she apologized in court for biting a policeman. (Clara was not a member of the profession.)

play schools thru this section with my three-people magic show, but had weather has made performance almost an impossibility. Expect to be with Frank Davis at Le Mars, Ia., next season with his Davy Comedy Company. Would like to see pipes from Doc J. R. Roberts Bob and Betty Wheeler, Happy O'Curan Tommy Cooper, Doc O'Malley and the man from the 'frozen North,' Frank Davis. Excuse me now while I cut up another thousand."

36 P. M. COOK P. M. COOK (speedy scissor artist) is now cuttin up on the Pike at Long Beach. "Ha a fair season with fairs and summer resorts along the West Coast. Would like to read a pipe from Fred Ward."

FROM JERSEY CITY FROM JERSEY CITY
Stanley Anderson inks this one: "Sur
glad to hear that most of the boys ar
still making a go of it. One thing about
looking over the weekly 'column,' is
gives you the courage to get out then
and line them up for the proverbial kay
Just got in from a roundabout thru
Just got in from a roundabout to
Just got in from a roundabout to
Just got in from a roundabout to
Just got in from a roundabout
Just got in from a round some of the book boys—right up Soranac we had trouble with reader From Rutland we shot over to Portland Me.; Lowell, Boston and Worcester, Mass.; Providence, R. I.; New Haven Conn., and back to New York again Max Garfein and Dave Guess trailed long. Fair luck was with us up untlabor Day. Outside of St. Lamber Que. (on our way to Montreal), our caturned over. After righting it and preparing to drive off again a second camade the identical same upset, terminating with a bang against our car. Eve after all this we were able to get thing on a working basis sufficient to get over a sufficient to get over the control—and right is to our poor car again, this time in the rear. What a day! Insurance (a blessing) covered everything and after a wea we were on the road again. Would lik to see a pipe from C. C. Kelly."

Here to live over again I would stick to the game I love."

HERE'S A LONG ONE from Doc George M. Reed, Columbus from Doc George M. Reed, Columbus "Just received this week's issue of The Billboard. And, say, I surely enjoyed reading Pipes. I have been confined in the house for the last two weeks with the flu. I am dictating this pipe and Mrs. Reed is writing it for me. I lost my Christmas business, but hope to be able to get out and hustle after New Year's I am getting out an entire new line and think that it is going to be some flasses Earle B. Wilson is fitting up his laboratory with all new machinery. Earlis a good scout and a clean worker, am told that the holidays found quite a number of the boys on High streed but that they were finding it 'prett's tough.' Doc Charles Hammond had his Christmas trees at the corner of Rid and Fourth streets. Same stand for severy years. Bob Heater says he has retire for the winter. Bob is a mighty fin worker. Jack Thomas (of Gold Sefame) was seen every day at the Devo Manufacturing Company overlooking his Christmas business and wearing his lack derby. 'Bill,' I want to congratulate you on the Pipes columns. The boy are beginning to really pipe in. If the will all do their part Pipes will be if fine shape. It is getting more interestin every issue. You surely are right abour not giving the amounts of readers. In reporting a city open or closed, the boys

Permanent Address Form

It is frequently necessary, due to illness, death in the family
and other important reasons, for Gasoline Bill to get into quick com-
munication with readers of Pipes. Below is a form which every
pitchman, leafman, streetman, etc., should fill out and return to The
Billboard as soon as possible. We cannot stress the GENUINE
IMPORTANCE of this form TOO STRONGLY! A PERMANENT
ADDRESS thru which we can always and SURELY get a letter to
you will be of great assistance in helping The Billboard maintain a very valuable service to all pitchmen.

Name	
Street	
City,	State
Occupation	••••••
Number of Years in Profession	

PLEASE PRINT NAME AND ADDRESS PLAINLY.

oud say open for streets or doorways on certain corners, as the case may Many cities are open on private crty or doorways when streets or mrs are closed tight. Three years ago be the man drove 200 miles to get re, only to find he could not work, on the street, or market. He had n on the street or market. He had n all his ready money and I had to d him enough to get to another spot numbus has always been open for mbus has always been open for ways, but the property owners are the—not the authorities. At present is not an in-the-money doorway able. Boys, shoot straight and help make Pipes a real service to us all. your information as to the readers conditions plain and correct. If a is open and not good for your line ay be real good for some other line, all work together and for the good he game. The year 1932 did not us so well, but we can 'roll up our es' and help each other make 1953 es' and help each other make 1953 G YEAR. Once more I want to say Pipes in the last three issues have the best ever.'

All Pipes communications to Gasoline Bill Baker, The Billboard, 25 Opera place, Cincinati, O.

HOWMEN'S LEAGUE

(Continued from page 41)

ok E. Taylor, co-chairmen; Sam J.

y Jack Folk, A. L. Miller, Arthur

n Jr., Edgar I. Schooley, Earl Taylor

Ernie A. Young.

ouse: Harry W. Russell, chairman;

k Benjamin, R. P. Brumleve, A. R.

oh, Frank Ehlenz, H. J. A. Ernst,

vies H. Hall, Harry Mamsch, John S.

sant, Ray S. Cakes, Harry Ross and

J. Schulz.

quare Deal Shows

AKTON, Ga., Dec. 28.—The Square Shows were recently organized at ila, Ga. Opened an engagement last Saturday and have been having factory business; in fact, the best writer has seen in the South at this writer has seen in the South at this of year for several years. The ros-includes the following: A. Engesser, key Autodrome; Jack Cotting, Afri-Show; Cody Fleming, Athletic Show Airplane Ride; Tommy Fallon, girl w and concession; W. L. Wiesman, up and concession; Sugarfoot Ming, Tom Hale, one concession; Louis rt, two concessions; Pinkey Edgar wife, two; Madam Mathilda, one. Thomas, electrician; T. L. Dedrick, ager and advance; Mrs. T. L. Dedrick, and treasurer; the writer, twons. FLOYD R. HETH.

w York Garden Earnings

w York Garden Earnings

EW YORK, Dec. 31.—Corporation rethat made public this week show that

dison Square Garden Corporation and
only owned subsidiaries for the six

this ending November 30 had a net

atter depreciation and other charges.

3130,133 against a \$237,181 loss last

For the quarter ending November

net income after same deductions

\$26,011, as compared to \$77,871 in

Boston Madison Square Garden

poration, partly owned, is not infied in the figures. Boston Garden,
the six months ending November 30,
wed a net loss of \$38,261 against a

of \$9,045 in 1931. Local Garden is

leading sports and amusement struc
in the city and one of the top

less in the country. as in the country.

ston Park Meet Deferred

OSTON, Dcc. 31. - The meeting uled for December 29 in offices of duled for December 29 in offices of the Hamid between Fred L. Markey, tary of the New England section of National Association of Amusement As, and Major P. F. Healey, depart-tion of public safety, for the purpose of ming bills to be laid before the Legis-ure to permit Sunday operation of ous amusements was postponed until ary 5. Major Healey was called York and could not be present. was called to

AX GRUBERG

(Continued from page 29)

equals in museum circles nik West chimpangees are held over the second week and take the No. 2 t with ease. In No. 3 is Raiph, the boy. Madame Ada (Mrs. Jack Kelley private-life) increases her following ly and many patrons come to the seum just to hear and see this little Francis-Francette is the extra ed attraction, a native of Philadelphia

and proving a good draw. Visitors lately have been Herbert Tisdale, Madame and Dr. Hudspeth, Eugine Salus, Charles Lawrence and wife, Tom Hasson, Glen Porter, Sammy Applebaum, and Mr. Ellis of athletic show note.

JACK A. RYAN.

Clayton's, Traveling

SAN ANTONIO, Tex., Dec. 29.-Becauso of poor conditions, including a lack of suitable storerooms, in "The Valley," Clarence Clayton brought his attractions Clarence Clayton brought his attractions from Brownsville, Tex., to this city, to open in the Mexican Section on Commerce street, to remain there until he can arrange for a place on Houston street. While at Brownsville Ted Miller, who was advance agent, connected with the Quartermaster Department at Fort Brown, and before taking up his duties he staged a party for the entire Clayton troupe at Matamoros, Mex. All of which is from an executive of the show.

Cash Miller's Modern

FALL RIVER, Mass., Dec. 29.—New Bedford closed far above expectations; in fact, a very good week was recorded. Saturday the annual civic Christmas party was held on City Hail lawn, directly across from the museum (estimated 20,000 people during the day and evening), so the museum henefited from the crowds. The radio broadcasting of Madam Bernard helped to no small extent. This week she is answering questions over WSAR. Yesterday a show was sent to U. S. Veterams' Hospital with the following entertainers: Capt. Paul Herald and Little Lord Leo (giant and midget comedy team), Bessie-Bessette; Madam and Louis Bernard, mentalists, and son, Norman, dance bit; Harry and Lilly McGregor, fire act, and Harry pulling a car with his cyclids (biggest hand from the vets); Determination Eddie, doing carpentry, etc., feats; John the Alligator Skin Man; Maxie Sauser and Hosea Wheeler, dwarfs, in a torture act; Laurrie Johnson, assisted by the missus, in sword swallowing: Aguns Schmidt. Rubber Skin Man; Maxle Sauser and Hosea Wheeler, dwarfs, in a torture act. Laurrie Johnson, assisted by the missus, in sword swallowing: Agnus Schmidt, Rubber Skin Girl; Sadie and Leopo, spotted people, who were presented by Manager Miller; George Johnson and Bill Lomasney acted as emsees. The museum was closed for two hours to make the trip, Much good was derived thru the local press—even getting a break in Boston Record (daily tab). A wonderful Christmas party was staged by the Millers for the troupe Christmas Eve with a tree, on which were over 400 presents (the whole troupe interchanging), and a turkey dinner served by Mrs. Wheeler and Mrs. Leopo Williams. The show moved here Sunday and remainder of the day was spent attending the theaters by the majority, while Cash and Gertle motored to Manchester, N. H., to visit their son, Jackie, and Cash's mother; Laurrie Johnson and wife went to his home, Westboro, Mass., to visit mother; Determination Eddiespent the day with Determination Eddie spent the day with friends at Nashua, N. H.; the writer, Lit-



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Attached is the sum of One (\$1.00) Dollar in payment for one HOWE Safety Razor and HOWE Blades. Please mail the package and ten Order Forms to me at the address no selew, and allot to use a registered number.

This order is given on the understanding that after I have sold three HOWE Razors, similar to that now ordered by me, I shall be entitled to commissions as provided in your chain plan. PROM (Print Clearly)

Name	
Street or P. O. Address	
Town	State
LOWIL	State

tle Lord Leo and Owen (Slim) Webb motored to Providence, taking in the shows and calling on Singer's Congress of shows and calling on Singer's Congress of Freaks, playing a date at Fay's Theater with Will Hill's circus unit. Blacky Costello was called home, Johnstown, Pa, because of illness in the family. Tony Benidict went home to Sommerville, Mass, to become a groom. The third "closed" town was opened this week by the writer-agent, when a permit was secured to play Springfield, Mass., following this spot, to be located at 1293 Main street, facing Court Square.

RAY MARSH BRYDON.

RAY MARSH BRYDON.

Upturn in Business Noticed In the South and Southwest

LITTLE ROCK, Ark., Dec. 31.—For the South and Southwest, from here, 1933 will be a far more prosperous year than 1932. Not saying much? Probably not, in volume of business. But some sort of upturn in this part of the country is evident. The most serious hindrance of them all—lack of confidence and distrust of seasoned judgment—is gradually being dissipated in the expansive activities of large corporations and industries operating in Oklahoma, Louislana and Arkansas, but owned elsewhere.

For example, a great mail-order house has announced in a front-page newspaper story its intention to double the size of its already big store in this city and employ twice as many people. Things like that, continually emanating from other sources in surrounding States, show that faith in the future of this region is not entirely cope, and those region is not entirely gone, and those here who must, to a large extent, de-pend on their living from these North-ern and Eastern-owned firms, realize that

ern and Eastern-owned firms, realize that they see in this section of the country a promise of a new dawn, commercially and industrially.

At least you correspondent shall state this and stake his reputation for authentic news gathering on it: In the coming year money will still be spent on reputable amusements in Oklahoma; the State fair will continue to flourish and the big circuses will draw handsomely in Oklahoma City and Tulsa.

las will come again next year and many thousands will file thru the turnstiles with a little more money than they had this year.

Louisiana, from New Orieans to

this year.

Louisiana, from New Orleans to Shreveport and from Natchez to Junction City, will again welcome with its patronage the traveling shows.

Old Missouri, of course, will continue to be the field for anything good in show business; the rigid grip of idleness for thousands of workers cannot last much longer, and the farm lands will as usual continue to be good. as usual continue to be good.

Next year, as this one, Tennessee will again turn loose with its amusement-loving public. As for Arkansas, to be fair it must be

As for Arkansas, to be fair it must be stated that conditions do not look very promising. But neither did they last year, nor the year before. But this is a fact, business conditions here, be they appertaining to the show business or otherwise, while not very flourishing at present and likely to be far behind the present and likely to be far behind the other States mentioned when revival does come, will not be built on that artificiality that precipitated the crash. This city and State have never had a boom as have the others mentioned herein. So when things around here do get going again they will be on a sound basis, and while recovery or progress toward recovery may be slow, it will be certain, and the lessons taught by the flood, the crought and the depression will be used At least you correspondent shall state this reputation for aushave his reputation for aushave the others mentioned herein. It judiciously. But they will spend it shave the others mentioned herein. It judiciously. But they will spend it so when things around here do get going coming year money will still be spen to again they will be on a sound basis, and his faith in the South and Southwest reputable amusements in Oklahoma; the State fair will continue to flourish and covery may be slow, it will be certain, fidence on the faint signs not hereto and the lessons taught by the flood, the fore noted, and while the big volume of crought and the depression will be used business will not come like an explosion in good stead. In short, people in this it will come.



Ten Commandments For the Year of 1933

By ERNEST H. EATON

Thou shalt love thy brother show-

man with thy whole heart.

2—Thou shalt pay all thy honest debts,

3—Thou shalt not cover thy brother
showman's paper until thy brother hath left town.

4—Thou shalt visit thy brother show-man when he is in trouble and offer him

thy assistance. 5—Thou shalt not talk about thy brother showman's show except to praise

it.
6—Thou shalt not allow thy show to
pass thru places where thy brother showman is exhibiting his show.
7—Thou shalt advertise only what
thou hast; nothing more, nothing less.
8—Thou shalt be ready at a moment's
notice to co-operate with public officials
in order to leave a good impression.

9—Thou shalt conduct the affairs of thy show so there will be no chance to criticize. Thou shalt see that thy em-ployees behave themselves on and off the lot and that thy employees are kind and considerate to the little children.

10-Thou shalt not forget to send The Billboard thy route regularly. This thou shalt do without fail, for an emergency might arise when said route would be of the greatest need.

State will work for their money steadily.

Plassified Advertisements

COMMERCIAL 10c a Word

Pirst Line and Name Displayed in Caps Minimum-\$1.00. CASH WITH COPY

Set in uniform style. No cuts, No telegraph will not be inserted unless m telegraph will not be inserted unless money is wired with copy. We reserve
the right to reject any advertisement or revise copy.

FORMS CLOSE THURSDAY, 4:30 P.M.,

POR THE FOLLOWING WEEK'S ISSUE

AT LIBERTY

Sc WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ac Less Than 25c
CASH WITH COPY

ACTS, SONGS AND PARODIES

DANCE ORCHESTRATION - "MY Sweet One," excellent arrangement, price 35c. (Money Order.) COLLIER AND REID, 2294 DeSoto Station, Memphis, Tenn.

SONGS ARRANGED AND PUB-lished. Reasonable rates; legitimate. HERB JONES, Peterborough. Can. ja7

AGENTS AND DISTRIBUTORS WANTED

A FREE CATALOGUE NEW NEEDLE Books, Hostery Menders, Self-Threading Needles. Cost Ic up. World's fastest 25c sel-lers. PATY NEEDLE COMPANY, Somerville, Mass.

AGENTS — GOLD SIGN LETTERS for store windows. 500% profit. Free sam-ples. METALLIC LETTER CO., 442 N. Clark.

AGENTS - MAKE 600% PROFIT Seiling Cleaner, Polish, Shampoo, Vanilla, Tomic Laxative, Metal Polishing Cioth. Spot Remover, etc. Your name on labels. Presample, STANDARD CHEMICAL COMPANY, Dept. N, Dayton, O.

AGENTS — WRITE FOR OUR LOW price list; big repeat items. TROPHY SPE-GIALTY COMPANY, 1476 Broadway, New York City.

AGENTS, PITCHMEN-WRITE FOR AGENTS, PITCHMEN—WRITE FOR descriptive matter. Just out. World's lowest priced newly patented Automatic Safety Razor Stropper, for Cillette or any other type blades. Sharpens them all in one operation, in a few seconds. Outstanding dollar value. Can be sold as low as 50c; big quick profit. Sample Automatic Stropper, 50c. If after testing you don't find it equal to any five dollar automatic Stropper, return it and we will refund your money. Price for Automatic Stropper in lots bundred or more, 30c each, LAKESIDE CORPORATION, Milwaukee, Wis.

FLAVORING EXTRACTS yourself; labels furnished; 600% profits. Whitiwind moneymakers; repeaters; free offer. THOMAS MANUFACTURING COMPANY, Indianapolis, Ind.

Indianapolis, Ind.

GO INTO BUSINESS — SELL NEW
and Used Clothing. 100% to 300% profit.

Satisfaction guaranteed. We start you. IDEAL
RUMMAGE SALE CO., A-4804 State, Chicago.

GOOD INCOME SILVERING MIRrors. Plating and Refinishing Lamps, Re-flectors, Autos, Beds, Chandellers by new method. Outfit furnished. Write GUN-METAL CO., Ave. G. Decatur, III. 164X INOR DISPLAY ADVERTISEMENT -50 Magazines. were 224 WOODS

-50 Magazines, year, \$24. WOOD'S POP-ULAR SERVICES, Atlantic City.

INDIAN BLANKETS, \$1.05, \$1.10, \$1.20 cach. Good line Peddling Items also. MILL DISTRIBUTORS, 1266 West Sixth, Cleveland, O.

LATEX BANDAGE DISTRIBUTORS-Agents cleaning up; new fast seller; quick repeater; best proposition; lowest prices. NEWAY PBODUCTS, 1011 So. Crawford, Chicago

MEN'S NECKWEAR - WONDERful proposition. Samples on approval. AS-TOR-A, 39 East 28th, New York. ja28x

MEN OR WOMEN TO SELL SWISS Wrist Watches. Sample half price. Also w price Necklaces, etc. BOX 354, Billboard, lew York City.

NO PEDDLING - FREE BOOKLET describes 87 money-making opportunities fo starting own business, home, office. No out fits, ELITE, 214 Grand St., New York. ja28s ZOR BLADE HONE THAT orks! 25c. PERIOLAT, 4630 No. Ashland,

RESURRECTION PLANT — UNIQUE novelty; miracle of nature. Costs below 2c sells for 25c. Write C. E. LOCKE, 7 Rio St. Mesilla, New Mexico.

sors Sharpeners, Gas Lighters, Razor Blades, Aspirin, Breath Gum, Chewing Laxative, Ad-hesive Tape, Poilsh, Handkerchiefs, Polishing Cloths, Shoe Laces, many others. Attractive displays. Catalog free. SUPERBA CO., S-301, Baltimore, Md. SELL STORES OR HOMES - SCIS-

Cleans walls like magic. Banishes housecleaning drudgery; women amazed; agents
cleaning up. Outh: Free. KRISTEE MFG.,
Box 249, Akron, O. TRANGE CHEMICAL SPONGE -

STAGE MONEY MAKES A BIG EXTRA SPECIAL—TEN MINIATURE flash. \$1,000.00 postpaid 10c. ELFEO, 519 Pool Tables, size 24x48, complete with Comsouth Dearborn, Chicago. ja28x position Balls and Sticks, Twelve Dollars each.

50c WAFFLE IRON GOING BIG 6.000 sold in Dayton since November. Send \$1.00 for three, also quantity prices. GLOBE HATTERN WORKS, Dayton, O.

900,000 ARTICLES WHOLESALE Directory 1,800 Jobbers, \$1.00. 800, 50c. 300, 25c. ARTS, B-1611-B, Denver.

500,000 ARTICLES WHOLESALE, Cheapest directory, 10c. NEWTON MAIZE, Milton, Pa. ja14

ANIMALS, BIRDS AND PETS

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bin & Cherry Shows

ONTGOMERY, Ala., Dec. 30. in Gruberg has changed her plans is still here. She will not take an tment at Miami, altho she will spend of the winter with Model Shows of rica. Rubin Gruberg arrived from Springs and will spend a few days his family before leaving for Tampa. Nagata and his crew are busy ding a trailer for Mrs. Gruberg's au-obile, on which to carry their trunks baggage while in Florida. Mr. and Gruberg will be here another week Gruberg will be here another week bre leaving for the fairs in that a. Walter A. White, ever-popular ager of Rubin & Cherry Shows, sent boys at quarters a box of clgars, the were enjoyed by all. Frank Edds left for Shreveport, La., and will be back. Mickey O'Neil had a bit of fortune the other day. He put on a led Alive act in town and while he in the ground the ticket seller, who

was a local man, decamped with the funds for parts unknown. J. A. PEARL.

Corey Greater Shows

PHILADELPHIA, Dec. 29.—Work at winter quarters will start about the middle of February, under direction of Jack Eigle, master mechanic. Jimmy Nolan, who had Mickey Mouse Circus last season, advises he will be back with a new frameup. It is noted that Zebbie Fisher, recently elected president Showmen's League, was a concessioner with this show some years ago, and Manager Corey says "a wonderful feliow, too." Big Bill Williams, who had three shows last season, writes from New York, where he has an auction store, that he will be back, Freeman Foster and the missus, concessioners, are wintering on their farm in Somerset County, Tennessee. Raymond (Bud) Parker is hibernating at his home town, Lambertville, N. J. Harry Mutchler, Eli Wheel operator, has an auto repair

shop at Easton, Pa., for the winter. Charles Hulfish, Jim Clarke, Walter Appleby, Jim Seeds and Curly Long are also wintering at Baston. George Muligen and the missus at Reading, Pa., where they are rebuilding their show outfit. Charles Keys, iot and concessions superintendent, and George C. Smith, in Cumberland, Md. Stewart Wachter Jr. and wife, who have a restaurant at Bethlehem, Pa., were visited by the stork November 6. Stewart and his father formerly had concessions with this show. Whitey Goodrich, ride foreman, and wife, concessioner, are wintering at home. High Point, N. C. Frenchy LaMar, who had Athletic Show with this caravan in 1929, is having some success with matches in New England States. Manager E. S. Corey is busy these days in connection with a tour for his bazaar company in coal fields New England States. Manager E. S. Corey is busy these days in connection with a tour for his bazaar company in coal fields of Pennsylvania, Maryland and West Virginia. He advises that the Corey Showwill open next season here—his birth—place and where show was organized in 1909—if permits for carnivals showing in Philadelphia are granted (?). Ed Steven-

son and wife (Mile. Alberta) are settled for the winter in Trenton, N. J. Manager Corey just returned from a trip to Queen Village and Flushing, N. Y., where he visited relatives. Howard Jennings, of Brooklyn, has contracted three concessions and shipped them to winter quarters. Mr. and Mrs. R. H. Miner and son, Robert, have their rides, shows and concessions stored in their winter quarters at Phillipsburg, N. J., where they are wintering in their beautiful home. Percy Dairymple, Joe Grey and Emmett Moule are in produce business at Johnstown, Pa., for the winter. Sam Collice Moule are in produce business at Johnstown, Pa., for the winter. Sam Coillic has his Deep Sea Show stored at home, Johnstown, and awaiting the call to broupe again. Mr. and Mrs. Ben Chappelle are wintering in Florida. William Davis has been doing plenty business the last couple of weeks during cold spell, his trucks running day and night filling orders. The following visitors the past week: M. L. Schaffer, Doc Anderson, Mr. and Mrs. William H. Thomas, George S. Lukens, Bert Moyer, Estelle Pierce.

ED RHOADS.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Alberta, Leo. 18c Ames, Mrs. E. B. Anderson, Mrs. E. B. Carlend, Ethel. 15c Elankeanhip, Harry. Celrand, Ethel. 15c Elankeanhip, Harry. 10c Lipaky, H. 18c Lipaky, H. 18c Chaisson, John J. Miller, Mrs. Phill Coc. Patsy, 10c Cushman, Thelma, Phillips, Robt. 6c Cushman, Thelma, 20c Redding, Lyle O. Coe, Patsy, 10c
Coe, Patsy, 10c
Connor, John, Quantum
Connor, John, Company, 10c
Connor, 1

Ladies' List Abend, Mrs. Anna Davies, Mildred Ada, Madam Adams, Dordan Missen Adams, Pearl Adams, Mrs. Alberls. Zelma Alice, Lots Anderson, Mrs. J. Delmar Mrs. C. Lemberls, Mrs. E. B. Ames, Ruth Anderson, Mrs. J. Devon, Wanda Davies, Mrs. A. C. Dillard, Mrs. A. C. Archiptister, Grace Austin, Bonnie, Grace Austin, Bonnie, Mrs. Austry, Mrs. Dorothy, Dorothe, Laura Awtry, Mrs. Dorothy Dorothes, Laura Awtry, Mrs. Dorothy, Dorothes, Laura Oporthes, Laura Opo Awiry, Mrs.
Ayers, Camella
Bale, Bale, Bale, Bale, Bard, Mrs. J. D.
Barlow, Dorothy
Barker, Mrs. Teress
Bard, Mrs. J. D.
Barlow, Plorence
Barnett, Mrs.

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Dady, Go.
Dimes, Dorothy
Dumont, Clob
Dumont, Mrs.
Blanche
Dariow, Plorence
Barnett, Mrs.

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Dimes, Dorothy
Dumont, Clob
Dumont, Clo Ayers, GumesBailey, Mrs. Pearl
Bailey, Mrs. Pearl
Barlow, Florence
Barlow, Bothy
Barrom, Bothy
Barrom, Bothy
Barrom, Bothy
Barrom, Bobby
Barton, Mrs. Graph
Bernet, Mrs. Cotton
Bernet, Betraer, Mada B. W. Film, Mary James Berraer, Mada B. W. Fisher, Pergy Bishop, Rita Bizzall, Roseeth Biack, Louise Black, Louise Blanch, Lady Blask, Irene Bonneau, Charley Boore, Man Bonneau, Charley Boore, Mars. Bertaeley, Mars. Eagles Bostwick, Lettre Bourdeautr, Mars. Bowen, Mrs. Ray Bovard Sixters Bradley, Mrs. Eagles Brandley, Mrs. Eagles Brown, Missen Brown, Francy, Mrs. Bertown, Madeline Brown, Midred Brown, Mrs. May Brown, Mrs. Mrs. May Brown, Mrs. May Brown, Mrs. Mrs. Mrs. Mrs. Mrs. Mrs. Mrs. Mrs

Bruen, Jorda Greenburg, Angele Greenburg, Angele Grey, G. Barbara Burke, Annabelle Burke, Yvonne Burke, Yvonne Burke, Yvonne Burke, Yvonne Burket, Margaret Burney, Emlinge Grimes, Mary Ross Grubel, Louise Butler, Kargaret Gramon, Kargaret Gambell, Mrs. M. Candrea, Mrs. Leis Cannon, Sisters Garmical, Peur Lead, Mrs. Lena Carter, Mrs. Hazel Carter, Mrs. Hazel Carter, Mrs. Hazel Carter, Mrs. Hazel Chamber, Mrs. Mrs. Hardy, Mrs. Peegy Hardy, Mrs. Ruth Herdy, Mrs. Ruth Herdy, Mrs. Ruth Herdy, Mrs. Ruth Herlington, Mrs.

Parcel Post Kitchen, Marie
Kilne, Mrs. Danny
Korhn, Myrtle
Korte, Evelyn
Kraus, Mrs. Mille
LaPare, Madeline
LaMar, Nettle
LaMar, Madan
LaMark, Mada LaMarr, Maunia LaWotte, Nita LaWordo, Vivian Ladd, Paggie Lamont, Dot Lamoureux, Eva Landrum, Ruby Lane, Mrs. Walter Lang, Mrs. Walter Lasures, Mildred
Laura, Mrs. Lola
Lawrence, Mrs.
Vivian Vivian
Layman, Mario
(Sparkplug)
Lee, Alma
Lee, Mrs. Victor
Leford, Mrs. Mavia
Leighton, Mrs. Jas.
D. Leighton, Mrs. Jas.
Lemiley, Helen
Lowie, Mrs. Ereine
Lowie, Mrs. Ereine
Litte.
Lowie, Mrs. Ereine
Litte.
Lowie, Mrs. Ereine
Lorga, Mrs. Ereine
Lorga, Mrs. Bessio
Lorga, Mrs. Bessio
Lorow, Mrs. B
Lotte, Madam
Lowe, Genyle
Luckey, Mrs. R.
Luckey, Mrs. R.
Lyde, Mrs. R. O.
McCrary, Mrs. R. O.
McCrary, Mrs. Mrs.
McCune, Mrs. R. O. Wirginia McMahn, Mrs. Mansfield, Mrs.
Frank
Marcan, Mrs.
Lillian
Markham, Delorae
Marlowe, Mrs.
Queen
Maroney, Pearl
Maronell, Mrs.
Lavern
Marshall, Mrs.
Myttle
Marshall, Ozell
Marshall, Ozell
Marshall, Peggy
Martin, Eula
Martin, Evelyn
Mary-Frank
Mason Dorothy Marth, Evelyn
Mary-Frank
Mason, Dorothy
Mason, Martha
May, Else
Mare, Edythe
Mediey, Margaret
Methora, Mrs. Jane
Mendoss, Mazle
Merrili, Mikes
Merril Slaters &
Matther Reva Mettler Reva Meyer. Ann Miller, Eele Miller, Eele Miller, Thoman Miller, Etella Miller, Etella Miller, Etella Miller, Etella Miller, Etella Miller, Etella Miller, Missallee Morre Mrs. Alice Morre Mrs. A. Morran, Mrs. C. Morran, Hilla Chandler, Mrs.

Chardote & Sara
Chardote & Sara
Chardote & Sara
Chardote & Sara
Chardote & Chardote
Clander, Mrs.
Clarck Adeline
Clarck Catherine
Clarck Catherine
Clarck Catherine
Clarck Clarce
Clard (Single
Clarch Colory Mrs.
Clarch Codena, Agnes
Colerone, Mrs.
Colerone, Mrs

Johnson, June Johnson, Mrs, Cleone NOTE-The mail held at the various offices of The Billboard is classified under their respective heads, Johnson, Mrs Jonnson, Mrs. Edith
Jordon, Alice Edith
Jordon, Alice Edith
Jordon, Alice Edith
Kanne, Mrs. Dick
Katie, Day Light
Kavana, Mrs. Office
Kawana, Mrs. Office
Kawana, Marcelle
Kawana, Marcelle
Keller, LeRenic
Keller, LeRenic
Keller, Letha
Kennia, Moe
Kennia, Mrs. N. P.
Kethelli, Mrs. Al Edith i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

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Osborne. Relen V.
Thomas. Mrs. Mrs. Batelover Sandillo Page. Rose
Painter, Leona
Palen, Mrs. Heatel
Palmer, June
Palmer, Mrs. Patth
Park Edna M.
Parkor Billy
Parker Marine
Parkort Billy
Parker, Marine
Pennington.

Mildred
Pero. Mrs. E. C.
Perry, Mrs. Grace
Perers, Mrs. Grace
Perers, Mrs. Grace
Perers, Mrs. E. C.
Perry, Mrs. Grace
Policera, Hrs. Marine
Phillipe, Mrs. E. C.
Perry, Mrs. Grace
Policera, Mrs. Marine
Phillipe, Mrs. E. C.
Perry, Mrs. Grace
Policera, Mrs. Marine
Phillipe, Mrs. E. C.
Perry, Mrs. Grace
Van Norman.

Mrs. Betty
Watner, Mrs. Jean
Watson, Mrs. Florine
Watts, Mrs. Mrs. Florine
Wills Mrs. Mary
Watts, Mrs. Mrs. Florine
Burta, Park
Burta, Davide, Hrs. Burta, Davide, Mrs. Earl
Williams, Mrs. Butler, Raiph L.
Williams, Mrs. Earl
Williams, Mrs. Butler, Chasses, Mrs. Butler, Aller Callabana, Art
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Ray, Mrs. Baty

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Moraca, M.
Moraca, M.
Moraca, Hila
Morts, Mrs. James
Moss, Esther
Hoss, Helen
Hos, Ed Stokes. Mrs. Faye Storey, Mrs. C. J. Stratke. Mrs. Trixis Sullivan, Bell Sullivan, Mrs. Blanche Sullivan, Mrs. J. P. Surtess. Mrs. Geo. Tarver, Mrs. Clara Taylor, Edric Am Tennyson, Edythe

Frether, Mrs. Rither Rayland, Mrs. Batty Rayland, Mrs. Batty Rayland, Mrs. Batty Rayland, Batty

Bruce Shows
Bruner, J. R.
Bryant, Howard
Bryant, Jack
Bubbles & Romens
Buchanan, Fred
Buchanan, J. M.
Burhanan, J. M.
Burhanan

Corteze. Pete Cortright, R. G. Costello, George Costello, George
Costello, George
Costo, Loca
Cover H. (Scotty)
Cover H. (Scotty)
Cover H. (Scotty)
Cornell L. R.
Cramer, H. W.
Crandell, L. R.
Cramer, H. W.
Crandell, Charles
Crans, Rey H.
Crawford, Tex
Crack, Jack
Cornell, Jack
Crawford, Tex
Creech, Ernic
Cress, Earl
Crawford, Tex
Creech, Ernic
Cress, Earl
Crawford, Tex
Creech, Ernic
Cress, Ext
Crawford, Tex
Creech, Ernic
Cress, Ext
Crawford, Tex
Crawford, Tex
Creech, Ernic
Cress, Barl
Crosswitte, A.
Crum, Tom M.
Cudner, Tom
Cunning, Fred S.
Cunnings, Fred S.
Curren, Olyde
Customan, Roddy
Customan, Roddy
Customan, Roddy
Customan, Roddy
Customan, Roddy
Customan, Roddy
Customan, Company
Customan, Company
Customan, Company
Customan, Roddy
Custo

Corey, Roy Corley, Harry (Red) Cornalia, Pete Corric, Christo-pher A.

Campbell. Sannes
Campbell. Sonny
Campbell. Whitey
Candle. Dallas
Candler. Att
Candler. Earnest
Candler. Carren
Canning. G. E.
Canterbury. C. J.
Care, Fall P.
Care, Will.
Care, Will.
Care, J. H.
Carren, J. H.
Carr, J. J. Amuse.
Carr., Joe

Dark E. I. Leon
Davenport. Frank
Davide, Archie
Davide, Archie
Davies, Edw. J.
Davis, Bill H.
Davis, J.
Davis, B.
Davis, D.
Davis, Hamnabal E.
Davis, Mack
Davis, Mack
Davis, Jack
Davis, Jack
Davis, Jack
Davis, Jack
Davis, Mack
Davis, Mack
Davis, Rockie
Davis, Mack
Davis,

Denham, Denny H.
Dent. C. R. Bob
Devone, Wm.
Devone, Danny
Devone, Bob
Devone, Bob
Devone, Bob
Devone, Bob
Dillon, Eddle
Dillon, Jack
Dillon, Jack
Dillon, Jack
Dillon, Tommy
Dixon, Bap
Doolan, Charles
Dolliver, Fred'k
Donahey, W. R.
Donaldson, John
Donofillo, Spike

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Doolan, Charles J.
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Dolliver, Fred K.
Donnoliven, Fred K.
Donnoldon, John
Donorlin, Spike
Donohue, Frank A.
Donovan, John
Dorser, Bobby
Doss, Billy
Dungan, Co
Duffy, John F.
Duffour, Lew
Dungan, Lew
Dungan, Doc
Dungan, Doc
Dungan, Pal
Dungan, Bamuel
Dungan, Bean
Dungan,

Edwards, Dick
Edwards, Edk
Edwards, Sarl
Edwards, Glenn
Edwards of, J. L.
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Elder, Edgar
Elder,

Emanuel, Slats
Emerling, Alex
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Engel, Dixie
Engler, Ted
English, J. Robert
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Etheridge, Rae
Ethery, Frank
Evans, E(O'Mally) Etnery, Frank
Evans, Ed. (O' Mally)
Evans, Frank
Evans, Pinkir
Evans, Sugarioot
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Ewert, Ray
Exton, Billy
Fabino, Joey
Faddella, Aarry E.
Fairles, George
Fairly, Noble C.,
Fairly, Hank

Farris, Hank Farris, James Faulk, Al Faust, Ben Faust, F. L. Faust, Ike Faust, Ike Faust, Jake Faust, Mike Fay, Charlie Fay the Mystery Man

Fay, Chank
Fay, Chank
Fers, Anthony
Fenton, Jack
Ferdon, Jack
Ferdon, James
Ferguson, McD,
Ferris, James
Ferris, Loc
Ganadian Kid)
Fiber, Rox, Saul
Fields, Barry
Fields, Barry
Fields, Jackie
Fife, G. H
Findle, Galbert F.
Findle, Harry
Findle, Harry
Fitch, H. H
Fitzgerald, Frank
Fitzpatrick, Fred
Fianason, Frank
Fia

Flannagon, Frank Flannagan, Alforus Flannagan, Alforus Flannagan, Bill Flemins, Bull Flemins, Doug Flemins, M. D. Flint, Ban Flowers, A. S. Flowers, A. S. Flynn, Donald Fotsie, E. W. (Ted) Fontaine, Sunshine Ford, Chester Ford, Chester Forman, Buddy Forthe, Roy & Forman, Buddy Fortse, Roy & Foss, J. D.

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Prancis, David
Francis, Jimmie J.
Francis, John
Francis, Roy
Frank, Galifornia
Franks, Ralph
Franks, Cerald
Franz, Billy
Freeborn, R.
Freeman, Geo. H.
Aussie

Precborn R.

Precman, Geo. H.

Preeman, Geo. H.

Preemans. The

Premans. The

Premans. The

Premont, Robert

Prisbee, J. Forrest

Prye. Charles G.

Priye. Maurice G.

Pulmer. M. W.

Pulton, L.

Pulton, L.

Galligan, Ed.

Gartel, Lefty

Garcia, Pedro

Gardner, George

Garfield, Doc

Garner, R. B.

Gatchett, Harvey

Gatchett, Harvey
Gatca, Curley
Gatca, Curley
Gatca, Curley
Gennicr, George
Gennicr, George
Gennicr, George
Gennicr, George
Gennicr, Winey
George, Joe M.
George, Joe M.
George, Joe M.
George, Jose
George, Jack
Gilbright, Robt.
Gilli W. M.
Gillilard, Amos L.
Gillilard, Amos L.
Gillilard, Amos L.
Gillilard, Charles
Gillion, Art
Gillinore, Vernon
Gilson, Art
Gillinore, Vernon
Gilson, Art
Ginther, Homer
Girard, Jerry
Glauner, Bert
Ginny & Ford
Gloth, Robt
Gloth, Robt
Golden, Duke
Golden, Duke
Golden, Nat
Goldston, A.
Goldston, A.
Goldston, A.
Goldston, Mat
Goldston, Mat
Goldston, Holling
Gordnier, Otla
Gordnier, Otla
Gordnier, Otla
Gordnier, Otla
Gordnier, Otla
Gordnier, Charles
Gray, Bruce
Gray, Bruce
Gray, Bruce
Gray, Fenning
Gray, Senning
Gra Gray, Weaver Great White Way Shows

Green, Jack Green, Law & Kitty Builett, Parker

Green, Tim Greenbaw, L. B. Greenwood, W. a Grendol, Joseph Greshner, John Grey, Jimmie (Bowling All, Grey, William P. Greystoke the Maxi-

Greystoke Maging Greystoke Maging Griffith, John M. Griffith, W. J. Grigges, Oharles Groffe, Miler Grose, Weldon B. Groffe, Miler Grose, Weldon B. Groffe, Dr. Otto Grove, Billie Grose, Weldon B. Groffe, Dr. Otto Grove, Billie Grose, Hader, Plater Hader, Plater Hager, Lawrence Hager, O. K. Hague, Ericce Economics, Groffe, W. E. Ealey, George Hale, W. E. Ealey, George Hale, W. E. Hall, H. G. Hall, Fred Hall, E. C. Hall, Fred Hall, Fred Hall, Fred Hall, Fred Hall, H. G. H. G. Hall, H. G. H.

Harmon, Ted Barmount, O. B. Harper, Jack A. Harper, E. W. Harridge, Delma Harrigan, Jack Harria Jr., Hobbi Harria, George Harris, Joe Harris, Manuel Harris, Nick Harris, Nick
Harris, Rudolph
Harris, W. R.
Harris, Walter
Harrison, Eddie
Hart's Showboat
Hartsell, H. W.
Hartwig, John
Harvey, L. C.
Haskins, Beric
Hasschack, Josep
Hauck, Harry
Hauck, Harry

Haun, Eddie Hauser, Allen Hawkins, Happy Hawkins, Ralph Hawkins, Sam Hayes, Chas. B.

Hayes, Chas, M.
Hayes, Wm.
(F.
Head, Bernie
Healy, Jimmie
Hearn, Charles
Heckendor, Roland
Heckendor, Tolarle
Hedge, Bufrd L.
Heffner, Jas.
Hendricks, Joe
Hendricks, Joe
Hendricks, Tax
Hennegan, Pole
Hennesey, Emm

Hennegan. Peter Hennesey. Emmedennies. Orville Hennis. Harry Henry. Arthur Henry. Arthur Henry. Fet G. Herberts. Cal Herberts. Cal Herberts. Cal Herberts. John Jingsins. W. A. Hillman, Arthur Himelberger. Jos Hines, Palmer Hipp. Conrad.

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Holman, Samuel Holston, Jack Holt, J. R. Holman, Samuel Hoiston, Jack Host. J. R. Holtzman, Fred Hooder, G. Bert Hooper, Elly Hooper, Clyde Hoover, J. W. Hoover, John Hooper, A. R. Horner, Tommy House, C. V. House, Cell House, Mack House, Sam Houser, Sam Houston, Lee Houtz, Edw. A. How, Billie Howard, Bryant Howard, Fred (Magdel Howard, J. A. Whill Howell, Ed

Barnett, Capt.

Barnett, Gapt.

Barnett, Edmund

Barrett, Edmund

Barrett, Edmund

Barren, Billy

Bartell, All

Bartello, Dr.

Bartello, Dr.

Barten, A. E.

Barter, Office of the Company

Barter, Office of the Company

Barter, Office of the Company

Barter, Dr.

Batter, Office of the Company

Beanley, Chas.

Bedomle, Geo. W.

Bedew, Ray

Belew, Ray

Bellew, Ray

Bellew, Ray

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Van Lodowick.

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Vancer H. E.
Vancer H. E.
Vancant Jelly
Varner Bay
Varner Bay
Vermont Bay
Vermont Bay
Vermont Bay
Vermont Bay
Vermont Wayland
Voisch Harold
Voight, Fred D
Walker, L.
Wagner, Do &
Walker, Cecil Bud
Walker, Cecil Bud
Walker, Cecil Bud

Leforn, Al
Leland, Jimmic
Lester, Bert A,
Littlejohn, FrankP,
Lockwood, Alex
Lynn, George
MacLane, Faul
McCalla, Albert
McCollum, Ernie
McDermott, Thos.
(Dermotti)
McPherson

McPherson.

Gentlemen's List

Charles Marshall C.

Regy E. M.

Marshall C.

Marshall LeRoys, Three
Flying
Lovere, Jack
Learie, James K.
Leaver R.
Lesselber G.
R.
L Hoover Jimmie Pete Thomas Walter E. Clyde L. Johnnie son, Renry Hermann Johnnie Dr. Willard C. Leonhart, Rey
Lectado, Frank
Lindsoy, J. G.
Lealle, Burt
Lealle, Burt
Lealle, Burt
Lealle, Burt
Levis, Samuel
Levine, Lewis, L. R.
Lewis, W. L.
Lewis, W. L.
Lewis, W. L.
Lewis, L. R.
Lewis, L. R.
Lewis, L. R.
Lewis, M. Rarry
Linderman, Farmer
Lindgar, Harry
Linderman, Farmer
Lindgar, Harry
Linderman, Farmer
Lindgar, Leonhard, M. Livingston, Aerial
Locke, W. H.
Lockewood, Jack
Livingston, Aerial
Locke, W. H.
Lockewood, Jack
Locket, W. H.
Locke, D. Jim
Long, D. Jim
Lovelace, C. L.
Lovell, Sidd
Lovelace, G. L.
Lovell, Sidd
Lundeen, Robert
Lundee Willard
Joe
Leo
Leo
Edw.
M.
roff, Morris
ia, Charles
Bill ohnny Johnny
Al
Dr. F. C.
Art
Jimmie Art Jimmie Earl Jimmie Earl Frank Newt Joe Wm. (Slim) Billy V. John J. T. W. J. Chie J. J. T. Willard Jack Frank Frank
Paul M.
Jum. R. P.
Peter
Blacky
J. D.
II, Leo
L. Bill
Walter Ernie
Jack
Leo H.
R. C.
Vance
Jans
I. V.
Rudolph
Ird. Snooze
nan. Bob
nan. Eddle
Sl.
nan. Tone MacDonaid. Boyd
MacPherson. Robert B.
McAbee. L. B.
McArdell, J. M.
McBride. L. C.
McBride. L. Wer
McCaffery. J. C.
McCalunnahan, W.
Ernest Inen. Tony
Bill J.
Nat
Nathan
Denver
Rerbert A.
Robt. Pete Jim Harry Edw. H. Jack Lee Euby Mental Lew Pete F. Chie F. Chie F. Chie F. Chie F. Chie F. Archie F. Archie F. Harry Geo. H. Gr. Shows Charles Jack (Caser) Dr. Frank Francis Dr. Fran-Francis Jack & Reta Jean e. Arad R. A. George y. Tulle Georgo

Mack, Dorsi Mack, Harry Mack, Harry Mack, Tiser Madigan, Jack Malson, George Madoney, Jack Malson, George Mahoney, Jack Mailic, Eddie Milic, Eddie Milic, Eddie Milic, Eddie Milic, Eddie Milic, Eddie Mallos, Mitte Mallos, Mitte Mallos, Mitte Mallos, Mitte Mallos, Mitte Maning, G. F. Mann, Edd Manning, C. F. Marton, Jamy Marton, Jamy Marton, Jamy Marton, Jamy Marton, Jamy Marton, Martin, Jarry Martin, Jarry Martin, Jarry Martin, Johnnie Martin, Harry Martin, Johnnie Martin, Harry Martin, Johnnie Martin, Mar LaZellas. The Lafferty, Walter J. Lake, George Lamarrk, B. Lamb, L. B. Lamb, Ray Lamb, Ray Martin, B. T. Duke
Martin, W. C.
Martiz, Ray
Marty, B. T. Duke
Marty, Jack
Mason, Jack
Mason, Jack
Mason, Harry
Mason, Walter
Mason, Harry
Mathews, J. H.
Mather S. J.
Mat McCabe, Grover
McCale and Man, McCale and McCale and McSale and Mc Redrick. Chas. Spud Recd. Benny Rabbit Reeves. Glenn C. Reid, Walter T. Relder E. Rebeller, Herman Replogie. Carl Reubin, Harry Rhodes, Dusty Ricardo, Capt. Ricardo, Capt. Rice, Bill Rice-Perey Players Richards Bros.' Circus Richards, C. H. Richards the Magician Richards, W. C.

Richardon, E. Vaughn Slegfer, Doo C. S Slegher, Richardson Vaughn
Richardson Vaughn
Richardson Dan
Richard Richard
Richmond C. L.
Roberts J.
Rob Russicil, Jack
Russicil, Jack
Russicil, The Three
Russicil, Jack
Russicil, Jack
Russicil, Jack
Russicil, Jack
Russicil, Jack
Russicil, Jack
Russicil, Ger
Stort, Ger
Sto Seligrist, Oharies
Seliers, Jack
Selzer, Louie
Sepulveda Gaudalupe
Seymour, Joe
Shafer, Monzel
Shafer, Walter
Shaffer, Bernard
Shah Barbar, Prince
Shanis, Dewitt
Shanies, Jos
Shannon & Princy
Shannon & Princy
Shannon & Princy
Shannon & Chief
ShecNer, Chief
ShecNer, Chief
ShecNer, Chief
ShecNer, Chief
Shelon, Gene
Shelton, Clarence
Shelton, Clarence
Shelton, Clarence
Shepherd, A. K. Shellon, Clarence
Shelton, Clarence
Shelton, Clarence
Shepherd, A. K.
Shepherd, W. A.
Sheridan, Al
Sheridan, Joe
Sherwood, Blackie
Sherwood, Blackie
Sherwood, Robt,
Sherwood, Robt,
Shewood, Robt,
Shewo

Simon, Homer
Sima, Musical
Sima, Musical
Sima, Musical
Simaley, W. E.
Simer, Virgil
Simareton, O. H.
Simer, Virgil
Simer, Virgil
Simer, Samen
Siloce, Barney
Siloce, Barney
Siloce, Barney
Siloce, Jack
Silocen, Good
Silocen, Silocen, Silocen, Silocen, Silocen, Silocen, Good
Silocen,

Steinberg, Joe
Stevens, C. W.
Stone, C. G.
Stone, G. G.
Stone, G. G.
Stone, G. G.
Stone, G. M.
Strotte, W. A.
Stroute, W. A.
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Tompkins, Geo.
Townes, Charles
Townes, Charles
Townsend, Chick
Townsend, Tomle
Townsend, Tomle
Townsend, Carold
Traves, L. R. Traver Chautauqua
Traves, L. H. Show
Treadway, S. C.
Trevallion, Pred
Trierweiler, Pond
Trierweiler, Donale
Trout, Max
Tucker, Cal
Tucker, Eral
Tucker, Eral
Tucker, Eral
Tucker, Cal
Turiner, Citford B.
Turner, Jack
Turner, Jack
Tuskey, Joe Turner, Series August Strains, Series August Strains, Series Series Nelle Gill, Nelle Gidewin, Ruth Golden, Mabel Tyler, Otts Ulfman, Strains, Stra

Van Horne, C. C. Whittle, J. C. Weimman, Geo. A. Weimman, Geo. A. Weimman, Geo. A. Weimman, Tom F. Weiderman, Tom F. Weiderman, Tom F. Weimman, Tom C. Weimman, Commander, Carl Manderson, Ernest Weimman, Clareno, Clareno, Clareno, Weilliams & Williams Weilliams Willard, the Wivord
Williard, Clyde
Williams & Williams
Williams, Arnold
Williams, Blackte
Williams, Bros.
Williams, Dome
Williams, Dome
Williams, Dome
Williams, Frad X.
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Williams, Jack Fete
Williams, Leonard
Williams, Leonard
Williams, Leonard
Williams, Leonard
Williams, Sab
Williams, Schorty
Williams, S. B
Williams,

Bacon (Sharon Revue)
Basil, Harry
Basil, Harry
Becker, Irving
Bernett, J.
Bernett, Rex
Brics, John
Bernett, Rex
Brics, John
Burke, Harry J.
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Cahill, Capt, Jack A.
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Macx. Jess.
Maria, Mess.
Maria, Jess.
Maria, Jess.
Maria, Jerry D.
Matthews. J. J.
Mason & Wood
Moyers. H.
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Melling.
Miner. Roy
Maria Miner.
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Maria Mar Voyles, J. F.
Wade, R. L.
Wagner, Dob &
Walker, Gecil O.
Walker, Jas. C.
Walker, Jinmy
Walker, Robt. G.
Walker, Robt. G.
Walker, Sylvester
Wallams, Leonard
Waller, Robt. G.
Walker, Sylvester
Wallams, Leonard
Waller, Robt. G.
Walker, Sylvester
Wallams, Leonard
Waller, Robt. G.
Wallams, Sack Pete
Williams, Leonard
Waller, Betty
Wallace, Johnny
Wallends, The
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Waller, Frank G.
Waller, Frank G.
Waller, Johnny
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Walter, Gedl
Williams, Frank
Williams, Leonard
Williams, Leonard
Williams, Red
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Williams, Red
Willi Carter, William
Carter, Edward
Casidino, Raiph
Castillos, Les
Chandler & Cemons
Cithe, Danny
Cohen, Herman
Colline, Blilly L.
Consimidine, Contad
Cook, N. B.
Coty, Palmer
Grupwells, Aerial
Dale, Sinde D.
Dale, Sinde D.
Davis, Buddy
De Forest, Harry
Denny, Alex
Delbert, Major
Denny, Alex
Delbert, Major
Denny, Alex
Dunne, Vio Francis
Delbert, Major
Denny, Alex
Delbert, Major
Denny, Alex
Dunne, Vio Francis
Delbert, Major
Denny, Alex
Delbert, Major
Delbert, Majo MAIL ON HAND AT CHICAGO OFFICE 600 Woods Bldg., 52 West Randolph St Parcel Post

Barker, Mr. & Mrs. Burke, Lee H., Se Glenn, 170 Roller, Dora, 10c 11/20 POSTAGE DUE ON FOLLOWING

Anderson. Mr. & Mrs. L. Anderson. Wm. & Hopper. Arthur Hutchens. Albert E. Johnson. Silvers Kenochian. Dob Kitchi, Mr. & Mrs. & Kenochian. Dob Kitchi, Mr. & Mrs. & LaRue. Leone. 1% Lawrence. Dud. & Lawrence. Du

Ries, Ivy
Ries, Ivy
Riehards, Mrs.
Robinson, R

MacLean. Adeline
McRaide. Plo
McNulty, Ann
Maxwell, Mary A
Miles, Jean
Mewman, Pegy
Payne, Arillias
Perrita, Mary
Ray, Agnes
Guarta, Mary
Ray, Agnes
Guarta, Marie
Rack Mary
Ray, Agnes
Ray, Marve Marie
Rockliff, Mercedes

Gentlemen's List

Centlemen's List

Contlemen's List

Contlemen's List

Drigo Don Emilo
Duffour, Mr. &
Mrs. Lebia.

Adlar, Palix
Albarado, Alfredo
Aldridge, Mr. &
Mrs. ABeno
Alen., Joseph D.
Andrew, Mrs. John
Arenz, Mr. &
Arger, Tom &
Arger, Tom &
Eastley. Charles
Baker, Billic
Bales, Eddie H. E.
Bales, Eddie H. E.
Bales, Eddie H. E.
Bambl the Magician
Barres, K. Malcolm
Beanner, Mr. &
Benner, Larry
Bennington, W. F.
Benner, Larry
Bennington, W. F.
Bernard, Mr. &
Berner, Larry
Bennington, W. F.
Bernard, Mr. &
Berner, Larry
Bennington, W. F.
Bernard, Mr. &
Bilkow, John
Coleman, George
Budd, Anna-John
Bueloy, Robert
Colleman, T. J.
Brown, Joseph A.
Brown, W. Co.
Buchanan, George
Budd, Anna-John
Bueloy, Robert
Colleman, T. J.
Brown, Joseph A.
Brown, W. Co.
Buchanan, George
Budd, Anna-John
Coleman, T. J.
Brown, Joseph A.
Brown, W. Co.
Buchanan, George
Budd, Anna-John
Coleman, T. J.
Brown, Joseph A.
Brown, W. Co.
Buchanan, George
Budd, Anna-John
Coleman, Fack
Chalsson, John J.
Clauson, B. J.
Coleman, Faret
Collins, Mr. &
Mr

zer Hughes, Ruby
Jackson, Crooked
Jackson, Harry
Jaones, Everett
Jacobs, Garry
James, Everett
James, Everett
James, Everett
Johnson, E. A.
Johnson, B. W.
Johnson, E. A.
Johnson, B. W.
Johnson, E. A.
Johnson, M.
Johnson, E. A.
Johnson, B.
Johnson, W.
Johnson, W. Coleman, Fred
Collins, Mr. &
Mrs. Jimmy
Colvin, Oale Collins, Mr. & Mrs. Jimmy Colvin. Oale Cores Octaillo, George Orandell, Mrs. Fred Ourtis, Bert A. Curtis, Flord A. Curtis, Rude Darrow, Charles Davies, Valrie Davis, Harry R. Davis, Elmer Dexter, Robert Diaz, Enrique Dolam, William Doolin, Richard

Schultz, Jack
Mr. Gladstone
Short, Raymond
Signor, W. L.
Simth, Jay
Smith, Reuben
Smith, Sammy
Smith, Reuben
Smith, Sammy
Stanton & Dolores
Bteaman, Mr. & Wall, Harold
Stanton & Dolores
Bteaman, Mr. & Wall, Harold
Stanton & Mr. & Wall, Harold
Stevens, Mr. & Wall, Harold
Stevens, Mr. & Wall, Harold
Stevens, Mr. & Wallon, Lone
Wardell Company
Walter, W

MAIL ON HAND AT KANSAS CITY OFFICE

424 Chambers Hidg., 12th and Walnut Sts.

Parcel Post

Mahaffey, Joe. 30cStewart, Ellen, 15c Ladies' List

Allaway, Anne L. Allen, Mrs. Balle Allen, Mrs. Hasel Bailey, Mrs. Bille Gassaway, Dorts Gassaway, Dorts Gassaway, Dorts Gassaway, Dorts God. Versa Comman, Mrs. Johnson, Bridge, Loie Bindon, Mass Broad, Loie Broot, Loie Bro

Cook, Juanita
Cormier, Mr.
Statia
Covington, 1 one
Cox, Stune
Cox,

Ramos, Gollita Rice, Mary E. Roberts, Dorothy Ruth, Mrs. Edna Schuyler, Bianche Sherman, Mrs. Smith, Dalsy Telma Sperry, Marcheta Stewart, Ellen Stewart, Ellen Stroud, Mrs. Inez

Gentlemen's List

Addelbury, Ernie Alarcon, Alfred Aldrich, Sam Alfred, Jack & June Allen, Mickey
Allen, Mickey
Allensworth, Melvin
Allensworth, Melvin
Allensworth, Melvin
Arthure, R. A.
Bardore, Harry
Baldwin, J. R.
Bales, Eddie
Bandor, Harry
Baldwin, J. R.
Barton, Paul
Bash, Ray,
Bechtel, Charlie
Bell, Buller
Bullok, Guss
Buller, Tom
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Buller, Tom
Bullok, Guss
Buller, Tom
Calefon, J. M.
Cash, T. J.
Cavina, Earl
Compbell, James
Carleton, J. M.
Cash, T. J.
Cavina, Earl
Compbell, James
Carleton, J. M.
Cash, T. J.
Cavina, Earl
Complex, J. L.
Collide, Red
Clark, W. N.
Clay, Bob
Clayton, Bob
Clayton, Bob
Clayton, Bob
Clayton, Bob
Clayton, Bob
Congres, Mickey
Cormier, Eddie
Coy, Rolly
Cranc, Bild
Coy, Rolly

Teets, Mrs. Fletcher Trimble, Mrs. Dorcas Turner, Mrs. Joe C. Tyndall, Theims Welss, Mrs. A. J. Wells, Mrs. Madeline Wrenn, Viyan Wright, Henryetta Wright, Hrs. Etta Wyatt, Mrs. Hazel

Meisterman, Jack
Miller, P. W.
Molleston, Skeet
Mooney, D. W.
Molleston, Skeet
Mooney, D. W.
Moser, Leo
Mallivan, Coo
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Mullivan, Moser
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Ma en's List

Ochhart Jr., Jaa W.
Gentry, Frank
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Henry, Speedy
Herdle
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Howell
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Jeffrey, Wm.
Jordin, Clin flarvey
Jordin, Clin flarvey
Jordin, Johnny
Kane, Paul
Karr, Olan
Karr, Olan
Kellem, Walt
Kerr, D.
Kerry, Carries
Kipke, H. A.
Klime, A. K.
Knight, C. C.
Krews, Henry
Kuhn, Fred
Layler, Frank
Lay, Earl
Lesile, Don
Lewis, Raiph D.
Lewis, Raiph D.
Lewis, Prank
Lay, Earl
Lesile, Don
Lewis, Roy
Ludington, Roy E.
Lyons, Bill
McDonaiel, Wm.
McD

Ladies' Liet

Blakeley, Mrs. Ben Keller, Mrs. Blanche Brown, Gerty Betty Kortez, Mrs. Pete Browne, Helberty Kortez, Mrs. Pete Browne, Margaret Buchanan, Day, Mrs. Margaret Donnelly, Marie Boyer, Mrs. Betty Kowerds, Mrs. Wolfer, Mrs. William S. Brown, Theiman, Mrs. W. L. Ocodman, Mrs. W. Madam Kom, W. William S. Brow, Theiman, Mrs. W. L. Madam Kom, Dissale Taffin, Plavia Simulation, Mrs. W. L. Rosen, M. Harris, Mrs. M. L. Tarbes, Mrs. Katherine Jones, Mrs. Warie Gentlemen's List

Allen, Benny Anthony, W. W. Bailey, Waiter Baidey, Waiter Badwin, Wm. Basarich, I. Beers, Fercy Begss, Francis Branneck, John W. Broughton, Bud Broughton, Bud Broughton, Bud Casey, Pat Chester, Harry

MAIL ON HAND AT ST. LOUIS OFFICE 392 Arcade Hidg., Eighth and Olive Sts.

Parcel Post

Wents, Mr. & Mrs. Don, 80

Gentlemen's List

Day, Elmer DeKreko, Mess Jean & Ga Decker, Wm. Dulin, C. J.

Eberabach Mos Eb

Tolma, Mrs. Dolly
en's List

Glark, Henry
Clark, Faul D.
Cobb, Gene (Honey
Collema, J.
Conera, Wm.
Conners, Johnny
Conners, Johnny
Cothern, Walter
Culver, Frankie
Culver, Fra

VAUDE-PRESENTATIONS

Abbott & Bisland (Gates Ave.) Brooklyn,
Adler & Bradford (Orph.) New York.
Allen, Wanda (Fvx) Detroit,
Amateur Night in London (Regent) Paterson,
N. J.
Arden, Anolyn (Fox) Detroit,
Arleys, Five (Loew's State) Cleveland.
Armando & Lita (Arkansas) Little Rock, Ark.
Askam, Earl (Poll) Worcester, Mass,
Askam, Ferry (Foll) Worcester, Mass,
Athenas, The (Poll) Springfield, Mass.
Aubrey, Will (Orph.) New York.

В

Baker, Belle (Loew's Fox) Washington, D. C. Baker, Phil (Capitol) New York.
Ball, George (Fox) Detroit.
Barnes, T. Roy (Indiana) Indianapolis.
Barrett Shelia (Keith) Boston.
Barstow, Dick & Edith (Loew's Fox) Washington, D. C.
Bernan, Chick (Orph.) Madison, Wis.
Beeger, Edgar, & Co. (Valencia) Jomaica,
Berkes, Johnny (RKC Pal.) Albany, N. Y.
Berry's, Harry, Sunkist Vanities (Grand)
Linion, Ind.; (Gapitol) Clinton 8-9.
Bessette, Cathieen (Poli) Bridgeport, Conn.
Blossom Sisters (Poli) Bridgeport, Conn.
Blosk & Sully (Earle) Washington, D. C.
Blossom Sisters (Poli) Bridgeport Conn.
Boswell Sisters (Capitol) New York.
Boyle, Charles (Poli) Worcester, Mass.
Bredwins, Three (Wisconain) Milwaukee.
Brems, Fitz & Murphy Bros. (Riverside) MilBritton Frank & Mill. & Orch. (State) New waukee.
Britton, Frank & Milt, & Orch. (State) New

Fork.
Brown, Ada (Riverside) Milwaukee.
Brown, Lasses (Orph.) Madison, Wis.
Buck & Bubbles (State) New York.
Burke, Johnny (State) New Orleans.
Burns & Allen (Loew) Jersey City, N.
Burns, Harry, & Co. (Hipp.) Cleveland.

California Collegians (Hipp.) Toronto.
Caligary Bros. (Ronacher) Vienna, Australia,
Jan. 1-31.
Campo & Partner (Keith) Boston.
Cantor, Eddie, & Co. (Earle) Philiadelphia.
Cantor, Eddie, & Co. (Earle) Boston.
Ohamberlia & Himes (Scollay Square) Boston.
Chase, Chaz (Capitol) Trenton, N. J.
Chilion & Thomas (Paradisc) New York.
Christensens (Liberty) Elizabeth, N. J.
Colliford & Marlon (Boulevard) New York.
Conley, Harry J., & Co. (Hipp.) Toronto.
Corbett & Convey Revue (Hipp.) Toronto.
Crawford, Kathryn (Fox) Detroit.

Route Department

When no date is given the week of December 31-January 6 is to be supplied. In split week houses, the acts below play January 4-6.

Cummings, Roy (Arkansas) Little Rock, Ark.

D'Ormond, Geo., & Bro. (Loew) Montreal, Que.
Dance Oddities (Proctor) Schenectady, N. Y.
Dancing Doughboys (State) New Orleans.
Dawn Sisters & Paul Cadieux (Albee) Cincin-

Dawn Sisters & Paul Cadieux (Albee) Cincinnati.

Deane, Doris (Capitol) Hartford, Conn.
Delmar's, Harry, Revels of 1933 (RKO Albee)
Providence.
Description (Capitol) Trenton, N. J.
Deanett, William (Loew's State) Cleveland.
Descri Song Idea (Poll) Worcester, Mass.
Diamond Bros. (Gales Ave.) Brooklyn.
Dillon & Parker (Cates Ave.) Brooklyn.
Dikle Four, The (Capitol) Hartford, Conn.
Dobbs. George (Fox) Detroit.
Dolinoff & Raya Bisters (Pal.) Chicago.
Dora, Grace (Lincoln) Trenton, N. J.
Du Faye, Grace (Arkansas) Little Rock, Ark.
Duffy, Jack (Indiana) Indianapolis.

E Earl. Peggy (Paramount) New Haven, Conn. Eaton, Mary (Indiana) Indianapolis.

Fiapper Preshles (State) Milford, Mass. Egan, Jack (Indiana) Indianapolis. Erroli, Leon, & Co. (Pal.) Chicago. Everson, Les (State) New Oricans. Parrington, Betty (Fox) Detroit. Fay. Ruth (Fox) Detroit. Fay. Ruth (Fox) Detroit. Fay. Ruth (Fox) Detroit. Fay. Ruth (Fox) Detroit. Foliage & LaTour (Lincoln) Trenton, N. J. Foliage & LaTour (Lincoln) Trenton, N. J. Fox, George (Fox) Detroit. Fromman, Bert (Valencia) Jamaica, N. Y. Fuller Bros. & Sister (Gates Avenue) Brooklyn.

Crosby Bros., Three (Arkansas) Little Rock, Georgia Minstrels Idea (Orph.) Madison, Wis. Ark. Ghezzia, Les (Loew's Pox) Washington, D. C.



PAUL & NINO GHEZZI ORIGINATORS "BLACKBOTTOM" UPSIDE DOWN

Givot, George (Capitol) New York, Gobs, Three (Orph.) Madison, Wis, Gold & Raye (Loew's Fox) Washington, D. O. Gordon, Ada, & Co. (Proctor) Schenectady, N, Y. N. Y.
Gordon, Nadje (Paramount) New Haven, Conn.
Gordon, Vera (Paramount) New Haven, Conn.
Gracella & Theodore & Co. (Valencia)
Jamaica, N. Y.
Green, Mitzi (Orph.) Omaha, Neb.
Gregory & Co. (Prospect) Brooklyn.
Guhl, George (Indiana) Indianapolis.

Hall, Bob (Proctor) Schenectady, N. Y. Halperin, Nan (Paradise) New York, Harriett, Miss (Indiana) Indianapolis. Harris, Thomas (Orph.) Madison, Wis Hasting's, Sue, Marionettes (Boulevard) New

Poley & LaTour (Lincoln) Trenton, N. J.
Four Flukhers (Proctor) Troy, N. Y.
Prox, George (Fox) Detroit.
Prohman, Bert (Valencia) Jamaica, N. Y.
Puller Bros, & Bister (Gates Avenue) Brooklyn.

Garden, Mary (Capitol) New York.
Gardner, Murfel (Poll) Springfield, Mass.
Garner, Wolf & Hakins facilth) Boston,
Gates, Glare & Haynes (Loew) Montreal, QueGautiler's Toy Shop (Century) Baltimore.
Gaye, Mildred (Capitol) Hartford, Conn.
Georgia Browns, Three (Orph.) Madison, Wis.

International Trio (Loew) Montreal, Que, Irene Idea (Fox) Detroit, Irmanette, Miss (Wisconsin) Milwaukee. Irwin & McAvoy (State) New Orleans.

Jeannie (Poli) Bridgport, Conn. Jessel, George (Earle) Philadelphia. Joyce & Gary (Poli) Bridgeport, Conn. Joyce, Teddy (Poli) Bridgeport Conn. Jublice Show Idea (Capitol) Hartford, O

Kane & Harciton (Capitol) Trenton, N. Karsen, Buddy (Fox) Detroit. Karsen & Gretel (Fox) Detroit. Kelly, Nell (Hipp.) Toronto. Kelso, Joe. & Co. (Orph.) New Orleans, King. Chas., & Marion Chase (Albee) Cimmati. Kitosens, The (Elte Circus) Sioux Falls, S. 2-8; Council Bluffs, In., 11-18. Klutinga' Animals (Riverside) Milwaukee.

La Marr, Dorothy (Fox) Detroit.

La Marr, Kramer & Richard (Bouley New York.

LaRocca & Novia (Academy of Music) York.

Lake, Arthur & Florence (Met.) Brooklyn Lamberti (Poil) Bridgeport. Conn.

Lamont, Alice & Sonny (Albee) Cincinnat Lamont Four (Hipp.) Cleveland.

Lane, Murray, & Rascals (Proctor) Schwtady, N. Y.

Lauren & LaDare (Pal.) Youngstown, O.

Lerner, Max (Paramount) New Haven, O.

Lewis, Ed. Moore (Orph.) New York.

Lewis, Ted (Capitol) Hartford, Conn.

Lowis, Ted, High Hat Beautics (Capitol) B ford, Conn.

Lopez, Vincent, Debutantes (Earle) Wash (on. D. C.

Lorralne, Cigcollay Square) Boston.

Love, Burnoff & Wensley (State) New Y.

Lyman, Myrtle (Paramount) New Hatconn.

McCann Sisters (State) New Orleans. McMann, Topsy (Paramount) New Ha

McMann, Topsy (Paramounts) Aces.

Conn.
Mady & Partner (Valencia) Jamaica, N.
Mahoney, Will (Loew's Bate) Cleveland
Marcy Bros. & Beatrice (Poll) Springsi
Mass.
Marks. Joe. & Co. (Orph.) Omaha, Neb.
Mason, John, & Co. (Prospect) Brooklyn.
Maximo (Paradise) New York.
May, Janet (Btate) New York.
Melson, Charlie (Wisconain) Milwaukec,
Merkyl, Nennetic (Pol) Worcester, Mass
Miles, Mary (Poli) Bridgeport, Con.
Millard & Mariin (Orph.) Omaha, Neb.
Miller, Billy (Orph.) Madison, Wis.

sell, Billy (Orph.) Madison, Wis.
pe & Grant (Locw) Jerscy City, N. J.
is Joe, & Co. (Orph.) New Orleans,
ison, Alex (Met.) Brooklyn,
E Lee (Orph.) New Orleans,
hey, Gus (Gates Ave.) Brooklyn,

ach & Pately (Protor) Schenectady, N. Y. sturfo, Leon (RKO Pal.) Albany, N. Y. y Bros. (Orph.) Madison, Wis.

r, vic (State) New York, tie, Nina (State) New Orleans, tunity Revue (Orph.) Minneapolis,

te, Sidney (Paramount) New Haven, Conn. llenberg's Bears (Orph.) New York. rker & Sidar & Co. (Loew's State) Cleved.

b. & Lewis (Liberty) Elizabeth, N. J.

Molly (Century) Baltimore.

Bobby (State) Hartford, Conn.

Boby (Poll) Bridgeport, Conn.

man, Esther (Capitol) Hartford, Conn. R

Rubes (Century) Baltimore. Barney, & His New Englanders (Keith)

Barney, & His New Englanders (Keith)

ston.

Stonycelle (Orph.) Madison, Wis.

Walter (Fox) Detroit.

Walter (Fox) Detroit.

Walter (Fox) Detroit.

Jamedy Circus (Frospect) Brooklyn.

Jassy (Met.) Brooklyn.

Jarry (Met.) Green

Jarry (Met.) Clean

Jarry (Met.) Clean

Jarry (Met.) Clean

Claire Sisters & O'Day (Capitol) Paw
Leket, R. I.

Lobb Brothers Three (Proctor) Tray N. Y.

Claire Sisters & O'Day (Capitol) Pawteket, R. I.
John Brothers, Three (Proctor) Troy, N. Y.
y Idea (Indiana) Indianapolis.
Iley, Zelda (Poll) Springfield, Mass.
Iley, Zelda (Foll) Springfield, Mass.
Iley, Sack, Four Jacks (Olympia Circus)
undon, Eng., until Jan. 30.
Int., Gracle, & Co. (Orph.) Omaha, Neb.
Int., Four (Bouldward) New York.
Int., Four (Bouldward) New York.
Int., Sylvia (Poll) Successive The Sec.
Sylvia (Poll) Successive The Sec.
Sylvia (Miles (State) Newack, Sec.
Sylvia (Colonial) Elmira.

ei & Miles (Stave, Son's Wonderettes (Colonial)

Son's Wonderettes (Colonial)

Y. 1-4.

Zer Jr. (Liberty) Elizabeth N. J.

Ights Idea & Olga Chaimers Ballet (Wiscoshi) Milwaukee.

Bord, Harry (Indiana) Indianapolis.

F Gazing Idea & Collenette Ballet (Poli)

pringfield, Miss.

Ries & Kover & Co. (Paradise) New York.

Mre & Gibbons (Ritz) Elizabeth, N. J.

Jud Twins (Scollay Square) Boston.

St. Blanche (Scollay Square) Boston.

St. Blanche (Scollay Square) Boston.

St. Blanche (Scollay Square) Boston.

To The Colonial Square (Scollay Square) Boston.

To The Colonial Square (Scollay Square) Boston.

(Poli) Worcester, Mass. Yeast Jesters (Rits) Elizabeth, N. J. Max, Troupe (Academy of Music) York. w York, ence, John & Edna (Boulevard) New

U ngi Idea & Sunkist Beauties (Arkansas) ide Rock, Ark. r., May (Prospect) Brooklyn.

rio, Don, & Girl (Proctor) Schenectady, (Orph.) New Orleans, Fluke, "Red": (Paris Inn Cafe) Pittsburgh.

Henrycko, & Co. (Proctor) Troy, Fisher, Mark: (Edgewater Beach Hotel) Chi-

we we we would be well as a second of the weak of the well as a second of the

Chas. "Snowball" (Capitol) Hartd. Coun.
lams. Herb (Valencia) Jamaica, N. Y.
lams. Herb (Valencia) Jamaica, N. Y.
ld. Britt (Locw) Jersey City, N. J.
ld. James (Lincoln) Trenton, N. J.
ld. Mae. Poursome (Regent) Paterson,
ld. Mae. Poursome (Regent)

pis (Capitol) New York. W. Hal (Indiana) Indianapolis. Mg. Joe, & Co. (Orph.) New York.

a (Met.) Brooklyn.

BANDS AND ORCHESTRAS

(Weck of January 2)

(Weck of January 2)

ew, Charlie: (Folics Cafe) Chicago.
guette, Lina: (Century Theater) Baltimore.
aco, Leon: (Ambassador Grill) New York,
Jimmy: (Savoy Baltinoom) Chicago.
dinl, Henry: (Greystone Balliroom) Detroit.
e., Jack: (Showboat Cafe) Pittsburgh,
arth, Johnnie: (Brown Hotel) Louisville.
oway, Cab: (Cotton Club) New York.
soneri, Tony: (Academy of Music) New
prk.

ork.

one, Freddie: (Ritz Ballroom) Cleveland.

man, Emil: (Montparnasse) New York.

man, Emil: (Montparnasse) New York.

mabo, Russ: (Park Central Gocoanut

ove) New York.

to, Etzi: (Plazs Cafe) Pittsburgh.

s. Meyer: (Mayfair Yacht Club) New

ork.

b. Jack: (Blue Grotta) Chicago.

Freddie: (Blue Grotta) Chicago.

New May, Jack: (Waldorf Empire Room) New

rot. George: (Stevens Hotel) Ohicago. melly, Carson: Hammond, Ind. hin, Eddy: (Central Park Casino) New Ork.

inando, Angelo: (Garden City Hotel) Long

Income Tax Department

-By M. L. SEIDMAN-

Member Tax Committee of the New York Board of Trade

Income tax days (or shall I say daze) re here again. The time for our annual seckoning with Uncle Sam, our silent but ormidable partnert approaches. What's core, there has been a "new deal." The extraoretic contract has been considered to the contract of the contract has been considered to the contract has been considered. are here again. The time for our annual reckoning with Uncle Sam, our silent but dormidable partnert approaches. What's more, there has been a "new deal." The partnership contract has been considerably changed. Different terms and con-ditions have been provided. Uncle Sam has been given a greater share of the profits.

profits.

To many of us the subject of income taxes may be merely a matter of fond memories. Gone are the good old days when the tax we had to pay gave us a piercing headache. The headache in all its intensity continues, but now it is because we may have NO tax to pay.

However, we must not give up the ship in despair. The fact that we may have wound up the year in the red carries with it some consolation. Our loss may mean not only the elimination of our tax bill this year, but in addition an exemption from tax for 1933. There is what is called the "net loss" provision in the law whereby losses of one year, under certain circumstances, may be applied. in the law whereby losses of one year, under certain circumstances, may be applied against the income of the next year. In other words, Uncle Sam not only relieves us of part of our profits, but also swallows some of our losses. The trick, therefore, is not to throw up the sponge, but to be on the job more than ever before and carefully figure our than ever before and carefully figure our than ever before and carefully figure our losses in order that the Government will owe us as much as possible against future income.

Furthermore, whether we like it or not, returns may still have to be filed because the requirements are based on

not, returns may still have to be filed because the requirements are based on gross income, and not only net income. Then again, there must still be some left who have net incomes on which taxes must be paid. So that between now and next March we must again remove the cobwebs that accumulated since last year on our sharpened income tax wits, and buck the line once more. If this is regarded as a bitter pill to swallow, we have but to recall the time when the preparation of an income tax return made the layman jump out of his skin or insured him admission to the office of a psychiatrist. That was when income tax in its modern dress was just making its debut. Roading the law then with the attempt to understand it was futile. The fun really began, however, when the cute little income tax of the current cartoons showing a troubled citizen wallowing in codles of paper of wall-paper length, trying to figure the

DRAMATIC AND MUSICAL

Another Language: (B'way) Denver 2-7.
Carroll's. Earl. Vanities: (American) 8t.
Louis 2-7.
Cat and the Piddle: (Apollo) Chicago.
Colbourne. Maurice-Barry Jones Co., in the
Queen's Husband: (Columbia) San Francisco 2-21.
Design for Living: (Hanna) Cicveland 2-7.
Face the Music: (Shubert) Cincinnati 2-7.
Pamily Upstairs: (Gerrick) Chicago.
Cood Earth: (Erlanger) Chicago.

Those days are over. Tho the chunk is not materially less, we now appear to understand our silent partner's requirements somewhat better. Maybe it is because he is making himself more clearly understood. Perhaps it is the result of getting to know him better now that we have had him sign checks on our benk account for so long at time. In any account for so long a time. In any event, we have come to regard the income tax as a permanent, wholesomo American institution.

American institution.

Of course, preparing an income tax return still len't the easiest thing in the world. The millions of deliars that are annually refunded to taxpayers, and the still greater sums additionally assessed against taxpayers each year, bear stanch witness to the intricacles of the return. But in the final analysis it will be found that the law is based on fundamental, logical principles that are easy to grasp.

There are, to be sure, frills and fan-

There are, to be sure, frills and fan-cies that in many cases make a consid-erable difference in the tax bill. For our crable difference in the tax bill. For our purposes, however, these niceties can be left for the experts to daily with. What we want is a presentation of the basic principles—and especially the new ones—in a simple, clear, informative way, to guide us in the preparation of our returns. If the articles can do that and be of even the slightest constructive help to readers, the time and space devoted to them will be fully justified.

Obviously I cannot expect to cover everybody's specific problems. I will, however, maintain a question and answer feature along with the articles, and thru it readers may have their particular problems discussed. Every year brings its crop of tax questions, and they make mighty interesting reading for all of us.

Where shall I begin? One of the em-

mighty interesting reading for all of us.

Where shall I begin? One of the embarrassing things about explaining the income tax law is that wherever you begin you're in the middle—or muddle. Perhaps it may be well first to outline who must file returns. That will immediately fix the circle of readers to whom income tax information may be of practical value. Those who don't have to file returns probably have many other more vital things to concern them.

In the next article therefore I will

In the next article, therefore, I will discuss "Who Must File Returns." It will appear on The Forum page, as will the subsequent articles.

Good Woman-Poor Thing: (Garrick) Phila-Green Pastures: (Forrest) Philadelphia "Snooks": (Paramount Hotel Grill)

Green Pastures: (Forrest) Philadelphia Land of Smiles: (Shubert) Boston 2-7; (Carlton) Providence, R. I., 9. Lauder, Sir Harry: Houston, Tex., 5; Ft. Worth 6. Last Judgment: (Hollis) Boston 2-7. Laugh Parade (Ed Wynn's): (Grand) Chicago. Left Bank, The: (Harris) Chicago. Marquise, The: (El Capitan) Los Angeles 2-7. (Grand) Chicago. New York.

Harris, Bud: (Palaco Theater) Chicago.

Harrold, Buddy: (Yoeng's Restaurant) New

York. Harrold, Buddy: (Yoeng's Restaurant) New York.
Hicks, Art: (Biltmore Country Olub) St. Louis, Hyde, Alex: (Loew Theater) Montreal, Que. Hogan, Tweet: (Beach View Gardens) Chicago. Kardos, Gene: (Gloria Palace) New York. King, Henry: (El Patio) New York New York. Lewis. Len: (Bertolotti Cafe) New York. Lewis. Ted: (Capitol Theater) Hartford. Conn. Lomburdo, Ouy: (Roosevelt Orill) New York. Luster, Marv: (Orlental Gardens) Chicago. Lyman, Abe: (Paradise Cabaret) New York. McCoy. Clyde: (Drake Hotel) Chicago. Madriguera, Enrique: (Pigalle) New York. Makin, Eddie: (Club Alabam) Chicago. Miles, Joe: (New Hollywood Cafe) Cleveland. Mtd., Dec. (New Hollywood Cafe) Cleveland. Mtd., Dec. (New Hollywood Cafe) Cleveland. Mtd., Dec. (New Yorker Terrace) New Olsen. Will: (Club Errest) New Orleans.

Rhapsody in Black: (Shubert) Kansas City 2-7,

Show Boat: (Cass) Detroit 2-7; (Auditorium) Chicago 8-14. Springtime for Henry: (Blackstone) Chicago. Tattle Tales: (Belasco) Los Angeles 2-7, There's Always Juliet: (Chestnut St.) Philadelphia 2-7.

EMPIRE BURLESQUE

Glsen, George: (New Yorker Terrace) New York.
Osborne, Will: (Club Forest) New Orleans.
Peck, Jack: (Foreman Ballroom) Pittsburgh.
Pedro, Don: 'Terrace Gardens) Chicago.
Peyton, Eddie: (Frolica Cafe) Miami, Fis.
Potter, Jerry: (Limehouse Cafe) Chicago.
Powell, Walter: (Lincoln) Trenton, N. J.
Redman, Don: (Connie's Inn) New York.
Russo. Dan: (Canton Tea Gardens) Chicago.
Schaffer-Englert: (Nixon Cafe) Pittsburgh.
Scottl, William: (Neptune Grill) New York.
Shea, Jack: (Regent Theater) Paterson, N. J.
Speciale, Mike: (Elek' Club) Brooklyn.
Steen, Harold: (St. Moritz Grill) New York.
Stran, Harold: (St. Moritz Grill) New York.
Stranjaht, Charley: (Vanity Fair) Chicago.
Weeks, Anson: (St. Regis Hotel) New York.
Weems, Ted: (Pennsylvania Grill) New York.
Weems, Ted: (Pennsylvania Grill) New York.
Wee York. (Week of January 2) Bare Pacts: (Star) Brooklyn.
French Models: (Howard) Boston.
Lid Lifters: (Mal.) Williamsport, Pa., 3:
(Nemo) Johnstown 4: (Embassy) Altoona 5:
(Orph.) Reading 6-7.

Happy Days, Leon Long, mgr.: (Maylon) Stockton, Calif., 1-8; Linden 9; Farmington 10; La Grange 11; Le Grand 12; Modesto 13-15.

Mack & Long's New Idea. Jack Long, mgr.: (Paramount Publix) Des Molnes, Ia., 8-13.

White, Lasses: (Station WSM) Nashville, Tenn., 2-7.

REPERTOIRE

Billroy's Comedians, Billy Wehle, mgr.: Punta. Gorda, Fla., 2-7.

MISCELLANEOUS

Delmar, Great, & Co., hypnotist and escape: (Florida) Haines City, Fla., 2-7; (Eustis) Fustis 9-11.

Fayssoux, Chas. Underwood, mgr.: Gastonia. N. C., 2-9. Harlan Medicine Show: West Frankfort, Ill.,

LeVant's, Lee, Show: Watertown Wis., 1-6. Marine-Frestone Co.: Houston, Tcx., 2-7.
Marquils, Magician, & Co., Richard G. Buck,
mgr.: Charles City, Ia., 5-6: New Ulm,
Minn., 2-10: Fairmont 11; Albert Lea 12;
Mason City, Ia., 13.
Mystle Decleo & Co.: Maryaville, G., 2-7.
Reno, Grat, & Co.: St. Joseph, Mo., 2-7.

CARNIVAL COMPANIES

Dixie Am. Co.: Oglethorpe, Ga., 2-7. Plorida Expo.: Navy Yard, Charleston, S. C., Great Western Shows: Salina, Okla., 2-7. Littlejohn, Thos. P.: Pensacola, Fla., 2-7. New Deal Shows: Swainsboro, Ga., 2-7; Millen Florida Am. Co.: Blackshear, Ga., 2-7; Homer-ville 9-14.

CIRCUS AND WILD WEST

Holland, Milt, Indoor: Sioux Falls, S. D., 2-9; Council Bluffs, Ia., 11-18.

Additional Routes

(Received too late for classification)

Birch, Magician, & Co., Henry H. Davis, mgr.:

El Campo, Calif., 5; Yuma, Ariz., 6-7; Tempe
9: Tombstone 10-11; Lowell 12; Lordsburg,
N. M., 13; Deming 14.

Bishop's Show: Jessup, Md., 2-7.

Biythe, Billy, Players: Manchester, Md., 2-7.

Biythe, Billy, Players: Manchester, Md., 2-7.

Biythe, Billy, Players: Manchester, Md., 2-7.

Cook's Talkie and Vaude Show: Willacoochee,
Gn., 2-7.

Goodwin's Health Show: Happy, Tex., 2-7.

Goodwin's Health Show: Happy, Tex., 2-7.

Jelly Jack's Show: Breeds, Ill., 2-7.

Jelly Jack's Show: Breeds, Ill., 2-7.

Lydick's Jack, All-Star Revue: (Lincoln) Winston-Salem, N. C., 2-7; (Thaeter) Greens
boro 7-10.

Manatowac Show: Moscow, Pa., 2-7.

boro 7-10.

Manatowac Show: Moscow. Pa., 2-7.

Murdock Bros. Show: Sobillasville, Md., 2-7.

Noonan, Doc. Show: Louisville, Ky., 2-7.

Phillipson Comedy Co. Frankton. Ind., 2-7.

Star Picture Show: Laccochee, Fla., 2-7.

Walker's Hav-a-Laf Show: Urbanette, Ark.,
2-7.

H. C. Whitehurst President American Road Builders' Assn.

WASHINGTON. Dec. 31.—Capt. H. C. Whitehurst, engineer of highways of the District of Columbia, will be the next president of American Road Builders' Association. He is the only nominee for this place. Election will take place co-incidentally with the annual convention and exposition of the association at Detroit January 16-20. He will succeed Major T. H. Cutler, chief engineer of the Missouri Highway Commission.

Other officers to be elected are: Treasurer, James H. MacDonald, New Haven. Conn.; directors, E. L. Benedict, vice-president, Pittsburgh Steel Company; Charles M. Upham, engineer-director, Washington, D. C.; Grover C. Dillman, State highway commissioner of Michigan at Lansing; Stanley Abel, supervisor, Kern County, Calif.

Sen-Clair Under Knife

Lid Lifters: (Mai.) Williamsport, Pa., 3: (Nemo) Johnstown 4: (Embassy) Altoona 5: (Orph.) Reading 6-7.

Moulin Rouge: (Modern) Providence.
Nite Life in Paris: (Trocadero) Philadelphia.
Oriental Girls: (Capitol) Albany, N. Y.
Parisian Filtrs: (Hudson) Union City, N. J.
Récord Breakers: (Empire) Newark, N. J.
Step Lively Girls: Open.

MINSTRELS

Ethiopian Knights, Dymes Bros., mgrs.: (Star)
Stockton, Caiif., 2-7. INDIANAPOLIS, Dec. 31.-Robert Sen-

WANTED CIRCUS ACTS

pes-Must be first class, Route of four weeks of Indoor Work, Write fully. If unknown to us send photo. Quote Lowest Price,

JAS. BELL CO., 36 GREEN ST., NEWARK, N. J.

BARNES-Mrs. Rose Christianson, died Bridgeport, Conn., December 28. She as well known as a concert violinist vas well and soloist.

BARNES—Edward, of the team of Barnes and Edwins, passed on in Alabama December 12 after a short illness following a heart attack. Barnes and Edwins played together in repertoire, dramatic stock and vaudeville for 29 years. Burial was made in Highlawn Cemetery, Terre Haute, Ind., December 164 He is survived by his widow, Cora Barnes, known professionally as Kittle Edwins, and his mother.

BARNETIT—John R. father of Chester BARNES -Edward,

BARNETT—John R., father of Chester E. Barnett, clown known as Bobo with Sells-Floto Circus, died at 508 Angeles

Sells-Floto Circus, died at "los Angeles December 4.

BATES—Harry Gillesple, veteran actor, died December 29 at the Percy Williams Home, East Isilp, L. I., where he and his wife, professionally known as Maude Morrison, had been guests for the last three years. Bates was born in Asheville, N. C., in 1870. He made his first stage appearance in 1889. He played in An Enemy to the King, The Perfect Lady, Sherlock Holmes, The Old Soak and The Vironium. Services were held at Camp

Sherlock Holmes, The Ohi Soak and The Virginian. Services were held at Campbell's Funeral Church. Interment in the Actors' Fund plot in Kensico Cemetery, Westchester County.

BLOOMFIELD—Marjorie, 78, who once acted with John Drew, E. H. Sothern and Booth, died in Los Angeles December 28. She was one of the first actresses to perform in Alaska after the settlement of that territory by the gold seekers.

BRADY—James J., 72, who at different periods handled publicity for Ringling Brothers' Circus, William F. Cody and Klaw & Erianger, died at his home in New York December 28 after an attack of grippe. He was said to be the first press agent who ever had one of his articles printed verbatim in The New York Sun, one noted for its animosity toward. ticles printed verbatim in The New York Sun, onee noted for its animosity toward publicity men. After handling the road tours of the comedy team of Fred Allen and Joe Hart, he became associated with the Wild West show of William F. Cody (Buffalo Bill) and later with Ringling Brothers' Circus. With the dramatization of General Lew Wallace's novel Ben Hur, Brady left the Midwest and returned to New York to become the first press agent for Klaw & Erlanger's production, offered for the first time at the duction, offered for the first time at the Broadway Theater, After touring for sev-eral years as this company's press agent he was made general representative for Chicago. In 1915 Brady was called back to New York, where he became business manager of the new George M. Cohan Theater. He retired soon thereafter to devote his time to writing memoirs and anecdotes of the theater for magazines. Delegates from the Theatrical Press Representatives of America, of which Brady was a charter member, attended the funcral

CAROL-Jacob, well known in American, German and French film circles, dled in Vienna late in December. CARTY—John J., 71, retired vice-presi-dent and chief engineer of the American

Telephone & Telegraph Company, died December 27 in Johns Hopkins Hospital at Baltimore of heart disease following a recent operation. Many developments in the field of telephonic, telegraphic and radio communications were attributed to

CASSIDY—Wiotte, 35, professionally known as Grace Cassidy, died December 21 in Los Angeles after a brief illness.

21 In Los Angeles after a brief illness. She was formerly a chorus girl. Surviving are her husband, H. Armand de Massi, of The Los Angeles Examiner; two sons and an infant daughter. CHERMAK—Louis E., 69, of Bridgeport, Conn., died December 22. He has been leader and business manager of the Wheeler & Wilson Band, of Bridgeport, and of the Fairfield Band, of Fairfield, Conn., for a number of years. He was also an instructor in music of all brass instruments. His death was due to an attack of acute indigestion.

DOSS—Mrs. Blanch Bardon, 62, widow of William Doss (Man Who Grows), died December 28 at a tourist camp near

December 28 at a tourist camp near Springfield, O., after a two weeks' iliness of the flu and pneumonia. Arrange-ments were made for burial beside her late husband in a cemetery at Cullman, Ala. Her son Frank, accompanied the body there. Mrs. Doss had been in show business many years, having started with the Barnum & Bailey Circus in the early 1900s. Of late years the Doss trained dogs, ponies and monkeys have been playing free-act and independent show dates.

EAGLE-Mrs. Louise, 82, died Decemer 22 at her home in New Harmony, Ind. She was the mother of Malcolm (Buzz)
Eagle, former booking agent and now
representing East and Dumke, radio
team, Burial was at New Harmony,
EOFF—Mrs. William, 80, died at Denver December 20. The body was shipped
to Burlington, In., interment taking



there December 23, She

place there December 23. She was known to many showfolk. Three sons, George Lyle, of Hagenbeck-Wallace Circus, Peru, Ind.; Floyd Lyle, Denver, at whose home she died; Claude Lyle, St. Joseph, Mo., and a daughter, Mrs. William Cullen, Roundup, Mont., survive.

FITZGERALD—Patrick J., 65, died in Bridgeport, Conn., December 27 after a short lilness. He was connected with the Majestic Theater, Bridgeport, for many years in an executive capacity.

FLEMMING — Harry, colored band leader and revue producer, was shot to death in Spain recently by a woman.

GODOWSKY—Gordon, 26, son of Leopold Godowsky, planist-composer, died suddenly December 27 in a roomling house in New York City. In 1928 young GoGowsky, then a student at Harvard, eloped with Yvonne Hughes, Zlegfeld Follies girl. He is survived by a brother, Leopold Godowsky Jr., of Rochester; two sisters, Dagmar Godowsky, film and stage actress, and Mrs. Vanita Sapender, and his father. his father.

GREENBERG—Caesar, 78, frequently referred to as the father of the Jewish stage in this country, died December 28 in the Home for Incurables after a stay in the Home for Incurables after a stay there of two weeks. He was said to be the first character actor on the Jewish stage. He was president and manager of the Biblical Historical Opera Company at the World's Fair in St. Louis in 1904. In 1906 he was director of the Hebrew Acting School in New York. In 1923 he published a book on The Immortals of the Jewish Stage. He is survived by his call daughter, Mrs. Gertrude Lichtenstein.

daughter, Mrs. Gertrude Lichtenstein.

HARRIS—Frank J., 77, former president of Genesse County Agricultural Society and long active in the fair field, died suddenly December 27 at his farm near Batavia, N. Y.

HOWARD—Billy, 32, who had many friends in the show business, died recently at Battle Creek, Mich. Death was caused by monoxide gas from his car in garage. Interment at Hichs Cemetery, that city.

garage. Interment at Hichs Cemetery, that city.

JAMES-Mrs. Samuel E., 52, who formerly appeared in vaudeville and dramatic stock as Maynon Steward, died December 25 at the Grande Ronde Hospital, La Grande, Orc., after a month's lilness. She was one of the first players with the old Essanney Company, of Chicago. Deceased was formerly Mrs. C. M. DeVere. Surviving her are her mother and one son, Dave Steward.

and onc son, Dave Steward.

JESSUP—W. Lafe, 44, formerly well known in repertoire thru the Middle West and South, died December 26 at Good Samaritan Hospital, Cincinnati, from steam and hot-water scalds sustained in an accident at an industrial plant in Lockland, O., where he had been employed. Deceased formerly toured with the Alex Starnes and John Lawrence shows, and with George Francis formerly had out the Jessup & Francis Show. He retired from the profession several veers had out the Jessup & Francis Show. He retired grom the profession several years ago. Burial was made in Oak Hill Cemetery, Glendale, O., with full Masonic services. He leaves his wife, his mother, two sons, a daughter and three sisters.

KARSENTY—Raphael, 43, European theatrical impresario, died at his home in Paris December 16.

KIMSEY-Dr. John Thomas, 80, father KIMSEY—Dr. John Thomas, 80, father of Howard Wade Kimsey, of New York, and Rolla Warren Kimsey, of Chattanooga, both soloists, radio artists and community song leaders, died at his home in Lathrop, Mo. December 21.

LAKE—Edward R., 76, father of M. L. Lake, New York, composer of band music, died suddenly December 27.

LAUGHLIN—Homer, 57, well-known engineer, died at his home in Los Angeles December 27 after an illness of several well-known He has been closely associated with the theater industry in Southern California and has assisted in the con-struction of several of the most outstanding theaters. Foremost is the Million-Dollar Theater in Los Angeles, which Laughlin erected for Sid Grauman. In addition to his widow, a son and a sister

-Mrs. Rebecca, 88, died December 21 at her home in Philadelphia. Funeral services were held December 23 from the home, and burial was in the family plot in that city. She is survived by four sons, including Willie Levine, concessioner, who was in Kansas City at the time of her death.

LIPSCHULTZ—George Milton, 38, violinist and orchestra leader, died at the

Cedars of Lebanon Hospital, Hollywood, December 24. He was musical director for the Fox Film studios at the time of his death and was well known on the Pacific Coast. A few years ago he served as musical director at the Sir Francis Drake Hotel, San Francisco. He was a native of Chicago.

Drake Hotel, San Francisco. He was a native of Chicago.

LUEBEN—Alfred, 72, pioneer in Seattle's musical world and director of the old Seattle Band of pioneer days, died at Providence Hospital, that city, after a two weeks' illiness. Lucben went to Seattle from San Francisco shortly before the hig firs of 1889 and was instrumental in the from San Francisco shortly before the big fire of 1889 and was instrumental in the organization of the city's first band, which he also directed for many years. He rettred about five years ago, altho he directed the Metropolitan Theater Orchestra at a single performance the day before he was taken to the hospital. He is survived by a daughter, Mrs. Martin G. Dudel, and two sons, Alfred and Rudolph, Seattle musicians.

McGONIGLE—Harry, 49 who in past

Seattle musicians.

McGONIGLE—Harry, 49, who in past
years had been with various carnivals
and more recently proprietor of the Irish
village at Kenosha, Wis., dropped dead
December 18 at Kenosha.

McGOWAN—Mrs. Margaret, 90, mother
of Robert McGowan, Hal Roach studio
director, died December 28 at the home
of her daughter, Mrs. Kate Hewitt, in
Los Angeles.

os Angeles.
McGREGGOR—Fred,

McGREGGOR—Fred, formerly with the Marx Brothers, the Follies and the Desert Song, died/of heart failure at Long Beach, Calif., December 12.

MARQUETTE — Daphne, 48, press agent, died in the Monte Sano Hospital, Los Angeles, December 14 of pneumonia. Surviving is her husband; her mother, Florence Lawrence, dramatic editor of The Los Angeles Examiner; two sisters and two brothers.

O'CONNOR—Bernard J. 58 who

and two brothers.
O'CONNOR—Bernard J., 56, who prior to his retirement was chief of police at Sea Gate, Coney Island, died December 27 at his home in New York City after a long illness. He was known as "Smiling Barney" in the Police Department. He is survived by his widow, Mrs. Marle Saxon O'Connor; three sons, Detective Philip G., Edwin and Jerome, and four daughters, Gertrude, Marion, Virginia and Dorothy. Dorothy.

OELRICHS—Mrs. Banene in New-67, who was socially prominent in New-port and New York, died at her Newport home December 26. She was the mother OELRICHS-Mrs. Blanche de Loosey, port and New xora, home December 26. She was the mount home December 26. She was the mount was was who was nome December 26. She was the mother of Mrs. Harrison Tweed, professionally known as Michael Strange, who was formerly the wife of John Barrymore and author of Clair de Lune, in which Ethei and John Barrymore appeared at the Empire Theater in 1921. Interment took place in Woodlawn Cemetery, New York City

PETERSON-Gus, 52, dled December PETERSON—Gus, 52, died December 22 following an operation at the Minne-apolis General Hospital. He was for many years a manager of med shows operating thru Minnesota and Texas. In 1925-'26 he was with the Shubert Theater, St. Paul. Mr. Peterson leaves his wife (formerly Alice Horner) and one daughter. They are living in Minne-apolis.

PHILLIPS—George, 42, known in car-val circles as "Hamburger George," PHILLIPS—George, 42, known in carnival circles as "Hamburger George," died December 24 at San Antonio, Tex., after receiving a gunshot wound several days previous at a rooming house. After his death a charge of assault to kill against the alleged gun user was changed to a charge of murder. PIERCY—Mrs. Flo, who with her husband had concessions last season with the Nip Butts Carnival, died December 20 at Fred Roberts Hospital, Corpus Christl, Tex., of double pneumonia. PORCARI—Giovanni, 28, an employee of a traveling menagerie on exhibition

of a traveling menagerie on exhibition at Monfalcone, Italy, was attacked and killed December 28 by three llons as he was driving the animals from one cage to another.

IN SAB AND LOVING REMEMBRANCE OF MY DEAR HUSBAND. JOHN G. RANDALL, Jr. Who was taken from me so suddenly twe years ago today, January 4, 1931. Devoted wife. KATHRYN RANDALL.

RICHARDS—Lester Leon, black-face comedian and a veteran of the tabloid field, died at his brother's home in Mobile, Ala,, December 22 after a jungar-

ing illness of more than three yes Richards for many years operated, rected and managed his own shows o rected and managed his own shows of the old George B. Greenwood, Barba and Splegelberg circuits, and forma had as a partner Benny (Rabbit) Ros He is survived by his father, A. A. Rie ards; three brothers, Grady, Albert a Curtis, all of Mobile, and one sist Mrs. Ed Hinnant, of Wilson, N. C. Intument was made in Pine Crest Cemeter Mobile, December 24.

ROGERS—Max, 59, who with brother Gus formed the vaudeville tee of Rogers Brothers, German dialect of medians, died December 26 at his hoe

on Rogers Brothers, German dialect comedians, died December 26 at his ho in New York City. Until 1908, when G Rogers died, the brothers toured a country in an act reminiscent of Wei and Fleids. In 1889 they offered the act at Tony Pastor's with great successions. act at Tony Pastor's with great succes and four years later organized their or company under the sponsorship of late A. L. Erlauger, with whom they susquently became part owners of ulberty and New York theaters. The made their first real big hit in 1897 A Round of Pleasure. Their skits, Rog Brothers in Spain, Rogers Brothers Wall Street and Rogers Brothers in He vard, placed them among the front-raentertainers of the generation.

entertainers of the generation. He survived by his widow, Florence; a so Maurice; three sixers and two brothe RYDER—Tony, 76, who had spent years of his life in show business, di in Hollywood December 20. Ryder in younger days was known as one of the property of the state of th younger days was known as one of the best springboard leapers in the busine the best springboard leapers in the busine the best springboard leapers in the busine the first man to train monkeys for the pression. Two of these animals, which the owned for 30 years, appeared with his in Europe and America. Death, while he had seen Ryder entertaining Queen Victoria of England, Emperor Which had seen Ryder entertaining Queen Victoria of England, Emperor Whelm of Germany, the Czar of Russland Franz Joseph of Austria. His care started with the Roblinson Circus in 1800. and Franz Joseph of Austria. His care started with the Robinson Circus in 180 when he began carrying water for the elephants, learning tumbling and trie on the side. In 1886 Ryder made a too of Europe, and following that appears over the Orpheum Circuit for severy years. Ten years ago he retired and heen making his home in Hollywowith his wife, Mrs. Frankle Ryder, who survives him. Mrs. Ryder, known professionally as Frankle Baker, was a first woman clown ever to perform with a circus, it is said. a circus, it is said.

SINDELAR—Andy, Sr., 74, clarinetic died at his home in Bellaire, O., recent following a stroke of apoplexy. He whorn in Prague, Bohemia, and came this country 45 years ago. He least ten children, six of them being in the music profession.

ten children, six of them being in t music profession.

STEWART—Dr. Humphrey J., 78, di at San Diego, Calif., December 28 and at San Diego, Calif., December 28 and a long illness. For 17 years he play the outdoor pipe organ in Balboa Parthe outdoor pipe organ in Balboa Parthe outdoor pipe organ in Balboa Parthe outdoor pipe organ in Balboa Park, San Diego. He compose transcribed and arranged many light operas, oratorios, orohestral suites a masses. In 1915-118 he was officiorganist of the Panama-Pacific Expedition. A founder of the American Guild Organists, Dr. Stewart won the Guild of Organists, Dr. Stewart won the Guild tion. A founder of the American Gui of Organists, Dr. Stewart won the Guild gold medal for composition in 190 Among his many compositions are the oratorio. The Nativity, the orchests suites Montezuma and Scenes in Califonia, the romantic opera King Hal as the music-drama Gold, the last writte in 1916 for the Bohemian Club, of Separancisco. He also composed two composeds, His Majesty and The Conspit tors, and the incidental music to man plays. The University of the Pacific awarded him the honorary degree Doctor of Music in 1898.

STROBI.—Julius, 64 known to Na

STROBL—Julius, 64, known to Ne ork theatergoers in the '90s and wh York theatergoers in the '90s and will made his American debut at the Irvil Place Theater, New York, in 1892, di in Vienna December 29. He returned

Place Theater, New York, in 1892, die in Vienna December 29. He returned Europe after playing in America for several years.

TAYLOR—Earl, pianist and som writer, died at the Santa Monica Hapital, Santa Monica, Calif., December 3 of an acute intestinal disorder. He was formerly on the vaudeville stage at collaborated with Irving Berlin on several songs. eral songs

TAYLOR — William, 56, veteran dramatic actor, died recently at the Chromodiscase Hospital, Cincinnati, from cancer of the kidney. Officials of the institution say that the deceased was veremuch interested in show business untitude last, but steadfastly refused to give information on his past life. It is us derstood, however, that he had no living relatives. Burial was made in Vin Street Cemetery, Cincinnati,

TAYLOR—Lyle, 42, theater organismet accidental death December 30 is Birmingham, Ala, it has been learned had and daughter in Mobile, Ala. TAYLOR - William, 56, veteran dr

THOMPSON—Jay D., 56, for years with the old Wallace and Hagenbeck-Wallace nows, died December 26 at the home his brother-in-law, John Talbot, in oria Place, Los Angeles. At the time Company. Interment in Hollywood

Cometery.

WATSON—Dr. F. L., physician and surgeon, of McAlester, Okla., died recently of pneumonia. Two daughters, Helen watson and Alma Watson Newton, are irranatic actresses, and his son-in-law, Glenn Newton, is a magician and actorie is also survived by a widow and two

le is also survived by a widow and two hidren.

WELLINGTON—Mrs. Helen, 34, wife of bublix Theater Corporation, died of a least allment December 27 in Manhattan seneral Hospital, New York City. Should been alling with heart disease for nore than a year. Funeral services were in Columbus, Kan. She is survived by er husband and a son. William, 12.

NCHELL—Gloria, 9, daughter of Valer Winchell, columnist of The New York Mirror, died December 25 of septic obtoning at her home in New York City. The New York City. The New York Shervices were held from Campell's Church parlors. Interment Woodaws. She is survived by her parents and servises were held from Campell's Church parlors. Interment Woodaws. She is survived by her parents and servises were sister, Walda, 5. sister, Walda, 5.

MARRIAGES

BAUMGARDNER-LARKIN-Mrs. Jose-hine Larkin, actress, was married to tichard B. Baumgardner, radio entar-ainer, at Frederick, Md., December 26. The bride was a widow. CHENEY-BRISCALL — Eddle Cheney,

CHENEY-BRISCALL — Eddle Cheney, tap dancer with The Laugh Parade at the Grand Opera House, Chicago, and Phoebe Briscall, nonprofessional, of North Paragraphic Charles, Onc., were married in St. Chapel, Chicago, December 27. CLARK-GEWIN — Watter Clark and conile Gewin were married recently. Livk has been with Downie Bros., fi hty Haag and Sparks circuses as billor and lithographer.

CLLINS - DORIOT — Ray Collins, mabeck-Wallace assistant trainmaster, and Lucille Doriot, business manager of

in nbeck-Wallace assistant trainmaster, und Lucille Dorlot, business manager of the Peru (Ind.) Datly Tribune, were nuried recently in Peru.

DANIEL-FAIR.— Elinor Fair, motion deture actress, and Thomas W. Daniel, orner naval filer, were married in Juma, Ariz., December 27.

DOLLISON-BARROWS—William Dollion and Virginia Barrows, both of Denver, were married in that city recently, and are gone to Sait Lake City, where they till make their home. Dollison is booker or the Montana district of Fox West the Montana district of Fox West

ADDIS-ERSI - Walter R. ADDIS-ERSI — Walter R. Faddis, v York business man, and Elsa Ersi, ding woman in The Laugh Parade at Grand Opera House, Chicago, were red December 20. LOOD MILLER — Virginia Miller, ighter of Col. Zack T. Miller, and Lec od, of Chicago, were married at the Ranch White House, Marland, Okla, lishmas Eve.

riskmas Eve.

FRYE-CAMPBELL — Nadine Campbell
id Muurice Frye, members of Henry
ther's Moonlight Revue, now playing
the Band Box Theater, Springfield,
were married on the stage of the
ter Thursday night, December 29.
bride is a native of Tulsa, Okla,
the bridegroom halls from Atlanta,
thave been with the revue for three
rs.

HAYES-BASQUETTE—Lina Basquette, se and film actress, and Teddy Hayes or remarried in Washington, D. C., bember 27. The couple were married Newark in 1931, but Hayes' divorce not become final then.

AKMAN-JONES — Wheeler V. Oakstrand, screen actor and former husband Priscilla Dean, one-time film star, of Frances I. Jones were married in Vegas, Nev., December 27.

AYMOND-LODER — Lotti Loder, of stage and screen, and Jack Raymond, hprofessional, were married in Detroit bember 22.

WRIGHT-ANDERSON—Floyd Wright, anist at the Golden Gate Theater in Francisco, and Rosina Anderson, non-AYES-BASQUETTE-Lina Basquette,

Francisco, and Rosina Anderson, non-dessional, daughter of the late Senator derson, were married in San Francisco ember 10.

ANES-GOTTLIEB-Harriet ra singer, was married to Edward H.

hes Columbia Law School graduate, in bokline, Mass., December 27.

OUNG-STINE—Eddie L. Young, of carnival field of amusements, and Stine, of tabloid and vaudeville, married at Ardmore, Okla., Decem-23.

BIRTHS

orn to Mr. and Mrs. Roy S. Smith,
wher 6, at Baltimore, an 8½-pound
y. Robert Sterling. The father, a
addeweight wrestier, known profes-

sionally as Joe White, has been with various carnivals. Mother and son reported doling okeh.

A 7½-pound girl was born December 17 to Orla and Erma Wach in Cincinnati. Mr. Wach formerly was financially and actively connected with a theater in Pittsburgh.

netively connected with a theater in Pittaburgh.

An eight-pound girl was born recently to Mr. and Mrs. William (Bill) Henning at Baltimore, where Mr. Henning is manager of a skating rink. He was formerly at Riverview Park, Chicago; also with Sam Gordon's Side Shows.

A 7½-pound boy was born December 24 at Christiana, Tenn., to Mr. and Mrs. Charles C. Randall, of the Bruce Greater Shows, with which organization Mr. Randall is electrician.

Mr. and Mrs. Harry Kogen, of Chicago, are the parents of an 11-pound son, born December 20. He has been named Ronald. Mr. Kogen is director of the Rin Tin Tin Thriller program orchestra at the Chicago NBC studios.

Mr. and Mrs. Frank Orman, of the Hagenbeck-Wallace Circus, are the parents of a daughter born December 27 at the Dukes Hospital, Peru. Ind. She has been named Joyce Lee.

has been named Joyce Lee.

Hamid in Role of Fair Missionary

NEW YORK, Jan. 2.—Showered with telegrams and letters of congratulation from all over the country on the appearance of his 1933 catalog edition in the Holiday Greetings Number of The Billboard in the last issue, George Hamid, president Wirth & Hamid Fair Booking, is about to forge thru with another pioneer role. He seeks to establish an agency for the dissemination of publicity and propaganda pertaining to fairs and expositions, it was learned on Saturday. Plan, still in the formative stage, would be featured by the creation of "Junior Fair" organizations, with local merchants directly tied up with the scheme, local kid units to stage miniature fairs as a preliminary to the "parent" events. Forerunning "fairlets" would be conducted thruout the States in the spring months, affording from three to five months of advance promotion. Seen as a natural and strategic buildup for fairs. It will be a regular missionary bureau headquartered at the Hamid office in the Bond Building here, special staff to work under his direction on merchant tieups, prelim literature, production and other divisions of activity. Full cam-

tieups, prelim literature, production and other divisions of activity. Full cam-paign expected to assume shape within a fortnight.

Sennett To Have Hearing

MOBILE, Ala., Jan. 2.—William Earl Sennett, formerly with Robbins Bros. Circus, wanted here in connection with the death of John Smith, will have a hearing at Des Moines, Ia., January 10. Sheriff W. H. Holcombe has appealed to the governor of Iowa to extradite Sennett.

WEST COAST NOTES

(Continued from page 14)

ompleted a six-week engagement at the

completed a six-week engagement at the United Artists Theater.

January 8 has been set as the date on which the Union Oil Company takes over the Sunday night Merrymakers feature on the CBS-Don Lee system. Oil firm will sponsor the feature for one year and has signed Ben Bard as master of ceremonies. Sterling Holloway, of KFWB, will also be featured on the Interams. programs.

Charles Bradshaw has been named musical arranger for the Columbia-Don Lee stations on the Coast, succeeding

Lee stations on the Coast, succeeding Leigh Harline, resigned.

Al Pierce and his Happy-Go-Lucky gang will arrive in Los Angeles from KFRC, San Francisco, January 3 and will present all future programs of the popular matinee feature from the KHJ studios. With this feature emanating from Los Angeles it means the furtherance of NBC's plan to originate most of its Coast programs in Los Angeles.

RADIO CONTINUES

(Continued from page 14)
viewed and often scrapped or remade
before being offered to the public and
likewise a radio program can be edited
and revised before signing a high-galaried
contract for talent and time. Also, if few

legit companies open cold on Broadway,
why should a radio program be put on
with the smug feeling that it must okeh.
Advertising agencies who have been
"wised up" considerably as to the ways
and means of show business are responsible for most of the showmanship tactics
used in radio. Figuratively speaking. used in radio. Figuratively speaking, where they formerly bought and took a chance, they now want to keep their

eyes open and protect a client to the fullest extent possible. Primarily, the fullest extent possible. Primarily, the business of showing talent with a name, but which may flop nevertheless. Sustaining artists called in for a commercial audition are not to be considered in the "showing" class, because they have been showing for weeks and sometimes months. There is a definite idea of how wall they are being resulted. well they are being received. But even when these are tied up with expensive talent or additional artists of unknown quantity then they will have to "show"

again.

Despite the new move, radio expects

"showing" more business as a result of "showing" programs than any other innovation of cent times.

AIR BRIEFS

(Continued from page 15)

Whiteman's Orchestra will only give 45 minutes of its concert, beginning January 8, instead of one hour as heretofore.

Royal Gelatine starts on NBC January 4 with Ken Murray, Robert Russell Bennet and Helen Charleston. sell Bennet and Helen Charleston.
Charles Fleischmann, grandson of the
founder of the Yeast Company, broadcasts over NBC every Wednesday.
Joan Buxhaum, secretary to Pete De
Lima, CBS's artists' bureau, is sporting a
new watch given her by Andre Baruch,
CBS announcer.
The Funnyboners
will shift from 6 o'clock to 6:45, beginning with this Saturday night's program.
Incidentally, Sally Deutsch prepares all
of this trio's programs.
Anson
Weeks dedicated a special broadcast to
his friend, Johnny Hamp, January 3. weeks dedicated a special broadcast to his friend, Johnny Hamp, January 3.

. . . Leo Relsman rehearses six hours for each of his Friday night Pond's broadcasts. . . Walter O'Keefe gets the greatest kick out of writing hilling songs. . . Georgie Price spent the New Year's holidays in the Nassau Islands, West Indies. . . Ben Alley will celebrate his 500th consecutive broadcast January 18 celebrate his 500th consecutive proaquest January 18. . . C. Hollister Noble, formerly a newspaper man and latterly associated with the radio department of Batton, Barton, Durstine & Osborne, has joined CBS's publicity department. . . Joe Donahue has rejoined CBS as a member of the news broadcasting division. . . G. J. Gude, formerly of that department, is now news editor of the mubility denartment.

that department, is now news editor of the publicity department. Jack Fulton, Paul Whiteman's featured singer, likes and uses practically the same type of songs as Morton Downey. WINS encourages all its announcers to speak naturally and not dramatically and has to "untrain" many of the announcers it takes on its staff. Mildred Balley is back from her vacation in Montreal and will resume her NBC broadcasts this month. George Effenbach, formerly manager for Roger Wolfe Kahn, has severed associations with that bandsman to enter the radio-booking field on his own. Frankle Basch, of WMCA, tacked personal notes onto all her Christmas cards.

cards.

TELEVISION-

(Continued from page 14)

they are occurring, television will also make every home a potential Tom Thumb movie palace. And others have expressed their belief that television will expressed their belief that television will enable many folks thruout the country to see stage productions—legit, vaude et al.—and special picture presentations. But I think that while television will never entirely eliminate the theater, it will, even after its novelty has lost its dazzling brilliance and freak aspect and television becomes an accepted "housetelevision becomes an accepted "house-hold necessity," materially lower attend-

television becomes an accepted "household necessity," materially lower attendance and eventually result in the elimination of many movie houses.

And quite apropos of Miss Schuyler's letter was a recent talk by Robert Robins, secretary of the American Society for the Protection of Motion Picture Theaters. Robins contended that television is a competitor to movies, althostill "far off," and he suggested that movie people begin to protect themselves against its possible inroads.

Roses and Lemons Revue

Again the awards—the Hand-Placked Rose and the Hand-Squeezed Lemon to the fairest and foulest in television. It is a same to order the Dunlap, radio ed. of The New York Times, for those abrewd lines of his in that television article Sunday, In part: ". The denizens of research have been busy on many things and have been more fathful to ideas which on the surface seemed insignificant. The depression has altorded an opportunity to detre deeper into the heart of seinere. They have learned much. When the time its opportune they will announce the properties of the series of a firmer foundation than at the beginning of 1932, raore intense illumination on the sereen and more or intense lillumination on the sereen and more brilliancy from the conomic angle." And the Lemon is fung at those phony fly-by-nights, ready to spring into action, that will try to sell worthless stock,

as well as worthless sets, to a gullible pub-lie that is fascinated by the magic and mystic term—Television.

Telling Visions

At W2XAB. . . One of the best televiz singers . I've heard in a long, long while is Thomas Connors . has done plenty musical, vaude, radio and concert work. . In Desert Song, Loew and Pox time vaude, and just entered concert field. . Debut at Barbizon-Plaza . on television, a splendld voice: rich, warm and with an indefinable radio and television personality. . Muriel Asche . producer of entertaining kiddle revues . and active at two schools for youngsters . doing much benefit work. . Jane Jonson, formerly of W2XAB, opened in the legit production of Girls in Uniform. . . Jane's missed at the studio, but . . . Janc's missed at the studio, but the televiz mob are glad to know of her

N. O. HOUSES CHANGE-

(Continued from page 5)
respective of whether the houses are unrespective of whether the houses are under the Saenger banner or not. This will possibly be a resumption of the policy of the original Saenger Circuit, when the buying of that circuit was understood to govern the buying of various chains which had no apparent affiliation with it. Dureau's offices are in the Saenger Building at New Orleans. Other officials whose powers have been broadened are: Howard W. McCoy, a division manager: Maurice F. Barr, Norman Teck Carter, attorney, appointed assistant to E. V. Richards, and Joe Estes, press agent, who will take over the four New Orleans houses.

SHOWFOLKS GIFTED

(Continued from page 5) of Marcus Loew, 81,355.52; Loew's Ohio Theaters, 34,005.93; Madison Square Garden Corporation, 81,497.22; Motion Picture Club of New York, 823,204.18; Rosa ture Club of New York, \$23,204.18; Rosa Ponselle, \$1,001.90; Stuyvesant Theater Company, \$4,271.84 and \$1,235.11; Musio Box Theater, \$12,187.32; United Artists Corporation, \$1,033.55; Universal Pictures Company, \$5,966.42; estate of Samuel L. Warner, \$11,775; Mrs. Alma Gluck Zimbalist, \$2,439.99, and Efrem Zimbalist, \$2,133.19.

\$2,133.19.
Among others were Atlantic Amuser ment Company (Tilyou), \$3,926.58; Carolyn Schwab (care Schwab & Mandel), \$6,567.27; Laurence Schwab & S., 660.91, and Upstate Amusement Company, \$3,848.70. In New Jersey there are the Cliffwood Beach Company, \$3,982.31; Hunts Theaters of Wildwood, \$5,212.86, and Victor Talking Machine Company in Camden, \$5,600. In California Douglas Fairbanks got a refund of \$72,186.94, while in Massachusetts the Olympia Theaters, Inc. (Paramount Publix) received \$16,724.66. aters, Inc. \$16,724.66.

NIGHTS CLUBS-

(Continued from page 16)
ing the Stanley Twins; Ben Omar, eccentric dancer; Ross McLean, vocalist;
Mildred Tolle and the Rodion Adagto
Trio, along with a good-looking and
talented ballet and Ben Pollar's Or-

AIRPORT TAVERN, new dine and dance spot, was opened at Glenview, a suburb of Chicago, December 28. The tavern adjoins the big Curtiss Airport. Phil Walsh and his Paramount Syncopators are furnishing the music.

THE TAVERN, located atop Shades Mountain, near Birmingham, Ala., was destroyed by fire early Thursday morn-ing, December 29.

SHADOWLAND, San Antonio's leading night club, is featuring a new floor show, including Kirby and DeGage, rhumba dancers, and Lillyan Law, acro-batic specialist. Vic Ince continues as emsee.

ANOTHER NIGHT CLUB has made its bow in New Orleans. It is called the Rainbow Gardens and is located in the old Moose dance hall on Canal street. Earl Barnes' Orchestra provided the music and Henry Rando is the featured singer.

LOU IRWIN now lists among his many other club bookings the new Club Richman, New York. First New Year's bookings include Richman himself, Benny Meroff and orchestra, June Knight and Wilma and Buddy Ebsen.

FLORIDA AMUSEMENT CO.

BLACKSHEAR, GA., WEEK JANUARY 2 TO 7.
Homerville, Ga., to follow. Both in heart of city,
WANT legitimate Concessions. Must have failed,
Reasonable rates. CAN USE Kiddle Aufo Ride.
Not carrying Merry-Go-Round. Have other good
ones to follow. Never close. Will play Florida.
Address all mail ROBERT OLOTE. Blackshear, Gs.

OLD-TIME SHOWMEN-

seated as a minstrel first part, all with instruments, the leader in front with music on tripod. It was a clever and well presented specalty which did its part in giving realism to that 9 by 12 "Cat Orchestra" illustration on one page of the finshy courler.

"The \$10,000 Steam Polyhymnian Cal-

"The \$10,000 Steam Polyhymnian Callope" was another of the much publicized atractions described in the courier as "A Triumph of Mechanical Skill and the Organ-Builder's Art." It was in reality the calliope built for and owned by Fred R. Castle, the well-known acrobat and leaper, who was featured by Adam Forepaugh and other leading shows in the '80s and early '90s. It was a calliope of exceptional merit both in tone and artistic appearance, the shape of wagon body, carved dragon heads, full figure of musician standing front and rear cnds, all white and gold finish—as beautifully decorated calliope as ever brought up the rear of a circus parade—it was leased by Mr. Washburn from its owner.

decorated calliope as ever brought up
the rear of a circus parade—It was leased
by Mr. Washburn from its owner.
Captain Tom Bailey, a former member
of the life-saving crew of San Francisco
Fire Department, gave the outside exhibitions daily on the circus lot. The
equipment for his free exhibition, like
the Castle calliope, was a medium of
excellent publicity. A Preston Aerial
Hook and Ladder Truck, with ladder capable of extension to 125 feet in height,
was used in parade, then kept in prominent location front of main entrance for
public inspection. Captain Bailey made
his leap from top of ladder into a net
at foot of ladder just prior to beginning
of each performance. The value of this
free outside exhibition to draw the parade crowds to the showgrounds and
hold them near Side Show and ticket
wagon until the band inside the big top
was the final call to enter can easily be
understood as forceful publicity.

THE CORRAL

(Continued from page 28) Mabel Mack, was one of the hits of the bill with her trained mules.

LEW WIER and wife (Rose Herlin) are snugly hibernating on their ranch in Nebraska this winter. Both will be withone of the traveling rodeo organizations next season, Lew buildogging and Rose riding buckers. Lew is still looking for the "pesky varmint" that stole his automobile last spring.

LEONARD STROUD was a prominent player with the Dumas (Tex.) polo team against Amarillo County Club recently. Among rodeo people present were Mayme Stroud, Anne and Red Sublette, Mrs. D. N. Ross, Ralph and Bill Jones, Fred Ross, Perch Porter and Buck and Marie

THE BUDGET for the 1933 Cheyenne (Wyo.) Frontier Days has been placed at \$25,000, which is \$14,000 more than for 1932. The celebration will be one day less (four days) than has been custom-ary, which cutting the directors figured could be done without hurting the quality of the show.

RED SUBLETTE infocs that he traded his ranch in New Mexico for a home in the Texas Panhandle and likes it. He has been working on his pinto mule, police dog and Mrs. Sublette's high-school horse and says they do "almost anything but cuss." Red went deer hunting, down to Alpine, Tex., and over into Mexico, and got one big buck. Mrs. Sublette booked to do menage and high-jumps riding with one of the circuses coming season. RED SUBLETTE infoes that he traded

CHRISTMAS DINNER on King Bros.' Rodeo ranch, the "Slashed Ear," near Richwood, O., was a gala affair. Chef Sylvia, the "little Frenchman from Missispipi," served the very palatable and plentiful eats. Col. Jack King, master of the ranch, supplied oranges, nuts and candy. Numerous neighbors and residents of Richwood called at the ranch during the afternoon and were treated to horseback rides on the more gentle of the stock.

MARGARET GREENOUGH HENSEN, MARGARET GREENOUGH HENSEN, bronk and steer rider, and her husband, "Heavy" Hensen, are visiting Mrs. Hensen's parents, Mr. and Mrs. Ben (Pack Saddle) Greenough, at Red Lodge, Mont. Little Charlie, their two-year-old son, is seeing his grandparents for the first time. "Its said the kiddle has decided to be a rider, he says, just like his uncle, Turk Greenough, well-known rodeo contestant. Alice, another of the Greenoughs, is riding with a Wild West unit in Southern France.

ANOTHER VICTORY— (Continued from page 3)

With Music was composed by George Anthell. The latter having no share in the plagiarism suit.

When the first inkling of Lowenfels' suit reached Broadway, it was generally thought it was merely a gag to grasp alot of extra publicity for the show. Now the wiseacres are pointing out that they weren't far from wrong in their guesses, what with the new-found knowledge that there was no demand for posting of bond to cover court costs. However, the Harris office denies that there was any cohesion between the defendants and plaintiff. and plaintiff.

RUMORS ALREADY-

(Continued from page 3)

between Radio City and the opera, NBC buying broadcasting rights to the operas, rights which it has not sold to a commercial. It thus provides what almost amounts to a subsidy for the opera company. Paul D. Cravath, president of the amounts to a subsidy for the opera company. Paul D. Cravath, president of the Metropolitan, said in a recent statement:
"If business had held up to 1928 levels I think it is very likely the opera would have gone into Rockefeller Center. If business should return to a prosperous level there might be a good chance then of the opera making the change." With a house ready and waiting to receive it the change is even more likely than before, in spite of the heavy financial difficulties which the Metropolitan has had to weather this season and last.

One other important obstacle, however, remains. The Music Hall has no boxes. This is an important item and is directly responsible for the formation of the Metropolitan. Before the start of the present organization the Academy of Music was the accepted operatic center of the city. The Academy, however, had only six boxes, and disgruntled society folk organized the uptown organization, which, because of its seating arrangements, superseded the Academy after a few seasons.

Boxes can be built into the Music Hall on the side ramps which now lead to

Boxes can be built into the Music Hall on the side ramps which now lead to

OPPOSE A. C.-(Continued from page 3)

June 1, 1933, it shall be unlawful for any person to operate any form of sound-creating device, vocal or instrumental, human or mechanical, or otherwise, on the sidewalks, streets and highways of Atlantic City for the purpose of attracting attention to any advertised product, came etc. any violation will be

the sidewalks, streets and highways of Atlantic City for the purpose of attracting attention to any advertised product, game, etc. . . any violation will be handled by recorder, with a fine of \$50 for first offense and \$100 for the second; default, 30 days in jall."

Parades and public band concerts are exempted by an additional clause, which provides that the mayor may issue permission for same.

Several other 'amusement people, including Frank B. Hubin, old-time showman, were present. Mr. Hubin declared it a disgrace to any resort to burden the amusement man so that his advertising is limited to a daily paper. He charged that personal reasons were in back of the ordinance and that officials did not see the harm such a law would do.

While directed especially against sound trucks, which advertise the piers, thearters and other amusement places, the ordinance in its wording also eliminates radio speakers in stores and piers, any sound device such as is on end of Steel Pier, Million-Dollar Pier horns, penny-arcade radios, bands in concessions on Boardwalk, unless doors are shut so noise does not reach walk (which is impossible in summer time), and which, if carried out to the extent of the law, will even prohibit radios in private automobiles.

Several petitions were presented to the mayor, but he would not be steered from his course. Mr. Zoog is contemplating legal action. If strict enforcement is made other amusement men may join him.

SHOWMEN'S LEAGUE-

Continued from page 3)
bers, which were received with hearty
applause. Enrico Clause, of the World
on Parade, now filling an engagement at
Cafe de Alex in Chicago, came over to
sing several famous operatic numbers.
Clair Powell, thru the courtesy of Joe
Brent, of the MCA, did Bits of Harlem,
a dance which called for two encores.
The affair broke up at 5 a.m.

GOOD-BY AGAIN-

(Continued from page 18)
George Haight, it zanlly deals with the
love life of a famous author in, of all
places, the Hotel Statler in Cleveland.
It possesses fire and zest and more than
its due quota of laughs, and, more than
that, it has Osgood Perkins' grand inter-

pretation of the novelist, it shows off Leslie Adams to complete advantage as a not-too-irate husband, it displays Mr. Beckhard's uncannily accurate and effective directorial powers and it allows Sally Bates to prove again what a swell actress she is. With this performance Miss Bates definitely ranks as one of the top flight of the theater's leading ladies. She's grand.

The tale tells of Kenneth Bixby, novelist, who is in Cleveland on a lecture four, accompanied by Anne Rogers, his something-more-than-secretary. To be explicit, they share a double room in the Statier. To him comes a forgotten love of his salad days, a gal who was with him one night under the college Memorial Arch and who thereafter suffered the delusion that, by marrying, she had wrecked Ken's life and turned him into the cynic he has become.

Ken, never a fellow to turn down a gift of the gods, spends the day with Julia, the gushing relic of the past, while Anne waits sorrowfully in the hotel room with Julia's husband, who has stopped around to see what this chap Bixby is like. Anne, you see, doesn't mind the infidelity so much, and she's not jealous; it's merely the fact that Ken, in phone calls and in his later personal appearance, tries to foolher. It's the distrust, the lies, that she hotel.

hates.

How Julia's prospective young brotherin-law—a rising, young Midwest lawyer
and a perfect type—enters in to try the
case: how Ken puts him into retreat;
how Julia's husband is only too willing
to hand over his romantic wife, and how
he is finally forced to keep her; how
Ken at long last wins back Anne, with
the aid of a ledge on the outside of
the Statler—you'll have to go to the
Theater Masque to find out. You won't
regret your visit.

the Statler—you'll have to go to the Theater Masque to find out. You won't regret your visit.

Mr. Beckhard's direction, as remarked before, is uncanny. He takes characters which, in essence, are sheer burlesque and rounds them out so fully that, tho they still remain thoroly amusing caricatures, each member of the audience sees in them unfortunate friends and acquaintances. And the effect that he manages to get in the more serious moments, the manner in which he can squeeze out every small drop of humor from a comedy line or situation, are things to wonder at and to admire.

The cast is excellent. There is no use going once more into the manifold merits of Mr. Perkins as an actor; he's grand, and that's that. Leslie Adams turns in one of the evening's most amusing portrayals as the husband, getting laugh after laugh and doing a thoroly fine job of the characterization; Hugh Rennie is priceless as the young lawyer; Katherine Squire is saccharine sweet—as she should be—and infinitely charming to look at, as Julia, and even the very minor characters are excellently layed. That, incidentally, is probably another tribute to Mr. Beckhard's direction. nother tribute to Mr. Beckhard's direc-

But, to one customer at least, Miss But, to one customer at least, Miss Bates walked off with the evening. She was splendidly sincere, and in the wilder moments she uncorked a sense of comedy values that was grand.

Good-By Again is no Springtime for Henry, but at least it is this season's nearest approach to that farce riot. Here's one sincere wish that it lasts at least as long.

EUGENE BURR.

20TH CENTURY-

(Continued from page 18)
Ing more than a buriesque—of, by and
for the profession. How it will appeal
to those few scattered theatergoers
whose home town is not bounded by
Columbus Circle, Times Square, Eighth
avenue and the L is problematical. But
the chances are that its sheer force of
gusty humor will carry it over even with
those who can't altogether see the
riotous mimicking of well-known Broadway types.

way types.

20th Century was a long time in
the writing. Two years ago it was the
big gun in Jed Harris' reserve arsenal,
but Messrs. Hecht and MacArthur didn't

oig gun in Jed Harris' reserve arsenal. but Messrs. Hecht and MacArthur didn't seem to be able to get a third act. Now, with Abbott & Dunning presenting the show, they seem to have found the missing stanza, found it with a whoop and a howl and a spasm of rib-tickling and riotous tomfoolery.

The action of the show takes place on the 20th Century Limited (as the title might suggest) during the train's run from Chicago to New York. Cirker & Robbins have provided an excellent setts only drawback being the fact that, because of necessary projections, its visibility is pretty bad from the sides of the house—and it is moved back and forth as the action centers in certain sections of the car. At such times a curtain comes before the rest, and the total effect is both ingenious and effective.

Bound back from the Loop with the remnants of his latest great artistic flostill humming about his ears is Oscalaffe, one of those producing megalomaniacs who teem around the Selwy and Sardi buildings. Jaffe, however really has a reputation, having done finthings in the past. But now he is down to rock bottom and has nothing much believed the production of the fired general manager and his faithment hard-swearing press agent. In the next compartment (Jaffe has seen to it that it is the next compartment) rides that it is the next compartment) rides Lily Garland, an ex-Jaffe star, who has gone into movies. Not only is she agent of the matter of love, hate, contempt, passion anger and what have you.

What there is of plot in the madness

anger and what have you.

What there is of plot in the madnes and hilarity of the dialog concerns the efforts of Jaffe to effect a reconcillation with Lily, get her name signed to a contract and so, with that as an inducement, procure for himself another ange and stave off the banking gentleme who are threatening to take his nam theater away. Just how he manages to it is too funny and too exciting it the original to be synopsized here.

The acting thruout is splendid. Mos

the original to be synopsized here.

The acting thruout is splendid. Most fat Johnston, one of the finest actor on our stage, does Jaffe hilariously. Mi Johnston, incidentally, seems to be able to take any part written and do it well Eugenie Leontovich is perfect, of course as Lily; William Frawley injects a largelice of the comedy as the press agent and others who turned in performane worthy of note include Matt Briggs Etienne Girardot, Roy Roberts, Denni Moore and Florence Edney. The direction speeded the pace to the necessar madcap clip. madcap clip.

madcap clip.

20th Century as a play is reall pretty poor stuff, melodramatic an shallow. But as one of those distorte Coney Island mirrors held up before the Broadway mob so that it may see itsel and laugh it serves admirably. And it packs enough punch and laughs, probably, to corrai outside customers, to EUGENE BURR.

BROADWAY RUNS Performances to December 31, inclusive.

Dramatic Opened Nov. 21... Dec. 30... Nov. 17... Dec. 28... Dec. 23... Abbey Theater Irish Players (return engage-ment): With Repertory Theater:
Alice in Wonderland Dec.
Camille Oct.
Cradle Song, The Nov.
Dear Jane Nov.
Lillom Oct.
Peter Pan Nov.
Three Sisters Nov. Shakespearean Repertory: Musical Comedy Nov. 22 4 Sept. 15 11 Nov. 29 4 Dubarry, The.... Flying Colors.... Flying Colors.

Gay Divorce
George White's Music
Hall Varieties

Music in the Air
Of Thee I Sing. Nov. 22..... 4 music in the Air. Nov.
Of Thee I Sing. Dec.
Shuffie Along Dec.
Take a Chance. Nov.
Walk a Little Faster. Dec.



By LEONARD TRAUBE (New York Office)

ow that the new year has rolled around, many States have different around, many States have different head men of different parties. The holds true of towns and municipalitatives, the Scnate and Mr. President self, with oaths of office and inurals not far off. Quite a few of the ming legislators are known to be w-minded and show fans. Perhaps, erfore, that frequently neglected intry which travels under the name of a business will have a patron or two ry which travels under the name or w business will have a patron or two mpioning it along the amusement le fronts. And this goes for fairs, th some short-sighted individuals are h some short-signted individuals are
y to eliminate until good times visit
As if fairs aren't stimulators of
e, promoters of education and purrs of happiness in their own way.

ARRY BOYD, of Boyd & Wirth, was taken ill suddenly on Christmas Day in Larchmont, N. Y., where he still in Larchmont. N. Y., where he still les abed at this writing. . . A circus it a New Jersey theater opened its matinee to an audience of 20 people the other lay, and the same flock reported for the twening show. . . What booking agency so me the verge of bankruptcy and may like a voluntary petition sooner than loon? . . That was Bill Holland fitted but in his best . . Fletcher Smith, 40 cares a press separa a show-be connected with Wheeler & Sautelle so next season. Sam J. Banks ordered indoors by his doctor. A h of the flu and bronchitis. . . i Delly Castle, Miami, Fla., has repred from an illness which lasted a night. Fred Fansher was in the

night. Fred Fansher was in the cess of moving from Loew's State ding. Reported that Hassan Abdizij would be steering a Moose or doings into port at Rome, N. Y., week of January 30. And maybe after that.

SCAR BUCK is back from his South

SCAR BUCK is back from his South American scouting trip—Venezuela, to be precise. Abe Rubin still there.

Around the Times Square Midway er say that Mike Korris will hook up the a well-known carnival showman treason for an opening in New York at evith a quinter of shows, a sextet fides and a quarter century of stores.

A bunch of the boys are readying leave for Florida fairs. Martin E. Im) Barry, for instance. After a suctiful holiday season with a glift shop 23d street and 6th avenue, Barry will on be off to join the Model Shows of merica at first Florida stand, Largo, mary 10-14. . . Mrs. Capt. Jack nith, whose husband's passing was reried in the last issue, wishes to thank ges senders of floral pieces and kind pressions of sympathy. . Franks La) Prevost, the clown, worked a cooklyn department store during holiday, winding up as funmaker at a large purium below the Square. . And e Short, joey, has left to join his wife Detroit, opening there for Bradna, wenport Circus at the State fair-unds, February 20-March 5, at Public ditorium. Both are Shrine dates, not was also department-store jestering yule season. . Will Clyde Beatty the another picture after The Big Cage? Dorothy G. White, widow of the ways-to-be-remembered Will L., played me special Christians dates in Lowell.

rays-to-be-remembered Will L., played me special Christmas dates in Lowell, less, and Portland, Me., for the RKO sten office. . . In spite of reports the contrary, Jack Curley's marathen use out Brooklyn way was still very use the terminary of the second Zoo in Los Angeles

REDUCED PRICE

(Continued from page 30)

that he must allow his agents 10 per

Our city is about 80.000 in population, and he established in the city about 90 agents, these agents being largely merchants, and to each merchant he gave, under contract, a supply of tickets and a card or two, done in colors, announcing the fact that advance tickets might be purchased at the reduced rate from the agent who displayed the card.

All agents were required to report weekly with a remittance covering all sales, less their commission. All returns were made to the chief sales manager, who in turn accounted to the exhibition association. Our city is about 80,000 in population

association.

Created Mnch Good Will

In addition to the agents established in town, he established agents in each town in the district tributary to Edmontown in the district trioutary to Edmon-ton, where generally our patrons come from. In addition to those agents estab-lished, he also appointed a certain num-ber of agents in the city who made a canvass from house to house. No person was appointed an agent unless he was of good character and unless it was

of good character and unless it was thought that his financial standing and integrity were such as would warrant the expectation that all moneys received would be properly accounted for.

If there was any doubt as to the agent he was required to buy the tickets in advance and unsold tickets were turned in by him. Every agent was obliged to sign a contract covering the number of tickets which he received and agreeing to push energetically the sale of tickets and keep the money obtained therefrom separate from other moneys, and it was stipulated in the contract that from the time the money was received from the sale of tickets was received from the sale of tickets that it became and was the money of the exhibition association and not the

the exhibition association and not the money of the agent.

This clause was inserted so that criminal proceedings might be taken against any agent who failed to properly account, as he could be charged with misappropriation of funds. A further provision of the contract was to the effect that any unsold tickets in the hands of the agent at the close of the sale were taken back and full credit allowed therefor. An effort was made to literest the

An effort was made to interest the wholesale houses of the city in purchase of these advance tickets and this resulted in a large number of tickets being sulted in a large number of tickets being sold to wholesale houses, who in turn circularized their customers in the country and sent each customer one or two or more of such admission tickets. The wholesalers were of the opinion that this created good will among their customers, which is obtained for a very small expenditure of money and is worth a good deal to them. deal to them.

Many of the large business houses in tha city, desiring to assist their employ-ees, purchased a number of advance

tickets and gave one to each employee. Many other citizens purchased more tickets than they would need themselves for the purpose of handing a strip of tickets to some family in destitute circumstances who otherwise would not have been able to see the fair.

Had \$10,000 in Advance

The net result of our campaign was

The net result of our campaign was that we sold almost 50,000 tickets under this advance sale, and we were thus provided with practically \$10,000 cash in advance, which was a very considerable assurance against bad weather.

We kept a check on the number of tickets turned in at the gates during fair week, and we found that, roughly, 85 per cent of the tickets sold were used. The other 15 per cent apparently were held by people who never used them.

were held by people who will them.

The advance sale itself has a very large value by way of publicity. An energetic and intelligent campaign manager can have a story almost every day for the newspapers, and this gives you a type of publicity which you would not have under any other scheme.

It was also found that thruout the country when once a man purchased a strip of advance tickets he became a pooster for the fair, not only did he register his own intention of attending, but took occasion to advise his friends and neighbors of the fact that he had nurchased advance tickets at a greatly

and neighbors of the fact that he had purchased advance tickets at a greatly reduced rate. The influence from such a factor is very great.

This advance sale was more or less of an experiment with us this year, and I am convinced that we can reduce our publicity expenditure by quite a considerable amount and not suffer any loss, as the additional publicity obtained thru the advance sale will more or less offset any reduction that may be made in the budget for publicity.

Would Repeat in 1933

The net result to our chibition was that the amount of money received from the advance sale, plus the cash payments at the gate from those who had not purchased in advance, and after deducting expense of the advance sale, was greater than the cash payments taken in at the gate in 1931.

In at the gate in 1931.

The attendance was increased by something more than 14,000, and so impressed was one business man that he offered to conduct the advance sale for 1933 on a 15 per cent basis and guarantee payment to the exhibition of a minimum of \$15,000.

I would say without hesitation that it was the most popular move made by our association during its history, and the result was so satisfactory that I am inclined to think it will be an annual event with the Edmonton Exhibition.

We did not change our grand-stand admission prices, but increased our grand-stand receipts more than 25 per cent. The whole scheme created such

a favorable impression that not only did
the newspapers give us more assistance
than in any previous year, but citizens
generally complimented the association
on the step taken, and I feel that the
exhibition association added very materially to its good will in the city and
thruout the country.

One event in connection with the sale
which stood out rather prominently was
the returns received during the last week
of the sale from two ticket-scilling booths
established on the street and in the
center of the business part of the city.

These two booths each sold more than
\$2,000 of tickets in the last week without any effort on the part of the agents
who where operating them. They borrowed the two booths from our association and merely stood behind the wickets and passed out the tickets to citizens
as they came voluntarily to make their
purchases.

Many Pay Regular Fee

Many Pay Regular Fee

Many Pay Regular Fee

I am personally satisfied that with a little more experience behind the undertaking and probably a little more enthusiasm injected and with a good, aggressive sales manager that we could next year sell almost double what we sold in 1932, and even at that there will be many dozens of people who will not take advantage of the advance sale, but will go to the gates and pay the regular admission fee during fair week. We found that by reason of such a large advance sale that we could cut down somewhat on ticket sellers at the outside gates during exhibition week.

It might also be interesting to not that on the entire sale, so far as I know at present, there were only six strips of tickets which have not been properly accounted for. A mistake was claimed to be made in the count of two of these, and it was claimed that four others had been stolen from a store.

been stolen from a store.

KID '33-

(Continued from page 3)

(Continued from page 3)
thousand other gadgets long before dusk. They were going great guns until the police peddler's corps selected about 70 and brought them into night court on a charge of peddling without licenses. They received auspended sentences.

Hotel reservations ranged from \$5 to \$20 the head, aitho cover charges were a bit down in the grills. Central Park Casino was loaded up with revelers at \$30 a couple, and the St. Moritz the same. Waldorf-Astoria, however, set its price at \$20 per person, while the Actors' Dinner Club banquet and ball there reported some guests paying the same amount. Hollywood Restaurant, Cotton Club, Connie's Inn and Small's, latter three being Harlem night club standbys, were filled until the early hours, with couples bringing \$20. Down in Greenwich Village, where the so-called Bohemians and members of belles-lettres make their stamping grounds, average charge was \$7.50 per person. Among them were Village Grove Nut Club and Village Barn.

Hotel Astor reported more than 4,000

Village Barn.

Hotel Astor reported more than 4,000 guests, best since 1927; the Waldorf-Astoria, 4,000; the Plaza, about 1,500, and

Astoria, 4,000; the Plaza, about 1,500, and the Ambasador, 1,000.

Ballroom of the Waldorf, scene of Actors' Dinner Club ball, was lavish in decoration. At midnight practically every person in the hotel made a beeline for the place to contribute to the merriment of the occasion.

Even the lower middle call fare, mostly nabe picture houses in Brooklyn, Bronx and Washington Heights, received boom business. Many of the straight film houses in those regions offered from three to eight vaude acts to bolster trade. Practically all amusement providers mopped up. viders mopped up.

CHICAGO, Jan. 2.—Night clubs and cafes did the biggest business they have enjoyed since 1929 on New Year's Eve. Not only was attendance surprisingly large, but much more money was spent than had been anticipated.

This year's celebration was entirely unrestrained, the prohibition enforcers had given out word that celebrants are recorded as the research of the process of the proc

would not be molested and were welcome to indulge in all the liquid refreshments they chose. The consequence was this was the wettest New Year's of recent

years.

Reservations were extremely heavy at all the night spots, and last-minute celebrants swelled the crowds to record proportions. At the Hotel Sherman some 3,000 persons celebrated; College Inn, the Bal Tabarin and the Grand Ballroom being crowded. LaSalle Hotel had a capacity crowd. So also did the Morrison's Terrace Gardens, the Winter Garden, Beach View, Via Lago and numerous others.

Crowds at all the leading Loop hotels were as large as last year or larger and spent more freely.

Equipment and Supplies Manufacturers — Distributors — Jobbers

WALTER J. LEATHEROW, prominent for many years in the toy balloon industry as head of the Howe-Bauman Balloon Company, is now a member of the Oak Rubber Company. This means, of course, that hereafter the Howe-Bauman line of balloons is merged with and becomes that hereafter the Howe-Bauman line of balloons is merged with and becomes part of the Oak line. Mr. Leatherow made his entrance in the balloon business in 1906. At that time he organized the Rubber Balloon Company of America and produced the first seamless rubber balloons to be made in this country. In 1911 he organized the Howe-Bauman Balloon Company. In his 27 years of activity in balloondom Mr. Leatherow has become one of the best known men in the industry, particularly in the East and Middle West. In his new connection he will act as Oak's Eastern representative.

E. M. HOUSE, Inc., has worked out an agents' selling plan which it claims strictly conforms with the times. The firm styles it a "profit-sharing distribution plan." and says it requires but little capital to start. Col. Sutton and E. M. House are the officials of the enterprise. Both have been identified with the razor and blade business for some time.

THE SUCCESSFUL pitchman knows that to sell more merchandise than his competitors he often has to use novel methods of attracting crowds and holding their attention. The nut might be a bit more, but salea more than compensate him. Ben Gelber, of Berk Bros.'

-By BILL BOARDER -Novelty Company, who has been catering novely Company, who has been catering to pitchmen for over 30 years and knows their methods thoroly, announces that after many years of research he has obtained a special formula for preparing "cultured" prunes from Paris, France. The prunes will be supplied with Floroscopes so that pitchmen can do a real demonstration and turn over some big money, he says.

> During the past week we have had inquiries for the following: BOTTLES, screw top.
> CANDY BOXES, fancy.
> CHANGEABLE SIGN SUPPLIES,
> letters and numerals only.
> "CLOSE OUT" MERCHANDISE.
> COUNTER DISPLAY CARDS, razor

COUNTER DISPLAT CARDS, FAZOR blades, aspirins, etc.
GLASS DOLLS or figures in a bottle. When bottle is filled with water the figure is made to ascend or descend by pressure of thumb.
GOOD LUCK POCKET PIECES.
LORD'S PRAYER ON HEAD OF DIN

PIN.
PHOTO HANDLE POCKET
KNIVES.
POWER UNITS.
PROBAK RAZOR BLADES.
SEGAL RAZORS.

(Names of the inquirers will be furnished to advertisers upon request to the Cincinnati office of The Billboard).



LTHO explained more or less in the A LTHO explained more or less in tac columns of the Billiboard, many showmen still seem to be in the dark as to just what a trade-practice conference is. For their benefit let me say that a trade-practice conference may say that a trade-practice conference may be described as a constructive, co-operative movement by voluntary action on the part of members of an industry who seek to wipe out unfair methods of competition from an entire industry at one and the same time, thus placing all competitors on an equal competitive

The trade-practice conference performs The trade-practice conference performs the same function as a formal complaint without bringing charges, prosecuting trials or employing compulsory process, but multiplies results by as many times as there are members in the industry who formally practiced the methods condemned and, by voluntary agreement, abandoned. ahandoned |

Wouldn't be a bad thing for the carnival business, would it?

+

Several months ago Merle Evans, the famous circus bandmaster, was quoted in a Boston newspaper as saying that he believed the trouble with America is that there is not enough circus in the entertainment world. "He claims," according to the paper, "that the majority of the public understands very little about the circus art, and for that reason is lacking in the proper appreciation for the circus artist. In Europe, Merle points out, the artist. In Europe, Merle points out the larger cities have a permanent circus, and people take in the circus during the winter months just as they do the

That Merie is right, there is not the least doubt. As John C. Madden, attorney and circus fan of Newton, Mass.,

"It is surprising how much goes over the heads of the average crowd. Packed houses indicate the popular demand for the circus, but the intensity of interest would be greater, and the old hotion that a circus once seen is seen for all time would be dissipated if they really knew the artist and had that true ap-preciation of the act, which after all is an educational matter. A screen or amplifier for a detailed preliminary in-troduction on a broader scale than at present would help, but would be im-practical in a modern circus. I have made a study of this form of entertain-ment and I attribute my interest to fre-quent attendance."

quent attendance."

Mr. Madden brings up another point
that seems to have merit. "If advence
notices of the appearance of the circus
in other cities in the same State were
published in the larger city in these days
when space has been annihilated by the
automobile, parties would grasp the opportunity to combine a trip with a circus
thrill and aid materially in stimulating thrill and aid materially in stimulating that interest which must result in a truer appreciation of the artist. For in-stance, Boston papers are read in Worces-ter and Springfield, but Worcester and Springfield papers are not read in Bos-ton."

The idea, while a good one, is not entirely new, one or two of the larger circuses having tried something along this line in Western and Southern territory, particularly Texas.

The "Ohio Fair Boys" are planning for a whopper meeting at Columbus January 10-12, and President I. L. Holderman says the banquet is going to be the biggest in the history of the association. Let's hope politics and criticism will be out of the banquet program this year. That stuff sure was "hard to take" for many last year many last year.

John G. Robinson is in Miami, Fla., for a short stay. He says the weather is wonderful—the thermometer around 80—and swimming fine. Also, that there are plenty of people there, and all theaters are doing a big business. Outside of giving this data, he said he hoped the snow has melted in Cincinnati. Yes, it has, John, but a little more started to fall the day before New Year's, when this was written.

After having the flu for a week, Frank (Doc) Stuart was thankful for being able to "hit the floor" Christmas morning. Doc, you know, is in the bulletin business in Oklahoma City, Okla. "Had

a — of a time Christmas," he writes me. "Gordon W. Lillic (Pawnes Bill) and wife were our week-end guests; also James E. Barrett, managing director Biltmore Hotel Managment Corporation, and his wife. Christmas p.m., from 3 to 6, had only 72 folks drop in. Then for Christmas dinner at Jimmie O'Connell's Capital Cafe (he was the old Sella-Flote concession man), I had 100 poor folks for eats. Do not get scared at the 100, as I landed a price of 30 cents for each meal and that is really not much to do these times. Right across the street from my plant there were two vacant blocks and this morning (December 27) found State Relief Camp No. 1 (55 Army tents) and 9 rolling field kitchens agoing. They say we have about 18,000 poor on our hands!"

RADIO CITY-

(Continued from page 3)

has actually never occu matched in the city. Taking a cue from the picture openings, a micropaone was installed in the lobby for the celebrities to talk into. Among those speaking were David Sarnoff, M. H. Aylesworth, Peggy Fears, Irene Bordoni, Mayor-Elect John P. O'Brien and many others. John D. Rockefeller Jr. brushed thru the lobby without pausing at the mike.

It would be useless to attempt to list

all the celebrities in attendance; almost all the celebrities in attendance; almost everyone of any note in the city was there. A partial and most incomplete list includes Owen D. Young, Alfred E. Smith. Dr. Nicholas Murray Butlet, Walter P. Chrysler Leopold Stokowski, Amelia Earhart, John F. Curry, Gen. Tunney, Gen. James G. Harbord, Joseph V. McKee, Will Hays. Cornelling H. Bliss. Tunney, Gen. James G. Harbord, Joseph V. McKee, Will Hays, Cornellus H. Bliss, Herbert B. Swope, William Randolph Hearst, Adolph Ochs, Noel Coward, Jules Brulatour, Adolph Zukor, Paul Muni, Lee Shubert, Danlel Frohman, Major Edward Bowes, Watter Dammosch, Messmort Kendall, Lou Holtz, Irving Berlin, Ted Lewis, John Golden, Fannie Hurst, Newton D. Baker and Morton Downey. Members of the French, English, German, Italian, Japanese and Swedish diplomatic corps also attended. corps also attended.

The crowds on the curb were held down somewhat by the inclement weather, rain coming down heavily during the evening. Several hundred, hovrever, braved the storm to huddle in doorways and watch the celebrities go in. Three hundred policemen were on hand to restrain the crowds that had been expected. However, in spite of the comparative absence of sidewalk watchcomparative absence of sidewalk watchers, the lobby was mobbed by persons hoping that somehow or other they might be able to obtain seats. Over 100,000 ticket applications had been received for opening night, and an hour or so before curtain time there was already a long line waiting at the box office in the vain expectation of obtaining seats. Celebrities arrived far later than the 8:15 scheduled starting time and so did the show. It was half an hour late in getting under way, with the result that its four-hour running time carried it on until almost 1 o'clock. Critics on daily papers had to leave long before the end

papers had to leave long before the end in order to make deadlines. The first half was not completed until 11 o'clock. The auditorium of the tremendous

theater represents the realization of what Roxy has called one of his dreams. According to his story, he was standing on the prow of a ship at sea watching the sunrise when he couceived the idea of creating a giant theater modeled after that awe-inspiring sight. The Music Hall is the realization of the dream. The proscenium arch, 60 feet high, is in the form of a semicircle and there are radiations from it designed to suggest the sun's rays. The ceiling is stepped in huge semicircles, with hidden lighting il-luminating each in various colors, which are changed as the show progresses. At aimost all times during the course of the entertainment it is light chough for spectators to read programs, but none the less reading lamps on the backs of the seats are provided, like those in the Casino—originally the Earl Carroll— Theater. The large and comfortable rneater. The large and commortance seats are upholstered in a dark hue. The house, tremendously wide, has seven alsies. The balconies, getting away from the overhanging shelves of traditional theaters, are shallow tiers.

The stage is the largest in the world and are transfer to the largest in the world and are transfer to the stage is the largest in the world.

and represents all of the latest improveand represents all of the latest improve-ments in stage technique. There are three platforms—as also in the RKO Roxy rostnum—each with a revolving stage. The huge contour curtain, which can be raised and lowered in 13 sections, each operated by its own motor, is so designed that it can reveal any section of the stage desired, while the rest re-mains concealed from the audience's view.

elevators for the three platforms are so constructed that they can be locked together and the entire stage raised and lowered as a unit. They are operated entirely from the stage manager's board. In addition, there is another clevator in the pit for the orchestra that can be raised 15 feet above stage level or lowered 30 feet beneath it, and it carries a car for the band which can be run off the elevator and on tracks in the basement of the theater. These tracks allow the band car to be placed on any one of the three clevators for the stage.

There is an inner proceenium arch

the three elevators for the stage.

There is an inner proscenium arch
which can be expanded from no larger
than door size to an opening 60 feet by
100, thus lending mobility to presentations. The cyc—the largest in the world,
of course—is 117 by 75. The footlights
are disappearing and may also be
revolved. The organs, two of them, are set in niches on either side of the stage, and on each side of the auditorium are ramps, corresponding to the boxes of the Metropolitan Opera House, arranged on

ascending levels and leading to the stage, to be used in ballet and other numbers. Customer comfort has been admirably taken care of in the theater. The usual taken care of in the theater. The usual Roxy attendant corps is prominent and an innovation has been made by placing, wherever practical, the name of the employee in full view of the patrons. There are six ticket offices, manned by a staff of eight, under the supervision of Arthur Clary, Archic Levy and George Brassil. There are three additional box offices at the side entrances which at present are being used for those patrons who already have their tickets.

who already have their tickets.

The grand foyer is 140 feet long, 45 feet wide and 60 feet high and is keyed to accommodate 2,000 patrons. The decreative scheme was done by Donald Deskey. The wainscoting is of marble and the wall coverings of henna-colored brocatelle. Golden wall mirrors line the sides to the height of three mezzanine floors.

Lobbies for the side entrances are of and black Italian marble, guarded decorated metal doors.

by decorated motal doors.

In the main lobby the chief feature is the Indian mural by Ezra Winter which measures 60 by 30 feet. Two chandeliers, 29 feet long, and each weighing two tons, illuminate the lobby. They are, of course, the longest chandeliers in the world.

The huge lounge is below the lobby floor and has all cossible conveniences.

floor and has all possible conveniences for patrons. A row of elevators conveys customers from the lounge to the upper

tiers.

Performer comfort has also been thought of. There are dressing rooms for no less than 600 principals, each equipped with a radio, individual lockers, chromium-topped tables, wardrobes and everything else necessary for comfort. There are special rehearsal rooms, some of them as large as the huge stage itself, and many additional and smaller rehearsal rooms for chorus work and orchestras. There are clubrooms for There are clubrooms performers and additional clubrooms for ushers, doormen and stagehands. A re-ception room is provided for receiving guests, a counterpart of the old green-

innovation in the Music Hall is a domitory where chorus members from both theaters may stay, so that those living at a distance may spend the night when kept late for performances or rehearsals. Meals can be served to them as well; there is a fully equipped oafeteria and a chef is a permanent member of the house staff.

Roxy himself has an apartment on top

theater that is said to have

of the theater that is said to have cost \$250,000. Among other things, it includes a private swimming pool.

The crowd at the opening of the RKO Roxy Thursday night differed from the Music Hall premiere audience in quantity but not in quality. Since the vaude-film house can seat only 3,700, many of those at the Music Hall opening were unble to obtain seats. However, the galaxy able to obtain seats. However, the galaxy of big names was as bright as it had

of big names was as bright as it had been Tuesday.

The lookers-on, aided by better weather, were far greater in number. The box offices were closed all day, the house having been sold out many days before, but the crowd began gathering at mon-and by curtain time it had at noon and by curtain time it had grown to such proportions that the 200 policemen detailed to the theater had a great deal of difficulty holding it in

Roxy, having learned his lesson at the Music Hall, advertised the RKO Roxy show to open at 8:45, but even so it was stage. The huge contour curtain, which show to open at 8:45, but even so it was can be raised and lowered in 13 sections, a quarter of an hour late ingetting uneach operated by its own motor, is so designed that it can reveal any section of the stage desired, while the rest remains concealed from the audience's view.

The Music Hall stege measures 144 feet wide and 80 feet deep. The three

timate. The illusion of a house musmaller than it really is is carried out the auditorium thru its manner of our the auditorium thru its manner of or struction and the arrangement of lighting effects. A big item in this lusion is the use of wood on the cu-torium walls, in manogany panels tries to a height of 70 feet. As in Music Hall, the usual balconies had been replaced by three shallow in zanines staggered one above the oth The auditorium is oval in shape, quand tasteful in appearance. An inter-ing feature is the plaid decorative me on the walls at the back. On a sin-platform at the left of the proscent arch is the organ and on a similar pi arch is the organ and on a similar plorm to the right is a grand piano.

form to the right is a grand plano.

The stage and its equipment a proximate the modernistic utility to found in the Music Hall. The stage the RKO Roxy is 110 feet wide 43 feet deep, with the proscenium opeing 60 feet wide. Like the Music Prostrum, it is divided into three section each with its own elevator and revolvistage. In addition, the orchestra clevatravels 14 feet between the stage is travels 14 feet between the stage le travels 14 feet between the stage le and the trap room and when raised co pletely can be used as an apron to t stage proper. An innovation is have the stage curtain hang in front of stead of behind the proscenium and The usual claim is made for the projetion booth; it is said to be largest exconstructed. The sound equipment cludes an attachment thru which rai cludes an attachment thru which rad programs may be picked up and broa-cast thru the auditorium.

The chandelier used in the auditori is, as usual, the largest chandeller the world, weighing more than six to and burning 104,000 watts of electric Supplementing the main light are Supplementing the main light are about down from small openings the lovely ceiling, which is decoral with Greek mythological figures. Set are equipped with program lighters willuminated row indicators. Five tons conditioned air are supplied the theal each minute.

Built into the center elevator of RKO Roxy stage is a contraption fre which light pockets on the revolving station are fed. The organ is so arrang that it may also be used from the chestra pit. The contour curtain of the RKO Roxy has nine lifts worked by nimeters.

Performers at the vatidefilm have the same arrangements provided their comfort as those in the Music Hincluding a special clubroom, recentifically and beautifully equippe All dressing rooms have windows at individual showers. The showers even furnished with thermostatic controls trols.

As for customer comfort, it is elaborately provided as in the Mu Hall and, according to those view both theaters, more tastefully. The booffice booths have fountains play above them. The main lobby is decorated to the state of in rich-looking brown and silver, much use made of bubings, a purplish-brown South American purplisa-brown South American woo Above the vermilion leather doors a figures by Hildreth Meiere executed metal, painted black and inlaid in two wood upon the walls. Eugene Schowas in charge of the decorative scheme

The furniture in the main lobby upholstered in Chinese red leather a an interesting feature is a large musby Arthur Crisp. Individual indire lighting fixtures are in the form theatrical masks.

The women's lounge is known as Amelia Earhart Room and a mural Maurice Heaton depicts Miss Earhar transatlantic flight. The men's lounge an aviation room, with extremely offe-tive wall coverings composed of enlarge photographs by Edward Steichen u as murals.

The two houses represent the word in theater construction and decoration. Attendance at both has been excellent since the openings.

NO CHANGES

(Continued from page 3)

et is as necessary in show business as any other business. He insists there any other business. He insists there at two problems confronting the Roxy. On the purchasing power of the theate going masses, and, second, the gettie of good pictures. He can't do anythin about the flist, he admits, but says hear to get the second. The picture is the thing, he says, but in the Rox you have to give them more than the and a stage show is absolutely necessari. Mr. Chilman, who spends his morning.

Mr. Cullman, who spende his morning tending to his tobacco business and is Commissioner of the Port of New York Authority and a banker, is also proment in politics. His parting shot "The Roxy is going to get a new deal."

(A)(M)(U)(S)(E)(M)(E)(N)(T)-(V) ENNDING MACHINES

A Department for Manufacturers, Distributors, Jobbers and Operators

Edited by Walter W. Hurd

Address All Communications for This Department to WALTER W. HURD, Care The Billboard, Chicago Office.

Million-Dollar Firm Inspects Model With a View to Big Order

experimental departments of the Field Mapufacturing Corporation have just dashed a model of a new merchandising machine that is the center of unusual excitement thruout the firm. This model is being submitted to a \$1.000,000 corporation, which plans on placing 40,000 of the devices within the next six months.

"Naturally, we are quite breathless "Naturally, we are quite breathless it anxiety and anticipation," said Mr. led, "for a firm does not get to figure a haif-million-dollar job every day respective of whether we get the order rot, these people have the smartest mechandise-vending idea I have ever een, and it will introduce a new item to warther operators and a big money ch, and it will introduce a new term to achine operators and a big money aker of proven merit. This company as been testing the item for two years and has spent \$30,000 in making tests a actual locations. They have a tieup the all the leading hotel chains, rail-act companies, etc., enabling them to have the entire 40,000 machines at once, without soliciting any new trade. We expect to have a decision on our model within two weeks. The enterprise is backed by internationally known bankers and business men, and right now the model is on examination in the office of the largest bank in the United States.

The prestige of the coin-machine in-

Big Effort Is Made To Spur Play of Games

WASHINGTON, Dec. 31. — All signs of the dot a slight falling off in receipts om coin machines through the holim coin machines thruout the holiss, but operators put forth some extract to keep them up to the highest slible point. In some near-Washing-territory Christmas candies were often as prizes, again a handsome cedar and the like. Business continued of for the operators right up to the of Christmas, due to this special cf-

with social events by the hundreds obeduled for Christmas week, and with ouse parties being planned for Christmas and New Year's, the vogue of having a coin machine at hand for the entrainment of guests was relied on to pout an otherwise slow week. Due the fact that the President ordered a libidity for government amployees

p out an otherwise slow week. Due the fact that the President ordered a l holiday for government employees ring Saturday and Monday, for both istmas and New Year, there were people at leisure and in the mood pending on the machines.

In men expect business to be a little of the mood pending on the machines. In the control of January, but ye expect the play then to get back normal. The Cohe-Machine Opera-Association of the District of Cohibia has in mind some extra efforting the new year. At a social gatheration of the members recently there was ebiggest attendance, probably, in the ry of the organization. If the dinner was served and, business the moment being forgotten, guests ulged in a social good time during rest of the evening. The finest spirit harmony seems to prevail among both officials and the members.

de Streets Show Pay

de Streets Show Pay

FOUSTON, Dec. 31.—Like the miniale golf rage of a few years ago, coincontrol machines have swept this sectod of the country. It is now hard to
da drug store, cafe or any other pubplace where coin machines are not
display, and usually there seems to be
shortage of players. An angle to the
ations in this city is that machines
sed not be on principal streets, as it
been noted by coin men that side
sets are getting their share of the
yers where machines are found.
The most prominent dealer in coin
enhines here is Froehner & Bunin. The
man has promised to give some details
but its experiences soon.

correction, which plans on placing 40,000 the devices within the next six ths.

The design and dustry is growing more than any of us know." Mr. Field continued, "when bank-uracturing Corporation have just had a model of a new merchandising hine that is the center of unusual element thruout the firm. This model cing submitted to a \$1,000,000 cortion, which plans on placing 40,000 the devices within the next six ths.

The design and dustry is growing more than any of us know." Mr. Field continued, "when bank-iran internationally known internationally into the specific properties of the plant international plant internationally internationally into the sold by machine when the sold by machi

Europeans Say Venders Too High and Too Stiff

WASHINGTON, Dec. 31.—A bulletin issued by the Bureau of Foreign and Domestio Commerce quotes at length from a tetter received from a commercial attache abroad. It is stated that Ameri-

a letter received from a commercial attache abroad. It is stated that American-made machines in many cases are much higher than machines of European make, and that American manufacturers are not inclined to give attention to special orders for machines made to specifications. The bulletin is as follows:
"Early in September we informed the industry that N. V. Internationale Nautische Handel Maatschappti, of The Hague, Netherlands, wished offers of vending machines for selling cigarets, candy, fruits, pastry, salads, etc. Six firms responded. Commercial attache Van Wickel at The Hague has reported upon these offers in a letter dated November 3, which seems to present a definite challenge to the American industry.
"You will undoubtedly be interested, he says, 'in the extract of a letter which I have just received from the local firm which embodies the outcome of our activities:

which embodies the outcome of our activities:

"You will no doubt be interested to know about the response we had from the United States to our recent inquiry for vending machines which you were so obliging to work thru your bureau. We had offers from six American manufacturers. Unfortunately we find that there are several points which make it exceedingly difficult, not to say altogether impossible, for us to handle American vending machines.

"First of all, the type of machines appears to be entirely different from the current models used in this country. At least this goes for what we have been offered thus far. Then these models are standard; deviations are either impossible or terribly expensive. Besides, prices for such types as can be more or less compared with continental ones are very high. European manufacturers are more elastic in taking into account the cuscompared with continental ones are very high. European manufacturers are more elastic in taking into account the customer's special desires. European makers in most cases attend personally to assist their agent in handling details for large contracts and, generally speaking, these are very pliable.

"These are the main reasons why we have decided for the time being to abstain from taking up American vending machinery."

machinery."
The commercial agent continues to emphasize the effect of the new law compelling retail shops to close at 8 p.m. Retail shops must also be closed on Sundays, and there has been noted a decided increase in the use of vending machines in the Netherlands during recent months. Many vending machines are seen in front of retail shops.

Report on Show Booths

CHICAGO, Dec. 31.—Only 11 booths remained unsold this week on the main exhibit floor of the 1933 Coin Machine Exposition, according to Joe Huber, sceretary of the Coin Machine Manufacturers' Association. There were five applications waiting for assignment at the time also. This is considered as an unusually favorable indication of what the 1933 show may be. The space on the mezzanine floor of the Sherman Hotel is now being let in the order applications are received.

The manufacturers who have reserved CHICAGO, Dec. 31 .- Only 11 booths

The manufacturers who have reserved booths are elated about the early pros-pects for the convention, according to

Candy

"I am greatly interested in the penny coin machines vending penny Hershey bars which were mentioned in your column in the December 10 issue. I would appreciate full information on where to buy these machines, cost, what commission the operator gives the location, also where and for what price I could obtain the candy bars." (A reader in Oregon.)

Manufacturers of any particular machine can usually give the most accurate information as to details about commissions, sources of supply and other operating ideas. One experienced operator of candy machines suggests a business alliance with a local candy jobber, which has a number of advantages, according to his experience.

Mr. Huber. The manufacturers will, in practically all cases, have new machines ready to place on the market in the near future and they are depending on the show to be a big stimulus to the coinmachine business in general.

Mr. Huber states that there is already considerable rivalry in planning exhibits. One of the largest manufacturers in the industry, he says, has assured him that he will display one of the greatest coin-machine exhibits that has ever been seen at any convention. Furthermore, seen at any convention. Furthermore, they plan also to have attractions at their booths for the entertainment of operators and visitors. "Something doing all the time" will be their objective.

Machine His Greeting

CHICAGO, Dec. 31.—"The best New Year's message we can send to operators," says P. C. Smith, of the Exhibit Supply Company, "is our sincere thanks for the hearby reception given to the new 20th Century Digger. It has all exceeded our expectations and naturally we feel good about it. This new hand-operated digger has been developed from our long experience in building Iron Claws and it also has some very late improvements."

According to Mr. Smith, he expects a

improvements."

According to Mr. Smith, he expects a very steady business thru 1933, with a gradual increase during the first six months. Beyond that he cannot see what lies ahead, he says.

Improves New Machines To Vend One Cigaret

NEW YORK, Dec. 31.—C. A. Roth reports that developments and expansion on his new penny clearet vender are making rapid progress from day to day. Scarcely a day goes by, he says, that some new and encouraging development does not occur. does not occur.

does not occur.

Forty more machines were placed on locations in New York the past week, according to report. Gas filling stations, beauty parlors, confectionery stores, restaurants and lodging houses were the types of locations used in placing these machines. The lodging houses, beauty shops and confectionery stores went completely our selling out entirely employed. shops and confectionery atores went completely over, selling out entirely each day, so Mr. Roth says. Filling stations were not so successful, altho they showed a good profit. A restaurant which is open all night at entrance to subway, siso showed good sales. The finer locations have not yet been approached, altho the YMOA and YWCA hotels have requested that the venders be placed in their buildings.

A group of young men are now busy trying to organize and get a concession on all the news-stands in New York City-They have experimented with two

They have experimented with two machines in these locations and were greatly impressed with the possibilities. These locations are at the foot of all the elevated lines.

The newer machines have been improved by constructing a more or less air-tight metal container for the digarets. Tests on these new machines have shown that cigarets will remain fresh up to 12 days, the inventor says.

Report Lower Dividends

Report Lower Dividends

NEW YORK, Dec. 31.—Financial reports for the present week showed that two firms of interest to the coin-machine trade had reduced dividends. Hershey Chocolate Corporation, maker of checolate bars that have proved to be popular sellers in vending machines, reduced the dividend on common stock from \$6 to a \$5 basis. In addition to the disbursement of \$1.25 on common, directors declared the usual extra dividend of \$1 on convertible preference and the regular quarterly dividend of \$1. Horn and Hardart, of automat restaurant fame, declared a quarterly dividend of 50 cents on common stock, thereby placing the issue on a \$2 annual basis compared with \$2.50 previously paid.

Roxy Approves Ku-Ku

NEW YORK, Dec. 31.—The Roxy Vending Company is now backing the Ku-Ku-machine in the East, giving it prominence at the headquarters at 1133 Broadway. Miss Grant, manager of the firm, feels that the machine is one of the flashiest she has ever had on the display floor.

The firm sent a number of the machines out on test and has found them very satisfactory. Letters from operators who have purchased the machines report very satisfactory business on locations. Miss Grant states that they are confident they have a winner for 1933.

BALLY bringing home the bacon-\$25 TO \$50 A DAY!

NO MARBLES-NO REELS OR ANY SIMILAR MECHANISM . .

Entirely New Principle

7 THRILLING 1

Sample \$19.75, Machine

To Operators Only

In Lots of 5, \$18.75 Each; in Lots of 10 or More, \$17.75 Each, Machine Equipped with Poken. Discs. Other Discs. \$1.00 per Set. PRICES INCLUDE TAX and are F. O. B. CHICAGO.

SEE YOUR JOBBER



Height, 12": Width, 10": Depth, 61/2"; Weight, Only 16 Lbs.

BALLY MFG. CO. 308 W. ERIE ST. CHICAGO, ILL.

Growth of Dime Package Idea To be delighted to engage in a contest with him. Mr. Gerber believes that this would be an excellent match and he is anxious to see the contest between the two claimants to the title arranged in some way.

NEW YORK, Dec. 31.—Printer's Ink in a recent issue published a review of the progress made in merchandising many products in 10-cent packages. The conclusions that the 10-cent package has proved to be of permanent appeal will be encouraging to backers of modern merchandising machines. But other conclusions might not be so favorable to machine selling. One is that the present low-price range makes it possible to pack a larger quantity in the dime package, and when prices advance again an idea or system that will indicate the there may be changes necessary that will profitable use of machines rather than their dime package is the fact that if dime packages continue popular appeal of the dime package is the fact that it can be seen and felt in open distorted for the customer. play by the customer.

play by the customer.

According to the study made, the practice of purchasing standard goods in 10-cent packages has become firmly established as a habit with large numbers of consumers. This applies to many types of packaged products heretofore available only in larger sizes. It is noted that 10-cent packages are becoming a means of selling staple supplies instead of merely a method of permitting a customer to try out a small quantity of a standard product. It is no longer a case of succumbing to impulse buying induced by display, but a deliberate shopping for regular needs. The manager of one store has estimated that the average sale of food products in these dime sizes was around \$3 to a customer. The convenience of the dime package is evidently the big appeal.

It is stated that sampling is one of

It is stated that sampling is one of the basic appeals in selling staple prod-ucts in the dime packages. It is doubt-ful if the sampling appeal would be to the advantage of machine selling, since the backers of machines desire regular patronage above everything else to produce a steady income. Coin men, of course, would emphasize the matter of convenience, both as to size of package and also the means provided for pur-

chase.

In the promotion of dime packages in the stores the matter of display has been a big factor. Special 10-cent tables and display racks have been generally introduced in thousands of stores. Where the 10-cent table was given proper prominence, and new and fresh merchandise displayed, they were generally considered successful. But where the tables were used to get rid of distress merchandise and shop-worn items, they were considered a failure. The experience of retailers with the dime tables so far, however, has not seemed to suggest the need for vending machines to sell the dime packages in the stores, rather than dis-

Speaks at Jobbers' Meet On Merits of Handicap

On Merits of Handicap

NEW YORK, Dec. 31.—Ed A. Ginsburg, of the Universal Novelty Manufacturing Company, came to town recently and talked long and loud about his new Handicap machine. This machine was presented at the regular weekly meeting of the Automatic Jobbers' Association. Inc., and is reported to have had a very enthusiastic reception.

"There is really a two-field playing game on the single board of this machine." Mr. Ginsburg said in describing the merits of the machine to the jobbers. "Each board incorporates the features of the two most outstanding successful games of the present day. When the player invests his nickel he is given the opportunity to play the first game and then release the balls to play the second part of the game. One of the games is a modern pin game, still the soundest idea in coin-operated amusement machines. And the second is a race horse game, the latest craze to catch the player's fancy."

The leading jobbers in the city, when questioned a few days after the meeting, expressed enthusiasm for the Handicap game. Along with this machine Mr. Ginsburg also presented the story of the new Shamrock game. This machine has not yet been shown in this territory. Some of the jobbers who expressed approval of the Handicap machine are Charley Richmond, Coin-Operated Machines Company; Babe Kaufman, "America's only woman jobber"; William Blatt, of the Supreme system; Nat Cohn, of Modern Vending Company, and others.

Mr. Ginsburg is now visiting other cities with the Handicap and has had to lengthen his stay away from Chicago on account of business being obtained, he reported.

playing them on tables. There has been a hope all along in vending-machine circles that some new trend in retailing would suggest a modern use for merchandising machines within the stores. But the dime-package movement so far does not seem to have convinced the retailers that machines would do a better job than their tables.

Now that the dime package seems to be permanent, it might be possible for some vending-machine firm to develop an idea or system that will indicate the profitable use of machines rather than tables in the stores. It is also recognized that if dime packages continue popular the merchandising machines will be able to carry the packages closer to the customer than the corner store.

A Couple of Naturals

NEW YORK, Dec. 31.—Among a score or more of ideal locations for pin games in the Times Square district are two in the midst of a great metropolitan flow. One is in the bus terminal of the Hermitage Hotel, 42d street and Seventh avenue, and the other is on the cigar counter of the Strand Theater building, next to the theater of the same name. The hotel location is a natural in that people are there thruout the day and evening, waiting for their busses to arrive, so that they tackle the coin games to kill time. A majority of the game

Test on Plating Patent

WASHINGTON, Dec. 31.—The patent on chromium plating process is now up for challenge in the Supreme Court, in a petition just filed by the International Silver Company. The patent is said to cover every known process of chromium plating and will be of interest to the coin-machine trade, due to the use of chrome plate on vending machines and the metal parts of amusement machines.

the metal parts of amusement machines.

The petition saks reversal of a decision by the Circuit Court of Appeals for the Second Circuit, which held that the Fink patent No. 1581188, as assigned to the respondents, United Chromium, Inc., discloses an invention and is valid. As grounds for reversal the petitioner's brief claims that the recipe for the plating solution in the Fink patent is the same formula prescribed by George J. Sargeant, of Cornell University, in a paper published five years before the application for the patent in suit was filed, and that hundreds of manufacturing establishments thruout the United States plate with chromium according to the teachings of the Sargeant article.

The factors in chrome plating are prac-

The factors in chrome plating are pre tically the same in the patent as in the article, but the patent claims that it is the sulfate radical in the Sargeant plating bath which is the effective agent, acting as a catalyst to promote the plat-



ENLARGED DISPLAY ROOM of the Markepp Company, Inc. which claims to be the largest distributor of coin-operated machines in Ohio. The firm's business has been increasing rapidly. The company was recently incorporated. George J. Keppler, president, is a veteran in the coin-machine field, and M. M. Marcus, general manager, has had considerable experince in

patrons in the Strand are actors, agents, musicians, etc. Local stores featured the pin games in their window displays as suitable holiday gifts.

Pin Game Wizard Found To Play Newark Champ

To Play Newark Champ

CHICAGO, Dec. 31.—Paul Gerber, who operates one of the leading coin-machine playgrounds in the Middle West, has issued a statement saying that he has a champion to meet the challenge sent out thru the Globe Vending Company of Newark, N. J. A story of the champion being backed by this firm was published in the December 31 issue of The Bill-board, which has stirred Mr. Gerber to bring forth his champion.

According to the story, Howard Kass is the champion being supported by the Globe Vending Company. It is reported that Kass first displayed his ability on the Ballyhoo games. When the newer games appeared on the market his triends thought that he might lose some of his provess with the machines, but not so. He now aspires to extend his title nation-wide by meeting champions from other sections. He even offers to let any competitors for the title choose their own type of game.

Mr. Gerber chaims to have uncovered in Jack Lefkowitz, formerly of Newark and now in business in Chicago, a dangerous opponent for any challenger on any type of amusement machine, Mr. Lefkowitz, during his leisure time, has met all comers at the Playground here and has been a consistent winner of the prizes offered. When interviewed about Mr. Kass, he stated that he was a very intimate friend of Mr. Kass and would

ing reaction, the petitioner's brief states. The lower court held that the critical element in the bath had not been found

element in the bath had not been found by Sargeant or anyone else prior to Fink. So in the suit of infringement, the district court upheld the validity of the patent on the ground that the regulation of the plating bath constituted the invention of the patent. The petitioner claims that the lower court gave undue significance to the commercial success of the Fink process.

May Aid Penny Venders

May Aid Penny Venders

NEW YORK, Dec. 31.—According to a writer in Tobacco, trade paper in the tobacco field, more cigarets are sold at 8:30 a.m., at 1:30 p.m. and at 7:30 p.m. than at any other hours during the day. This fact may be a good omen for the penny cigaret venders now promised by the makers to be on the market soon.

Results of a checkup indicate that most smokers are inclined to purchase their supply of cigarets a short time after eating their meals, and the penny cigaret venders will cater to those who do not care to purchase such a large supply, especially women smokers. In recent years more people have been reaching for a cigaret after their meals than ever before, and many have been won to smoking by the present high quality of cigarets. It is thought that when one cigaret can be bought for a penny, still more people will make the beginning and become habitual smokers.

The tendency of men and women to relish a smoke after cating has been recognized even by a popular writer of verse, who said that "the best of a meal is the smoke to follow."

Amusement Park Reports Profits on Coin Games

CANTON, O., Dec. 31. — Meyers Lat-Park here, one of the largest amusement parks in the Middle West, has expended marked success with coin machines in recent years, according to the Rosenberry, manager of concession at the resort. He is also treasurer of the Meyers Lake Park Company and one the best known concessioners at Easter Ohio amusement resorts.

More than three years ago coin machines were installed in the men's louis and the ladies' restrooms at Moonlight was a constant that the series of the

chines were installed in the men's louna and the ladies' restrooms at Moonlig Ballroom, one of the largest and mo beautiful dance places in this sectio More of an experiment at first, the co-machines proved highly profitable an within a short time several more we added, and machines were also placed in other points of vantage about the highertund

other points of valuege about the playground.

For the past two years coin machin have been given much attention on the part of the park operators here. A callaker has been assigned to look after the park operators have been assigned to look after the park operators. machines in the men's lounge at the ballroom and to make needed chan for the patrons of the machines. Monly have the machines paid the park nice profit, but they have netted a n sum to apply on operating expenses the resort.

the resort.

Rosenberry gives the coin machines in personal attention, making frequent in spections of all the machines in charge, and today he boasts of a batter of machines including every type almofrom a nickel to 50-cent denomination. The machines on big days at the parhave experienced an almost continuousley, and it has been necessary on son occasions to employ extra attendants. Rosenberry expressed himself as believed.

Rosenberry expressed himself as bein highly pleased with the return on the it vestment in the many machines he his spotted about the park, particular those in the ladies restrooms at the bal those in the ladies' restrooms at the baroom and other concessions. He is the opinion that the feminine patro of the park are not to be slighted whit comes to coin machines, and he lieves from past experience that wom patrons spend nearly as much money machines in these times as the me since more women are employed ne than men.

Income Tax Threatens To Stir Michigan Operators

LANSING, Mich., Dec. 31.—An amusement tax that will affect all coin-operate machines is the newest threat in Michgan, according to Herman W. Bilzer, the Inter-City Novelty Company her He states that well-founded rumors such a tax have been traced to a loc Senator, who plans to back an amusement tax bill on coin machines at the present session of the State law-making

ment tax bill on coin machines at us present session of the State law-makin body.

"It is to be an income tax at that says Mr. Bilzer, "and you realize the this will not only make it darn tough it the large operators, but will stark kills the business, too. We want to get everoperator that operates coin machines Michigan to co-operate with us to fighthis before it gets started. There as two avenues of approach to kill or a duce this trouble before it gets started one is to lobby, and the other is to support and try to make the bill as light possible for the operator.

"Several plans are now under consideration, but I would like to receive as information from organizations that hahad to fight this sort of trouble. It will be the server of the operation of the plant of the color of the plant of the pla

had to fight this sort of trouble. It had to fight this sort of trouble. It we save us a good many dollars. Also, must have the help and co-operation every operator in the State. We need be more strongly organized to get attention. We must go to the extreme defend our games."

Plan Amusement Rooms In Honolulu Hotels

Honolulu Hotels

Honolulu Dec. 31.—A local operative recently revealed that a move will see be made to place machines in the leading hotels here. They will be placed to ante-rooms to be called amusemen rooms. Each room will have no lethan 15 machines and a digger, according to present plans. This is reported to the first time such an undertakin has ever been made here, and its progress will be of great interest to colamnchine men.

There has been some shifting about locations recently, resulting in increase business, according to reports. A leadin operator stated that he was well please with the average intake of his machine when questioned about earnings.

uick Action the Rule Get Overseas Trade

PARIS, Dec. 31.—Theodore Wolfram, its correspondent of The Billboard, siders the modern arcade movement

iders the modern arcade movement trance and in other European counts as a new and profitable market for ican-made coin machines. have purposely stressed the good for sales that exists here," he says, without in any way exaggerating to a drawback which might be count to American manufacturers re is a drawback which might be tioned to American manufacturers, ever, and that is that any popular ign novelty introduced over here is tically certain to be copied by some open firm. There are firms that have come this by so thoroly flooding the ket and so aggressively pushing their s that they had already skimmed the m before imitations were on the ket, except in quite limited quanti-

You can truthfilly inform cointhe firms that the leading arcades
machine operators in France are
ters of The Billboard and read the
machine section. Among these are
the Brown, Luna Park, Paris; Four and
ters, Palais Berlitz, Paris, and Louis
ni, 6 Place Messena, Nice. As these
are closely in touch with practically
of the French, Belgian and Italian
mators and showmen, The Billboard
ity reaches the biggest part of the
opean field."

ender Not Guilty

washington, Dec. 31. — An autosic cigaret vending machine located a night club, where the prohibition was being violated, was not subject forfeiture, according to a case regred in Missouri recently. (United atts vs. One Cigaret Machine, etc., D. W. D. Mo., No. 11748, Nov. 19, 1932). The court held that the cigaret vensure renot subject to forfeiture as cicles used as an "incident to sale" of a liquor under section 1185 of Title 28 the United States Code. The maines, tho maintained on the premises of person other than the operator of in hight club without knowledge of the lawful nature of the business consided on the premises, would have been loyed to forfeiture under such statute used as an incident to the sale of the puor, but the court in sustaining the prior's claim to the machines held that a machines were not so used in that are was no relation between the sale of the liquor.

ew Speed in Patents

ASHINGTON, Dec. 31.—A new record asposing of patent applications was by the Patent Office during the past if year, according to the annual refor the commissioner of patents. A ber of coin machine applicants have led the benefit of this increased during the past year. The commissioner also urges the repeal of the indepatent fees as provided by the Economy Act. spossal of patent applications reached

2 Economy Act.

Sposal of patent applications reached high mark of 100,960, the first time to the office had passed over the 100,-mark. The new record was set in thing up on work in arrears, for the lal number of new applications dedictions the 1931 figure. A special ty has also been followed during the year of giving special status to applications for patents likely to lead to investment of capital and the emment of workers.

I the time of the report there were 2s applications on hand, the lowest

28 applications on hand, the lowest ber for almost five years. The office heed about 10,000 fewer new applica-s this year, but the old cases were inded in greater number, so that dur-the year the office received 242,520 adments to applications.

hising Penny Rainbow

CRICAGO, Dec. 31.—The Watling Mancturing Company had reason for gay its and big celebration during the leave period, according to Johnny Watters. The firm's penny-play twin jacking machine, especially the ball gum iter bell, has received an unusual rehase from operators all over the countain and the Watling firm also deserves dit, he says, for putting the first hine of its kind on the market, but to the demand for the ball gum iter model, production is being steading reased for that type and the entire milzation is entering the year 1933 h gay anticipation of turning out the machines by the thousands.

Digger Boys Join Club

NEW YORK, Dec. 31.—A new club idea in modern merchandising is being introduced by Eric Wedemeyer, importer of novelties, gifts and premium merchandise He has introduced the idea to his customers thrucut the country and under his leadership they have formed the Viking Club. Most of his customers specialize in the operation of machines, such as the Iron Claw, Traveling Crane, Diggers and other machines of this type. All members of the Viking Club will have the advantage of receiving every week in 1933 samples of the latest importations in gift and premium merchandise. These will be mailed to members on approval free of charge. Such policy keeps the operator in touch with the latest novelties and the variety of machines.

machines

machines.

In addition to the sampling service, members of the club will also receive information and suggestions as to practical automatic merchandising. Recruits to the Viking Club are coming in steadily, it is reported.

Uses Big Storage Space

NEW YORK, Dec. 31.—Assured of having a hit for the 1933 season, Nat Cohn, of the Modern Vending Company, is making arrangements for abundant storage space here to care for a tremendous stock of the new Daval Baby Reel Gum venders. The firm is beginning its publicity campaign on this machine the first week of the new year and plans to push it extensively as a 1933 item.

Mr. Cohn states that more than 500 of these machines were sold in the first few days they were displayed in New York City. He stresses the non-shakable reels, the modernistic design, positive coin release, the extreme quietness and the five-year guarantee given with each machine as the qualities which appeal to operators.

He further states that facilities have been arranged now to make prompt determine of the most in a send assures on

been arranged now to make prompt de-liveries of the machines and assures op-erators that their enthusiasm in this machine will not be misplaced.

Buying System Spreads

NEW YORK, Dec. 31.—Retaining only its New York office, the W. J. C. Vending Company has appointed William Blatt and the Suprame Vending organization to be buyers of all merchandise and machines used by them. This move has been made by the W. J. O. Vending firm, it is reported, because it recognized

firm, it is reported, because it recognized the tremendous buying experience and power that had been gained by the Supreme organization.

Mr. Blatt now buys for the eight direct branches of his firm, for the two offices of Budin's Specialties, Inc., for W. J. C. Vending Company and also for 20 smaller outlets thruout the country, according to latest reports. His own offices are sometimes called the "mad house" of Brooklyn because of the constant stream going and coming. The Supreme firm has recently acquired a storehouse right next door that serves as a warehouse and will also include the repair department. Offices and the display room remain in the fices and the display room remain in the original location.

Predicts Better Business In Smaller Cities, Towns

CHICAGO, Dec. 31 .- Jack Fischer,

CHICAGO, Dec. 31.—Jack Fischer, well-known coin-machine man and one of the Fischer brothers, was very busy on the last day of the old year expressing his greetings to old friends and acquaintances. He has been a representative of the A. B. T. Manufacturing Company for years and also represents the Caille Bros.' Company in Detroit.

According to Mr. Fischer, 1933 is going to see more attention paid to the smaller cities and towns by coin-machine men. Operators are going to build up better businesses in them, he thinks. Conditions in the smaller cities offer better opportunities for the operator who devotes his time to his business. Mr. Fischer reported that his brother, George, who spends too much time around Boston and who has been ill for four years, is now on the job again.

Decree Is Permanent

CHICAGO, Dcc. 31.—The temporary injunction restraining K. Wilkerson, doing business as the Brunswick Manufacturing Company and also the Midwest Furniture Company, from infringing on the design patent of the Steeplechase machines was made permanent this morning by an interlocutory decree by Judge Johnson, according to reports.

PERSONAL



Will the operator who asked for lowest prices on all coin machines please call or write...



SUPREME VENDING ORGANIZATION

557-559 ROGERS AVENUE

BROOKLYN, N. Y.

NEWARK, N. J. ATLANTA, GA. ALBANY, N. Y. HOSTON, MASS. 441 Elizabeth Ave. 219 Garnett St., S. W. 62 Hudson St. 1129 Tersont St. PHILADELPHIA, PA. PROVIDENCE, R. L. NEW BRANCH PITTSBURGH, PA. 82 String Garden St. 322 Elimwood Ave.

BUY FROM OUR NEAREST BRANCH

PIN GAME OPERATORS

CONTAINING LARGE ASSORTMENT OF NEW AND NOVEL PREMIUMS FOR HIGH SCORE PRIZES. WE HAVE JUST THE ITEMS YOU NEED TO RENEW THE PLAY ON ALL PIN GAMES MORRIS HOVELTY CO., 1504 S. Grand Blvd., St. Louis, Mo 1504 S. Grand Blvd., St. Louis, Mo.

TO OUR MANY FRIENDS and PATRONS

WE THANK YOU and express our deepest appreciation for your wonderful spirit of loyalty and co-operation during this past year.

With a full sense of our obligation to you, we are prepared to meet the new year with

Watch Our Ads for These New Announcements. FOR A MOST HAPPY, PROSPEROUS NEW YEAR.

WISCONSIN DELUXE CORP., 1902 North Third St.. Milwaukee. Wis.

SALESMEN WANTED

TO HANDLE OUR LINE OF MINTS FOR ADVERTISING PURPOSES. Every merchant and business house a prospect. New and novel idea. Good commission to producers. Write for free samples and salesman's proposition.

THE HUDSON CONFECTION VENDING CO. 838 Newark Ave., Jersey City, N. J.

This permanent injunction covers the design patent of the Steeplechase machine only, and it is reported that proceedings are still under way to protect the mechanical patents of the machine. According to the inventor, this and other experiences have shown that action on design patents can be secured in the courts with much greater speed than on mechanical patents. The Steeplechase machine is protected by both design and mechanical patents, and the manufacturers state that these patents will be protected against all infringements.

DRAMA PERKS-

(Continued from page 5)
lng to it in satisfying numbers. Because of the heavy demand for seats there were four matinees.

The Good Earth, American Theater

The Good Earth, American Theater Society Chinese drama at the Erlanger, opened to a packed house December 26, and has had excellent patronage all week. The Family Upstairs, newcomer at the Garrick, received very good notices and is getting a fair play.

The Left Bank, at the Harris, in spite of unfavorable notices from most of the critics, has had fairly good attendance. Springtime for Henry, at the Blackstone, is doing well enough to continue until January 7, when it will go on tour. Its itinerary has not yet been definitely decided. cided.

cided.

Ed Wynn, in The Laugh Parade, continues to draw well. The engagement at the Grand Opera House will close January 14 and the show will be taken on tour, opening in Kansas City January 15.

Show Beat, with Helen Morgan, comes into the Auditorium Theater January 8, and Guy Bates Post, in The Play's the Thing, begins an engagement at the Blackstone on the same date. In the cast with Post are Katherine Standing, Roy Murdock, Roger Quinlan, Richard Lloyd, Edgar Jepson and Don Willson.

RAZOR STONE



PLEXIBLE STEEL
RULE, 78 in., Bakelite
Cast. Sample 500
From Control of the Cast.
Sales of the Cast.
Rule of Sales of the Cast.
Pant Cards and Boxes.
Pull Line for BousetoHouse Salesmen. Circulars Free. 50c

CHAMPION SPECIALTY COMPANY, 814 Central Street, Kansas City, Mo.



If measures affecting radio, and these include almost everything under the sun in the way of suggested legislation, should happen to become law, the result would be to cause chaos, some observers believe. But few of these, if any, as suggested have any chance at this ses-

Murdock, Roger Quinlan, Richard Lloyd, Edgar Jepson and Don Willson.

RADIO LEGISLATION—

(Continued from page 5)

more costly, and today it amounts to something like \$800,000 a year. With the million-dollar mark in sight Dill believes licenses should pay this amount or a big portion of it.

The Davis (Tennessee) omnibus radio hill, as reported to the Senate after passing the House, carried the licensing feature, but the Senate committee cut it out. Dill's action in introducing a separate bill, the bill of Representative Davis, who is chairman of the House committee in charge of radio, would, if enacted into law, make a number of changes in present laws on the subject.

Students in Congress of radio are advocating one amendment to present law under which appeals from decisions of the radio count is servating one amendment to present law under which appeals from decisions of the radio count is feederal District Court, instead of in any Federal District Court, instead of in any Feder

WORLD'S LOWEST 1933 PRICES

CHAMPION SANITARY BLADE PERPECT EDGE REISSUE PAT. NO.17567

NEW-All our Blades are now Licensed and are manufactured under Patents con-traffled by QULLETTE CO. Each Blade in-serted in Individual Littographed Eurologe, PACERD S BLADES in CELLOPHANED

PACKED 5 BLADES IN PACKED BLADES CONTROL OF THE PACKED ST. CONTROL OF

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PINETRINE SOAP, each cake wrapped, 10c Seller. Gross-lots. Each.

PINETRINE S H AVING CREAM, large 35c size. 46

PINETRINE S H AVING CREAM, GIANT 75c size.

Special. Gross lots. Each
PINETRINE S H AVING CREAM GIANT 75c size.

Special (New York). 66

Gross lots. Each.

So size SHAYING CREAM & TOOTH
PASTE. Very Big Sellers.

Gross Lots Each.

STYPTIC FENGLS. Gross
Extra Special.

MERCUROCHROME.

Extra Special MERCUROCHROME, Guaranteed H. W. D.\$3.40

OR TRICOLOR SOAP, 3 Cakes Wrapped in Cellophane.

Cake, cach individually wrapped.

A Very Fast Selier. Dozen.

ENDOR HEALTH SOAP (Red Color, Medicated), Also BABY CASTILE SOAP, 3 Large Cakes Wrapped in Cellophane.

DOXEN CAKES SOAP, Wonder Varlety Assortment. \$1.00 Vaile, in At. 12c.

FOR CAMES SOAP, Wonder Varlety Assortment. \$1.00 Vaile, in At. 12c.

FOR CAMES SOAP, Wonder Varlety Assortment. \$1.00 Vaile, in At. 12c.

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FOR CAMES SOAP, Wonder Varlety Assortment. \$1.00 Vaile, in At. 12c.

FOR CAMES SOAP, WONDER VAILED SOAP, IN ASSORTMENT SOAP, IN

FREE New CATALOG. Lowest Prices Always
Deposit on All C. O. D. Orders.

MILLS SALES CO. ORDER FROM NEAREST BRANCH 37 So. Wells St. Chicago, Ill. 901 Broadway N. Y. City

MILLS 5c, 10c, 25c Silent Jackpot Bells, Late Models, Lite New, 255.00. JENNINGS Little Duke Penty Jackpot Bells, \$37.50. Deposit required. KINZER NOVELTY CO., 1819 B, 60th St., Chicago.

The Coin Chute By SILVER SAM-

The penny cigaret venders seem to be that remain in Texas into the association for a new wave of popular inter-est. These machines had a period in the limelight in 1930, and we can well how a little publicity to an idea the limelight in 1930, and we can well hope that the more recent machines will show a higher degree of perfection from the start. Perhaps no single type of vending machine has yet been introduced which appeals more to the imagination than the penny cigaret vender. Yet the local license requirements in various cities will block their progress in many places, even if we get good machines.

Aspirin venders have had something of the same trouble in meeting legal restraints. The aspirin machines have had State regulations to comply with, whereas the cigaret machines find their greatest trouble in meeting the local regulations found in practically every city. There still remain, however, a number of States and cities where both aspirin and cigaret venders can operate successfully, and these machines are proving to be the foundation of many a successful vending business.

It is noticeable that the newer firms that have entered the realm of manuthat have entered the realm of manufacturers are growing up from jobbing circles. This seems to be a more logical process, just as large operators sometime decide to become jobbers. In the days of the pin-game boom, manufacturers came from everywhere, but largely from cabinet and furniture circles. They helped to nationalize the amusement machine idea in a few short months and then most of them left the coin-machine business because they thought it was unprofitable.

While jobbers are graduating into manufacturers, there is also a very slow movement by which established manufacturers are beginning to job or distribute machines made by other manufacturers. The idea of a manufacturer also distributing the products of another manufacturer has always appealed to me. An established manufacture can be much more selective in the machines he decides to distribute than the average jobber. In that way he can help to widen the market for a few really good machines.

It has all been a quiet movement by which coin machines have gained a big place on the ships and boats that ply place on the ships and boats that ply
the oceans, lakes and bays here and in
Canada. The Chester-Pollard Company
was active in the beginning of this
movement several years ago, to secure
locations for its big de luxe upright
cabinet games. Not every operator can
be close enough to the water to think
about such locations or concessions—
and not all the boats are taken yet by
any means.

The declaring of the vending-machine tax in Texas as invalid is the result of a long and very energetic fight on the part of the organized operators in that State. The attorneys in the case deserve much credit also. This victory should serve to bring any straggling operators

How a little publicity to an idea catches hold of the imagination and spreads! The growing interest in razorblade venders is an example. I have been trying to analyze the underlying reason for it all. Just a small paragraph appeared in our news columns more than two months ago, and the interest has shown a steady increase ever since. If these machines make good this should be a real victory for vending machines. But why didn't the interest grow so steadily more than a year ago? Then the Ammeo blade vender was being introduced by full-page advertisements in large city dailles—certainly enough publicity to catch the imagination.

There was a great deal of interest for a short time, but for more than one reason it was short-lived. I have a deep feeling that vending machines in gen-eral have not yet reached those stand-ards in mechanism and cabinet design as to keep interest in them alive. But it needs to be said that a few firms and inventors have used the depression pe-riod to improve their machines to a remarkable degree. We should soon hear from them.

Whatever is said for or against the pin games is not likely to affect their future one way or another. The whims of the public are most likely to be the deciding factor. As long as the pin games pay on locations there will be plenty of operators to place them out. But differences of opinion help to spur the search for new ideas, and one of these days there may be a new idea that will swamp the pin games in its advance.

The last several weeks have witnessed new popularity for the counter games and particularly those with a chance appeal. Some felt that they might disappeal. Some left that they might dis-place the pin games. My guess is that they have merely been filling up a va-cant field which the pin games could not cover. The field for both should be permanent and have little effect the one upon the other.

An incident of considerable signifi-cance was reported in the news columns last week. A druggists association in California went to the authorities to get definite information about the legality definite information about the legality of pin games. It is also significant that in many places, when locations faced legal action because of coin machines, the operators came to the defense of the locations. For the good of the industry, it may be well for operators to make plans beforehand as to what help they would give locations in case of legal difficulty about machines. difficulty about machines.

A new advertising agency sends its greetings to the trade and announces its plans to offer service to manufacturers in marketing their machines. This is the Gelles Advertising Agency, Inc., in New York. The Byrde, Richard & Pound Agency also has catered to the trade by establishing an automatic department. In Chicago the Frankel-Rose Agency has had extensive experience in planning the advertising matter for a number of manufacturers.

It is interesting to note that more news of coin men in St. Louis is now getting into the papers. I have had the feeling for a long time that here is a great city which is not making its mark in the coin-machine industry, but maybe it was merely that they were keeping silent about it. The National Sales Machine Company has been prominent for several years in vending-machine circles. Late news reports mention the Bennett Games Company as having entered the Games Company as having entered the business of manufacturing a new game, coming up from the business of a dis-

Cities can get a reputation in the coin-machine business. New York for the last few years has been the great vending-machine center and also the hub of the jobbing universe; Detroit has long had a reputation for vending and merchandising machines: Youngstown has fallen into the background since the passing of the pin-game boom; Columbus is known as the capital of the peanut and ball-gum-vending kingdom; Chicago is the great center of amusebus is known as the capital of the pea-nut and ball-gum-vending kingdom; Chicago is the great center of amuse-ment machines of all kinds and fre-quently claims to be the center of the coin-machine world; Texas as a State is

sometimes considered as a kind Southwestern coin-machine empire itself; Los Angeles is the active cent of coin-machine affairs on the Pack Coast, but that does not mean the other Coast cities are not also active the business.

There are several other cities with reputation in the industry also. Je Calcutt has engraved the city of Factivitle, N. C., on the coin-machine me to stay, no doubt. There is the Nation Automatic Machines Company in Minnapolis, as well as some well-known jebers. Kansas City periodically has manufacturer or two to rise into the limelight, and so on.

The arguments for the pin games s ontinue. In one week we have o manufacturer declaring his full a lasting faith in the permanence of tpin games, and two others announced new games "not pin games."

PROSPECTS

How does the coin-machine industratand at the beginning of 1933? would be interesting if an accurate a swer could be had to that questing the state of the could be the country to the could be the country to the country riow does the coin-machine industriated at the beginning of 1933? would be interesting if an accurate a swer could be had to that questing a swer could be had to that questing the coin of the track of the coin of the coin

organizations take place, and one was ders is 1933 will indicate the end of the organization movement.

Apparently there is a period of goe feeling prevailing thrucut the trade 1933 begins. The wave of complain which operators made against manufacturers seems to have subsided somewhas both manufacturers and operator of the property of the still a disturbing factor in manufacturing circles, the tendency to copy is meanly so prevalent as it was in the time of the pin-game boom. More a tention to patents and a few infringment decisions against guilty parties at the copying evil will be reduced to minimum.

The majority of the State Legislaturare meeting during the carly part 1933 and that remains as an element uncertainty for the time being. It notable, however, that the trade is gained some favorable decisions in thigher courts in the last few month and the more of these decisions gains the better armed coin men and the attorneys will be for future cases. Ligation is always expensive, but appenting the care is always expensive, but appenting the courts and decisions obtained there fore the exact status of coin machine and be determined. fore the exact status of coin machine can be determined.

Little indication has come to the st

can be determined.

Little indication has come to the stace as yet as to what interest the mechandising and vending-machine people are going to take in the national trashow. It would seem that the vending machine people have an opportunity enter into the show in full style at thus indicate that vending machines still very much alive. Vending machined the publicity, and there are enous vending-machine manufacturers in a country to make three conventions the size of the 1932 show.

Conditions would appear to indicaprospects for a very successful trashow and the consequent stimulation business that will precede and follow if there are any danger signs, they appear in the uncertainty of what the State Legislatures might do with respet to coin machines, and also in the con-



NEW * EXCITING * DIFFERENT The Great New Money-Maker for 1933!

- 6 Brand-New Features •
- 1. Much more quiet in operation.
 2. New, precision built mechanism.
 3. Non-shakable reels.
 4. Clog-proof coin chute.
 5. Positive coin

SAVE 50%

- Positive release.
 Flashy, mod-

throughout,

\$12.50 Ea.

-|- 10% TAX.

GUARANTEED FOR 5 YEARS

We are New York's Largest Headquarters for Pin Games and Slot Machines.

Modern Vending Company 656 Broadway, New York City

661 EAST 156th ST.

BRONX, NEW YORK

MANA THE THID

VALUES THAT WILL SURPASS THE BEST IN THE COUNTRY



HARMONY "BLUE STEEL"

BLADES—Alio Wit o
Norgical Old Style Double-Edge Razors. Each
Blade in Litho. Envel. in
Placs. of S and 10. (1.000
Less) For 100 Blades. Norgical

ABOVE-On Cards, 24 Pkgs, of 2s. on plets

DEOVE—24 Pkgs. 35. Card.

P TOP BLADES—Blue Steel or WhitFit All Double-Edge Razors. Guaran

to Match the Finest and Most
Expensive Made. 100 Blades. 1.4

P TOP—On Cards, 24 Pkgs. of 2s,
New Flashy Bisplay. 1.45 85c

New Fibany Person of the Cardy Cardy

UNIVERSAL MERCHANDISE CO. 23 S. Wells Street, 14 E. 17th Street CHICAGO, ILL. NEW YORK, N. Y.

The NEW 5-Pc. Deal PRICES 2 Pair Hose educed er Deal LES OPERATORS! You can't go wrong on Deal. Good for big business for at least ther year. Wire your orders. 50% deposit, are C. O. D. NIVERSAL LABORATORIES, Dallas, Texas

Ready for Delivery January 7th **New Counter Game**

Automatic Novelty Works 2712 Montrose Ave. Chicago, Illinois

Dancing Valentines

e a real sales nunch made up as Mickey and
me Mouse. Appropriate verse with full direcon each envelope. Attractive display card
used with each gross. An ideal valentine and
testing toy. Price, 60e per Dozen, 50.00 per
Single Sample, 15e; Pair, 25e, postpaid.
MPTON NOVELTIES, Box 273, Station A, Colass, O.

irin Pure 5-Grain, stamped 85c per M; in 10,000 Lots, 86c per M. Frinted Aspirin Bags, [lbt] \$1.00 per M. Two-Color Aspirin Display Cards, 3c Each. Send deposit. MID-WEST OUUTE, BOX 243, Louisville, Ky

tinued general effects of the depression. Everybody is hoping, of course, that 1933 will soon show a general improvement of all business, knowing that the coinmachine trade will share in the improvement of all business.

EASTERN CHATTER

We sure have had one hectic preChristmas week. The arrival of many
new machines for the opening of the
1933 season. The arrival of many gifts
for all the men and their many beautiful secretaries and stenographers. The
usual imbibling of that liquid fiame by
some of the men here. Many of the
out-of-town manufacturers who came
along with their products to personally
present them to the Automatic Jobbers'
Association. The opening of some new
branches, the incorporation of another
firm . . well, it was one hectic, dizzy
week.

firm . . . well, it was one hectic, dizzy week.

From Chicago came Meyer Gensburg, of Genco, Inc., to speak before the Automatic Jobbers' Association, Inc., on merchandising and delivery of the Jiggers Sr. and Jr. Also from Chicago, Ed A. Ginsburg, of the Universal Novelty & Manufacturing Company, with the new Handicap and Shamrock machines, which seem to have made an instantaneous hit.

From Winooski, Vt., came jovial Arthur Cohane and his new Flash machine, which also looked good to many of the jobbers and operators here. From Detroit came Sam H. Pollack, of the Green Company, and his Dilly Dally machine, along with a new counter game called Karo (which means diamonds in Greek, if you never knew that before), and from Syracuse, N. Y., came Tom J. Singleton to present the Home Run machine made by Atlas Indicator, of Chi.

Irving Bromberg opened a new branch

STOP! HERE! REAL BARGAINS!

WE OFFER MILLS, JENNINGS, WATLING, CAILLE AND PACE SLOT MACHINES AT SAVINGS OF 50% OR MORE

Write Today for Prices
Buy These New Machines From Us and Save Money . .

STEEPLECHASE GOOFY FIVE STAR FINAL MAJESTIO BALLY COUNTER GAME SARATO'IA SWEEPSTAKES JIGGERS CLOVEBLEAF JUGGLE BALL FOUR ACES JACKS

If It's New We Have It

World's Largest Dealers in New and Used Coin-Operated Machines

ROCK-OLA MFG. CORP., 617-631 Jackson Blvd., Chicago, III., U. S. A.



FLAGSHIP OF ALL COIN

NEW MODEL MAJESTIC "The Snappiest Game of 'Em All"

Watta game! MAJESTIC has as many things for ball to do as the famous Majestic steamship has portholes! The player is forever on the crest of wave thrills. More action, pep and suspense than you ever expected a game to hold. Aluminum fittings thrucut. Every new feature included.

JUNIOR \$16.50



JOBBERS and OPERATORS 22%

SALESBOARDS, PELLET BOARDS, FORTUNE BOARDS and PUSH CARDS WRITE FOR OATALOG.
LINCOLN SALES CO., 116 So. Wells St., Chicago, Illinois

monds in O'Creek, where X how that a monds in O'Creek, where X has Indicator, of Chil.

It wing Bromberg opened a new branch in the heart of Market and the Market of Market and the Market of Market and the Color known bow the bothy-totty will react to the Fifth avenue. We don't know bow the bothy-totty will react to the Fifth avenue showing of coin machines and so it will be interesting to watch.

It was great to the Fifth avenue where the first store of its kind in Manhattan and along one of the busiest theorofares. The first store of its kind in Manhattan and along one of the busiest theorofares. Christmas gittle from near and far, and with all the trinkets and deak ornaments she has been given may as well open one of those snooty gift shoppes. Christmas gittle from near and far, and with all the trinkets and deak ornaments she has been given may as well open one of those snooty gift shoppes. Christmas gifts from near and far, and with all the trinkets and deak ornaments she has been given may as well open one of those snooty gift shoppes. Christmas gifts from near and far, and with all the trinkets and deak ornaments she has been given may as well open one of those snooty gift shoppes. Christmas gifts from near and far, and with all the trinkets and deak ornaments she has been given may a suppose to that already populous building. Charleg also has had a very busy week and great she gifts and the great she will be made to the store of the gifts of the may slug convictions reported in this column some time ago, it was sure to come to this. The public is warned before they even drop their the start of the may suppose the far of the new year and the man and the week of the start of the new year and the man and the week of the start of the new year and the man and the week of the start of the new year and the start of the new year and with more than a came cost for a moment or two. Many of the public was

O. K. 1933, WE GREET YOU WITH THESE VALUES

TUU WILL INLOCATION SO. 50

New 1913 Double-Ber FACTOR \$6.50

RUN Blades. 1,000 Blades.

LIY. 1,000 Blades.

Do Luxe Packing CELLOPHANED

SUFER BLADES, big dash, packed 11,00

DOUBLE-EDGE NEW STYLE

BLADES, 26 pkg. 25 on Hashy card

BLADES, 26 pkg. 35 on Card B.

BLADES, 26 pkg. 35 on Card B.

BLADES, 36 pkg. 35 on Card B.

BLADES, 36 pkg. 35 on Card B.

BLADES, 36 pkg. 36 on Card B.

BLADES, 36 pkg.

AND REMEMBER
Only Monarch Prepays shipping charges
and allows a cash discount of 2% on
all orders of \$25.00 and over. 25% Deposit, Balance C. O. D

MONARCH SALES CO. "THE KING OF 'EM ALL"
26 East 17th St., New York, N.Y.

DED HOT SPECIALS

HED HOT SELVIAL	•
Doz.	Gr.
CORD & STICKS TRICK, Rivet Fnd 40c	54.50
RINDU MONEY VANISHER	1.50
SHOOTING JOKE BOOKS	6.50
HINDU PRAYER CHAIN	4,50
SNAKE JUMP OUT BOOK	6.50
RUBBER DAGGERS25c	2.50
RUBBER HUNTING KNIFE40c	4,00
SAND CARDS, 1 Color	3.50
BOY & GIRL CARD60c	6.00
Samples & New Lists, 50c.	

RED "HOT" ASH TRAYS

TERMINAL NOV., INC., 136-8 Park Row, N. E.

\$ EX-SERVICE MEN \$

1833 Calendars are ready. Send 25c for Sam Line. We also publish 5 Veteran Soldier Ab Magazines, including "Treat Tam Square" and 19 Might Book samples free. TREAT EM SQUAR PUB. CO. INC., 2 Stone St. New York City.

WATLING'S Penny Play Twin Jack Pot

The only 1c Ball Gum Front Vender, Twin Jack Pot, Bell Machine in the world

Can Be Operated as a Cash or Check Machine

The Mechanism is not an experiment, it is the same as used in our regular five-cent, ten-cant and twenty-five-cent Twin Jack Pot Machines. Built with or with-out Ball Gum Vander.

out Ball	New New
	WIRE YOUR ORDER NOW! Prices
No. 1	PENNY PLAY TWIN JACK
	POT\$50.00
No. 2	(PENNY PLAY TWIN JACK
	POT, with Ball Gum Ven-
	der Attachment) 55.00
No. 70	NICKEL PLAY TWIN JACK
	POT 59.00
No. 80	Dime Play Twin Jack Pot 59.00
No. 90	Quarter Play Twin Jack Pot. 59.00
No. 72	Nickel Play Twin Jack Pot
	Front Vender 65.00
No. 82	Dime Play Twin Jack Pot
	Front Vender 70.00
No. 92	Quarter Play Twin Jack Pot
	Front Vender 70.00
All-Ste	el Collapsible Stand 2.50
1000 St	andard 5c Package Mints 7.00
Prices Ar	andard 5c Package Mints 7.00 e Not, F. O. B. Chicago, Pius 10% Excise Tax on All Machines.
	on All Machines.
Don't V	Vrite WIRE Your Order
	Immediate Delivery



HERE'S the LITTLE DUKE!

ou've Never Seen a Machine With Better Looks. And-WOW, What a Money Maker-TRY ONE AND BE CONVINCED.



MOSELEY VENDING MACHINE EXCHANGE, Inc., 3822 CHAMBERLAYNE AVE.

A "HAPPY NEW YEAR?"

T-CHA-SKO

WIZARD CONTROL -- MAGIC BUTTON FREE WHEELING

On display January 5, at all our offices and jobbers' showrooms. WOOD STANDS.

OPERATORS' PRICE. \$18.50

SIZE: 16 Inches by 32 Inches.

\$2.50 Tax Paid

PEO MANUFACTURING CORP., ROCHESTER, N. Y.

BRANCH OFFICES:

1123 Broadway, NEW YORK CITY. 213 Northampton St., BUFFALO, N. Y. 4832 W. Harrison St., CHICAGO, ILL.

1530 Parrish St., PHILADELPHIA, PA. Hotel Hollenden, CLEVELAND, O. 1721 N. Charles St., BALTIMORE, MD.



NEW PENNY DEAL SELLS ON SIGHT!!!

One to Five-Cent "Big Flash" Special Breaking Records Everywhere, Stores buy two, three or more at \$1.00 Each. Deal brings in \$2.20 cash and gives Dealer "Free Offt" to resell for an extra deliar. All stock furnished with each Deal. Cost to you complete, Ste. Wonderful Repeat Business Builder, Order Trial Dozen at \$7.50, or rush 72c for prepaid Sample Deal.

PARISIAN RING COMPANY

MACHINE AND SALESBOARD OPERATORS ATTENTION!

Do not fail to write for details regarding our new 1,500-HOLE LUCKY BUCKS, 4,000-HOLE FURE TURKEY DINNERS, 2,900-HOLE GREENBACKS.

M. L. KAHN & CO., INC. 820 ARCH STREET,
Originators of New Salesboards Flitted With Bright Goldine Colms and Greenbacks.

When Writing to Advertisers Mention The Billboard.

Delivery Plan Arranged

NEW YORK. Dec. 31.—Meyer Gensburg, of Genco, Inc., Chicago manufacturer of the Jiggers game, came here recently to discuss various merchandising problems with the members of the Automatic Jobbers' Association. For three full days, according to some of the distributors here, there was not a Jiggers machine among the jobbers in town.

Mr. Gensburg is becoming rather a fre-

machine among the jobbers in town.

Mr. Gensburg is becoming rather a frequent visitor to the Big Town and on this trip he has promised the jobbers complete relief on the delivery situation. Together with the jobbers, a plan has been worked out whereby allowance will be made for delivery factors and daily shipments are to leave the Genco factory to arrive at the Bush terminal. Here they will be warehoused and the authorized members of the jobbers' association can call for machines and have them delivered to their door.

Mr. Gensburg expressed himself as

Mr. Gensburg expressed himrelf as highly pleased with the reception that had been given by jobbers and operators to the Jiggers game. He also stated that the new Jiggers Senior model has been getting a wonderful reception wherever shown.

Detroit Firm Shows Game

NEW YORK, Dec. 31.—Sam H. Pol-lack of the Green Company, Detroit, ar-rived here the day before Christmas to acquaint New York jobbers and opcracquaint New York Jobers and oper-actors with their new machine, Dilly Dally. According to Mr. Pollack, the new game has been thru some intensive experi-mentation and tests and has dem-onstrated its reliability and earning

William Blatt, of the Supreme Vending Company, placed immediate orders for machines to be sent to all the branches of the Supreme system. Other jobbers in this section also expressed enthusiasm about the game, and well-known firms like Bromberg, D. Robbins and Irving Manutacturing & Vending have already placed orders for machines.

placed'orders for machines.

The game is described as being between a small table game and one of the large de luxe tables and it is priced accordingly. It has the latest modernistic trimmings, with ebony cabinet. The play is said to be easy and familiar to all players of pin games, while it also incorporates many of the newer features of skill control of the high scores, which is said to give it an appeal for repeat play.

Price and Play Appeal

CHICAGO, Dec. 31. — "Operators are realizing the necessity of increasing their holdings and installing additional games to boost their earnings," according to Harold M. Schaef, energetic young president of the Northwest Coin Machine Company. This was his guiding star, he says, when he produced the Churchill Downs machine, a type of horse-race machine that permits widespread placement, and which has been offered by this firm at a surprisingly low price.

It is claimed that Churchill Downs is

It is claimed that Churchill Downs is the only upright horse-race game to usc pins. Coins of various denominations are dropped thru a choice of three chutes on top of the machine. Caroming from pin to pin, they may land into one of three pockets, where they are held until released by the location owner. A fool-proof device permits the operator to determine the actual number of coins that have settled into each pocket. Playing appeal and low price make this a dandy game for operators, the makers say. It is claimed that Churchill Downs is

Loopholes

"Please advise thru The Billboard

"Please advise thru The Billboard the consequences on cigaret vending machines in locations where there is no license to sell tobacco. What course do other operators take in this respect?" (From a Massachusetts reader.)

It is my understanding that the license tax must be paid on cigaret vending machines if they are placed in locations that do not already carry the license tax. If operators know of any loopholes for getting favorable rulings for vending machines with respect to local license tax matters we will be glad to pass the information on to our friend. The manufacturers of the machines can sometimes give suggestions for particular cities, since they are usually acquainted with the various regulations found in different cities.

SCREWY NOW GETTING A BIG PLAY



Rush orders for SCREWY are coming in by wire. Operators report players are passing up newer games in favor of SCREWY, and they are rushing to pi more SCREWYS on locations. Oash in or this wave of popularity for the fastest flashlest game ever invented.

PRICE OPERATORS \$16.50

Lots of 5, \$15.00 Ea.; Lots of 10, \$14.00 Ea. Metal Stands, \$2.00 Ea.; Wood Stands, \$2.50 Ea. F. O. B. Shipping Point. DON'T DELAY! ORDER NOW FROM

BALLY MFG. CO.

310 W. Erie St., Chicago, III. OR YOUR JOBBER

WILL EXCHANGE

For GOLD COAST, FIVE STAR FINAL, or SILVER STAR MACHINES (Senior Size),

Slightly Used HI-SKOR POOL TABLES

(Originally sold for \$75.00 each, and are proven money getters for operators hand-ling Big Stuff.)

Operators desiring to put new life into their locations, let us get together and exchange for mutual advantage.

WESTCHESTER AMUSEMENT CO., Inc. 1445 Webster Ave., New York City PHONE: Topping 2-9626.

NOW IS THE TIME TO STIMULATE BUSINESS

BY REPLACING OLD MA-CHINES WITH NEWER AND BETTER MODELS.

r stock of latest Pin Games and Vending Machines is always complete.

IMMEDIATE DELIVERIES ---Send for our latest bulletin.

TRIMOUNT COIN MACHINE CO 1256 Washington St.,

THE NEW MODEL Erie Digger

Better Than Ever. Three Styles. It Pays To Buy the Best. THE ERIE MFG, CO.

89 Woodbine Street, EARTFORD, CONN.

REFERENCES-Bradstreet's or Dun's; Hart ford Nat. Bank & Trust Co., Hartford, Cor

RECONDITIONED, LATEST TYPE, USED MACHINES—GOOD AS NEW

All gnarameted. Stands free. Five Star Fis 89.50; Screwy, 89.00; Rainbow, 88.00; Gold Coriginal), Large Table, with Wood Stand, 81.0 Baffle Ball (Silver Runway Board), 84.50. St. 288.00; Up. 845.00. Complete line of New Machiat low prices. ACT AT ONCE! 1/3 cash deposition of the Conference of the Co

CAILLE SILENT SPHINX

DOUBLE JACK POT BELL



REATEST JACK POT BELL **EVER PRODUCED**

OPERATORS SAY:

"Three times the earnings."
"Most unusual."
"More than I expected."
"Too good to be true."

MADE FOR 1c, 5c, 10c, 25c

Let us tell you more about it.

Circular and Details on Request.

THE CAILLE BROTHERS CO.,

6219 Second Blvd.,

ETROIT,

MICH. Fetablished 1898.

SALES BOARDS

IDEAS DESIGNS

AND

NEW CATALOG ◀

WRITE US TODAY

BRANCHES:

BAN FRANCISCO, CALIF., 271 7th St.,
NEW YORK, N. Y., 125 E. 23d Street.

SEATTLE, WASH., 1204 Western Ave.

1401-1417 W. Jackson/Blvd., CHICAGO, ILL.

TOYS FOR HOLIDAY SELLING

Tango Dancers. Per 100 \$ 3.00
Tango Dancers. Per 1,000 28.50
Ti-sue Santa Claus, Each in Env.
Per Gross 4.25
Cat Toss-Ups, Each in Env. Gro. 4.50
Luxaphones. Per Gross 8.25
Large Barking Dogs, Per Gross., 7.20
Running Mice. Per Gross 3.25
Burst Gyro Tops. Per Gross 13.50
Barmonicas. Per Gross 4.50
25% deposit required on C. O. D.
pments-no exceptions. Write for
p ces on any other items you are in-

LEVIN BROS.

Est. 1886. TERRE HAUTE, -INDIANA

TEADY Toy & Confection RCOME VENDERS
DIN SPECIALTY CO., 1193 B'dway, New York.

Writing to Advertisers Mention The Bill-

Texas Operators Win Long Tax Battle by High Court Verdict

FORT WORTH, Tex., Dec. 31.—A defective caption was given by the Texas Court of Criminal Appeats as ground for invalidating a section of the omnibus tax law passed at the regular session of the 42d Legislature, according to an Associated Press dispatch. The section invalidated was an attempt to levy an occupational tax on the operation of coin-vending machines. The defeat of this tax comes as the result of a long and relentless fight waged by the Texas Coin Machine Operators' Association.

The caption did not set out effectively

Coin Machine Operators' Association.

The caption did not set out effectively the purposes of the bill, the court held, in ordering the prosecution of I. W. Turner, of Fort Worth, dimissed. Turner had been charged with operating a cigaret vending machine without paying the occupational tax. He took the case to the Court of Criminal Appeals on a writ of babeas corpus, and this case became a test case in the State for the organized operators.

That portion of the law held void was Subdivision 23 of Chapter 212, enacted to amend Subdivision 23 of Article 7047 of the revised statutes of 1925.

The caption falled to recite that one

The caption falled to recite that one of the purposes of the act was to levy a tax on vending machines, the Appellate Court held, and also ruled that the amendment to tax the machines contained new substantive matter and was not pertinent nor germane to the subject matter contained in the original article.

ject matter contained in the original article.

A graduated tax on vending machines was levied in the amendatory act, an annual tax on machines operated with a coin in excess of 5 cents; \$5 on machines that used 5-cent pieces and \$1 on machines that used pennies was proposed. The court held that the amended subdivision was "legislation on a subject not expressed in the caption of the bill and therefore is void."

"Nothing appears in Subdivision 23 (the original act) relative to coin machines and it deals with an entirely different subject," it said.

Under the decision no tax can be levied on any kind of a vending machine as classified in the statute, the list including electric pianos and phono-

list including electric pianos and phonographs, weighing machines, target pistols, miniature golf, baseball, race track, stereoscopic, gum, candy, cigaret, hand-kerchief and sandwich machines.

stereoscopic, gum. candy, cigatet, hand-kerchief and sandwich machines.

Altho the occupational tax law as applied to vending machines was not held invalid until December 21, the tax collector had been restrained by a court order for more than a year from collecting the tax in this county. The recent decision was entered in the case of I. W. Turner, whose appeal from the County Court here was taken to the Appellate Court November 7. The writ of injunction was issued in the District Court September 21, 1931, on application by Coin Men C. F. Souter, A. F. Wright, C. V. Smith, F. C. Ewing, C. E. Winn and J. D. Wilson.

The dismissal of Turner's case was made December 21, and the next day the Texas Coin Machine Operators' Association sent the following notice to all

ARLICH MANUFACTURING CO. The following notice to all operators:

"The tax on all coin-operated ma-

Agency Celebrates Year

NEW YORK, Dec. 31.-Byrde, Richard & Pound, advertising agency, will soon be celebrating the first year's existence of the Automatic Division of their busi-ness. The automatic division is in charge

of the Automatic Division is in charge ness. The automatic division is in charge of William Gersh and claim is made that this was the first agency in the country to establish a special department devoted to the coin-machine industry exclusively. In the space of one year, the agency reports that it has many large accounts in the East and has also added some important accounts in other sections of the country. All accounts are being handled thru the New York office. Tho agency is also the originator of the Jobbers' Blue Book idea and announces that the volume will soon be going to press. It is being heid open at present for some jobbers who have not yet reported. The agency has also created a marketing chart for the use of its clients, as well as a complete list of all the jobbers of the country. This service is rendered

well as a complete list of all the jobbers of the country. This service is rendered free to the agency's clients.

Mr. Gersh made a month's tour of the country recently and has gathered information about trade conditions as he found them, which is available to clients of the firm. He has been connected in an advertising and merchandising capacity with this industry for some time.

chines has been declared void by the Texas Court of Criminal Appeals. A meeting will be held at the Westbrook Hotel at 8:30 p.m. Thursday, January 5, 1933, Fort Worth, Tex., in the interest of the coin-machine industry and to strengthen out organization so that we may effectually discourage further attempts to tax machines. Do not fall to be present. Our attorneys advise taxes paid under protest may be recovered by civil action. Write secretary for instruction on recovery of taxes."

The notice was signed by F. C. Ewing, secretary-treasurer of the association, P. O. Box 832, Fort Worth, and by Attorneys J. C. Duvall and A. W. Dawson.

New Jersey Group Will Help Its Members Only

NEWARK. N. J., Dec. 31.—Police Chief Joseph McConnell of Orange, N. J., Issued a statement to The Daily Courier of that city, December 21, that his men wers being instructed to warn proprietors of all places having amusement games that they will have to get rid of them to avoid prosecution for having gambling devices in their possession.

The drive got officially under way by fining Victor Quinian, colored, a storekeeper in Orange, \$50 in the police court, on the charge that he is alleged to have offered a \$2 weekly prize for high score. Chief McConnell says:

"Whether or not prizes are offered, I NEWARK, N. J., Dec. 31 .- Police Chief

on the charge that he is alleged to have offered a \$2 weekly prize for high scorc. Chief McConnell says:

"Whether or not prizes are offered, I believe the machines are illegal because nothing is given in return for the nickels spent, except the right to knock the balls around. Their popularity would drop considerably if prizes were not offered and there was not some kind of gambling connected with them."

"We will not take this opportunity to dispute the chief's claim that amusement games are 'illegal because nothing is given in return for the nickels spent except the right to knock the balls around," says an official bulletin sent to members from the headquarters of the New Jersey Automatic Merchandisers' Association, at 1125 Broad street. "Members of this association are familiar with this condition and in order to obtain the backing of this association, must identify their property with a current association habel. This is your only surety whereby the Orange police can distinguish between members and nonmembers who brazenly offer prizes on their machines. We are confident with our many court victories, which have been rebukes to impetuous police officers, that the amusement game is in itself not a gambling device. Chief McConnell has no doubt consulted the town counsel and we presume will not molest games that are properly and legally conducted."

May Take Case to Court

DULUTH, Minn., Dec. 31. — A drive against pin games, as well as other forms of alleged gambling by means of machines, has been ordered by Police Chief R. E. Donaldson. Store owners have been rotified to remove all coin-operated machines or they will be seized and destroyed.

According to Donaldson, the order was

According to Donaldson, the order was According to Donaidson, the order was given following a large number of com-plaints from parents of school children. One parent, it was said, stated that his son had played \$7 in cash into one of the machines.

the machines.

Operators of the machines describe them as games of skill and not chance. Indications are that court rulings will be sought by the operators as to whether or not police can order the removal of the machines.

Agency Gets More Room

CHICAGO, Dec. 31. — Confident that business conditions are definitely on the upgrade, Frankel-Rose Company, on January 1, will double its office space by moving to new quarters in the American Bankers Building. The new year will find the firm completely settled and equipped to continue its services, according to announcement.

This agency is well known in the coimmachine industry, having been engaged in the creation of publication and directmail coin-machine advertising since the early days of the business. Among their accounts are numbered some of the leading manufacturers and jobbers in the trade.

\$50.00 1c PLAY TWIN JACK POT



ONLY TWIN JACK POT IN THE WORLD

\$50.00 No. 1 1c PLAY No. 2 1c Play \$55.00 With Ball Gum Vender

Prices plus 10% Government Excise Tax.

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Telephone, Columbus 2770, Cable Address "WATLINGITE," Chicago.

ELECTRIC CLOCKS

B11—Gothle Model Clock, Molded Bakelite Case, Height, 5¼ In, Our Special Price, Each... 45c

Price Each 49C
B12—Cathedral Model
B13—Cathedral Model
B13—Same \$1.15
B13—Same with
Alarm. 1.35
B14—Folychrome Colonial Model. Square
Case. Gilt Dial.

Each
B15—Kitchen Wall Model. Enamel
Metal Dial. Each...

11 --

8765

BLANKETS

BI6 - 60x80
Block Plaid or
Solid Color Satean
Bound Part Wool
Blanket, in Pastel Colors. 85c



B17-Indian Design Part Wool Blanke Size 64x78 In. 91 2

JOSEPH HAGN COMPANY "The World's Bargain Bruse," 223-225 W. Madison Street, CHICAGO, ILL.

BIG CLOSE OUT SALE LESS THAN HALF PRICE



9,000 PIECES, Streamline Model POCKET
WATCHES.

Finch for Trad-

EACH 98c 6 FOR **\$5.25**

Assorted Fancy Dials. Rich Gold Polished

ROHDE-SPENCER CO., 223-225 W. Madison Street. CHICAGO.

Advertise in The Billboard—you'll be satisfied with

SK any one who has a SARATOGA SWEEPSTAKES on location what he thinks about the game. Dollars to doughnuts he'll not trade it for any other! Why? . . . Simply because it is bringing him more big cash than all other games combined. Flashy? . . . Yes! Sturdy? . . . Yes! Fast? . . . Yes! But more than that . . . it's THRILLING! When horses PASS AND REPASS with lightning speed and the winner is a "toss up" . . . it's the next thing to being at the track! Play SARATOGA SWEEPSTAKES and you'll realize why thousands are in action-earning sensational profits!



Sweepslakes

ONLY REALISTIC HORSE RACE GAME

Once Again—2 Great Bargains

ATEST SILENT FRONT VENDERS

\$25.00

serve Jackpot, Serials 285,000 Up.

FROM

The New 1933 ★ ONE-YEAR GUARANTEE NON-SHAKABLE REELS PURITAN BABY BELL • TAX PAID \$12.50 •



IRVING MFG. & VENDING Main Office: 22 Eighth Ave., New York City Columbus 5-4959

BABE KAUFMAN. President.

CO., INC. General Sales Office: 300 Irving Ave., Brooklyn, N. Y. Tel.: FOxcroft 9-7997

What you paying hachines paying paying the point be a sucker! The paying the DON'T BE A SUCKER! WRITE OR CALL AT OUR OFFICES BEFORE YOU BUY!

IRVING BROMBERG CO.
5 Debevoise St. (Main Office) Brooklyn, N. Y. NEW YORK CITY Bronx & Westehrster Co. WASHINGTON, D. C. BOSTON, MASS. 220 5th Ave., Rm. 409 2508 Amsterdam, N. Y. 1314½ 9th 84., N. W. 1209 Washington St.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



Biades.

BSCS5 — Double Edge
for Gillette Type Safety
Razor. 10 Blades in
Package. 10 Packages
in Carton. In Lots of
10 Cartons. Per Carton
(100 Blades)

75c



"Bar-None" Safety Raror Blades. Each Package Cellophane Package Wranned

No. 8C89—5 Blades in Package, 20 Pack-ages in Carton.

No. 8000—10 Blades in Package, 10 Pack-ages in Carton, Per Carton, 1.25

FOUNTAIN PEN SPECIALS



CLOSE-OUTS-American Made Fountain Pens. Assorted Colors. Both

H618153-Men's Per 10.50 Per Dozen. Glass Point Japanese Fountain Pens. Coral Red Finissh. Lever Self-Fillers.

100 Per 1.10 Per 12.00 Per 1.10 WRITE FOR QUB LATEST PRICE LIST OF NEW FOUNTAIN PENS.

GOOD PROFIT MAKERS—NOW IN DEMAND

BilCB-Crystal Raxor 2.25

B17012 - Styptic Peneils. 2.75

B15C234—Lightning Mineer. Per Dozen, 1.10; per 12.00

B22D85-50 Count Gold Eye Needle Wallets, Attractive Put- 3.00

BISC308—Zine Pot Clean- 3.25 REAL FLASH ARMY & NAVY NEEDLE BOOKS. B22061— 1.85

B22D33—Aluminum Needle Threaders. Per 1,000...... Per Box of 250, 1,05.

B21C9—Persume, 1-Oz. Modernistic Style Bottle. Each in Box. 9.75 Per Gross

B20C12 — LaRita Face Powder. Flesh Color. Per Dozen 90

N. SHURE CO. ADAMS and CHICAGO WELLS STS.

Double Ramp Appears on New Horse-Racing Game

CHICAGO, Dec. 31.—One of the most recent entries in the field of horse-race games is the new Jockey Club machine made by the Standard Manufacturing Company. This firm made its debut into the coin-machine business by announce the the Majestic game.

ing the Majestic game.

In explaining the Jockey Club, S. Simonson, head of the company, pointed out the principle of the double ramp as being unique. Down this the balls roll with rapid speed. Being on an incline, the playing field assumes the third dimension. Walls of the ramps are said to be of cluminum presenting a unique dimension. Walls of the ramps are said to be of aluminum, presenting a unique design. Six regulation marble balls are used and are ejected onto the track by means of a device which the makers claim to be a new principle eliminating the old-fashioned elevator. The race idea is provided by the balls running around a track and then emerging on the stretch. Here they encounter well-placed pins and in their course downward pass the judges' stand, balls nose out each other, making it possible for even the last ball to come first.

The makers also state that this machine may be supplied with either penny

The makers also state that this machine may be supplied with either penny or nickel chute. The advantage of using a single denomination chute is said to be that it overcomes the possibility to cheat by inserting a higher denomination coin after the winner is declared. The chute is mounted on the front panel cash drawer and is protected against slurging.

cash drawer and is protected against slugging.

The Standard firm furnishes playing methods with each machine that have been tested and adjusted to suit almost every location owner and operator. Production on the new machine is reported to be in full swing, with the expectation of placing a double shift within the next few days.

Hoffman Has "Patience"

ATLANTIC CITY, Dec. 31.—In way of information to E. L. Laundrie, of Philadelphia, and others who have been seeking data concerning the "Patience" machines they saw at fairs the past season, the entire known output is now in Atlantic City in the possession of Howard Hoffman, 2808 Fairmount avenue, who has followed fairs and carnivals for a number of years with same. There are only a limited number in existence and he holds patents on all. The Boyce Coin Amusement Machine Corporation, of Tuckahoe, N. Y., original mater of the machines, is out of business.

The machines of Hoffman were bought from the Steeplechase company here and have been either personally operated by Hoffman or his partner, Lewis Watson, or leased out. Hoffman is leaving within the next week or so for Miami, Fla. where he expects to set up.

Holdups Prefer Machines

DENVER, Dec. 31 .- In a recent holdup DENVER, Dec. 31.—In a recent nollups of a barbecue stand here the holdups paid no attention to the cash register but grabbed two nickel machines and carried them off. The machines probably contained several dollars in nickels.

Sample Doz. 51.15. Latest Novelty Patterns. ATLANTIO CRAVATS, \$56 Broadway, N. X.

FOR EVERY PURPOSE

Special Low Prices to Concessionaires, Saleshoard Operators and Agents.



Buy direct from the manufactures a complete line of beautl-full Flash-lights and Lanterns—as low as 19c, complete with bulb and battery.

Write for Free Catalogue and Sample Offer

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CHICAGO, Dec. 31.—It is reported that ruers from several large cities for the ew Bally game have been held up, pending the grauting of injunctions against naturence with their operation. The lally Manufacturing Company plans to the third form of protection to its peators wherever it seems to be neces-

at Millette production manager, and in F. Krema, nationally known coincide expert recently added to the listaff, have been working almost ht and day to speed up production the new counter game announced a days ago. They have increased the voutput considerably and are conent they will soon be in a position to tail orders promptly. The demand the counter game took them by surset the say.

e, they say.

Buckley is making preparations for extended trip shortly after the first of year, when he will call on Bally pers in the South and East.

Speed Suggests a Name

ting of the Automatic Jobbers' Assoting Inc., Arthur Cohane, of the
hard Manufacturing Company, winooput, presented the new machine called
This is the third arrival of the
1933 machines in New York, so it is
tested.

Jobber on Fifth Avenue
NEW YORK, Dec. 31.—The fifth branch of the Irving Bromberg
pany will open at 220 Fifth avenue.
is said to be the first distributor to
an office on that famous street.
will be a grand opening January 2

phia jobbers' association, and that he hoped for as cordial a reception for his machine as he had received here.

Pin Games Are Favored

CHICAGO, Dec. 31.—In a eheckup of the past year's business in the British Isles, the firm of D. Gottlieb & Company reports that it finds the Five Star Final a reigning favorite with Englishmen. The proverbial slowness of the Englishman to grasp a joke doesn't at all hold true with his ability to appreciate the entertainment value of a coin machine, Dave Gottlieb says.

Altho introduced in America only last June, Five Star Final, with its original figure 8 action, is claimed to be the popular game abroad also. Men and women are reported to be quickly succumbing to its appeal. Mr. Gottlieb states that this machine has proved a solid foundation for his faith in the pin games. His firm has been a stanch advocate of the permanence of the pingame principle, and the fact that this game is still popular at home and abroad is ample proof that the life of a pin game, properly designed and well made, is a long and profitable one.

MEW YORK, Dec. 31.—The fifth direct branch of the Irving Bromberg Company, Winoclast. This is the third arrival of the is 1933 machines in New York, so it is perfed.

The Flash machine, in keeping with a previous machines made by the firm, described as having a superior cabinet machine. It also has a flashy playing and and is reputed to have the cetlest play of most any game on the cetlest play of the pla



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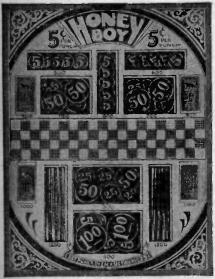


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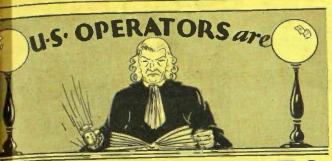
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